

# A G E N D A

## Community Services Scrutiny Committee

Date: **Friday, 17th October, 2008**

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Time: **2.00 p.m.**

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Place: **Committee Room 1, Shire Hall, St Peter's  
Square, Hereford**

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Notes: Please note the **time, date** and **venue** of the  
meeting.

*For any further information please contact:*

*David Penrose, Democratic Services Officer  
Tel:01432 383690*

**Email - [dpenrose@herefordshire.gov.uk](mailto:dpenrose@herefordshire.gov.uk)**

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**Herefordshire Council**



# AGENDA

## for the Meeting of the Community Services Scrutiny Committee

To: Councillor TM James (Chairman)  
Councillor PM Morgan (Vice-Chairman)

Councillors DJ Benjamin, GFM Dawe, BA Durkin, DW Greenow, KS Guthrie, MAF Hubbard, B Hunt, RH Smith and RV Stockton

Co-opted Members Mrs J Evans (National Farmers Union), Mr PH Hands (Visit Herefordshire), Mr PM McCaull (HALC) and Mr G. Woodman (Hereford and Worcester Chamber of Commerce)

### Pages

#### 1. APOLOGIES FOR ABSENCE

To receive apologies for absence.

#### 2. NAMED SUBSTITUTES

To receive any details of Members nominated to attend the meeting in place of a Member of the Committee.

#### 3. DECLARATIONS OF INTEREST

To receive any declarations of interest by Members in respect of items on the Agenda.

#### GUIDANCE ON DECLARING PERSONAL AND PREJUDICIAL INTERESTS AT MEETINGS

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<b>4. MINUTES</b>	1 - 8
To approve and sign the Minutes of the meeting held on 17 July 2008.	
<b>5. SUGGESTIONS FROM MEMBERS OF THE PUBLIC ON ISSUES FOR FUTURE SCRUTINY</b>	
To consider suggestions from members of the public on issues the Committee could scrutinise in the future.	
<b>6. SCRUTINY REVIEW OF THE EDGAR STREET GRID PROJECT</b>	9 - 20
To receive a report on the Scrutiny Review of the Edgar Street Grid Project, held on 30 September 2008 at the Courtyard.	
<b>7. REVENUE BUDGET 2008/09</b>	21 - 24
To provide an up date on the projected revenue outturn for financial year 2008/09 for the Economic and Community Services Division within the Regeneration Directorate and Cultural Services functions within the Environment and Culture Directorate.	
<b>8. ECONOMIC AND COMMUNITY SERVICES PERFORMANCE MONITORING</b>	25 - 32
To report on the performance indicator position and other performance management information for the Economic and Community Services Division within the Regeneration Directorate and Cultural Services functions within the Environment and Culture Directorate.	
<b>9. WORK PROGRAMME</b>	33 - 36
To consider the Committee's work programme.	

## **PUBLIC INFORMATION**

### **HEREFORDSHIRE COUNCIL'S SCRUTINY COMMITTEES**

The Council has established Scrutiny Committees for Adult Social Care and Strategic Housing, Childrens' Services, Community Services, Environment, and Health. A Strategic Monitoring Committee scrutinises corporate matters and co-ordinates the work of these Committees.

The purpose of the Committees is to ensure the accountability and transparency of the Council's decision making process.

The principal roles of Scrutiny Committees are to

- Help in developing Council policy
- Probe, investigate, test the options and ask the difficult questions before and after decisions are taken
- Look in more detail at areas of concern which may have been raised by the Cabinet itself, by other Councillors or by members of the public
- "call in" decisions - this is a statutory power which gives Scrutiny Committees the right to place a decision on hold pending further scrutiny.
- Review performance of the Council
- Conduct Best Value reviews
- Undertake external scrutiny work engaging partners and the public

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### **Adult Social Care and Strategic Housing**

*Statutory functions for adult social services including:  
Learning Disabilities  
Strategic Housing  
Supporting People  
Public Health*

### **Children's Services**

*Provision of services relating to the well-being of children including education, health and social care.*

### **Community Services Scrutiny Committee**

*Libraries  
Cultural Services including heritage and tourism  
Leisure Services  
Parks and Countryside  
Community Safety  
Economic Development  
Youth Services*

### **Health**

*Planning, provision and operation of health services affecting the area  
Health Improvement  
Services provided by the NHS*

### **Environment**

*Environmental Issues  
Highways and Transportation*

### **Strategic Monitoring Committee**

*Corporate Strategy and Finance  
Resources  
Corporate and Customer Services  
**Human Resources***

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- The scope that the portfolio covered;
- The twenty three achievements that were summarised in the report. He said that now that the Rotherwas Relief Road had been completed, it was expected that employment in the area would increase, and that those companies who were already on the Estate would be encourage to stay there. The Completion of the Museum Resource and Learning Centre, which had been opened by HRH Princess Alexander in April, would be a valuable asset for the County.
- The success of the Herefordshire Business Conference, which had shown that the County had more to offer than the strengths of its rural economy. The conference would be held biannually in the future, in order to keep the issues current.
- At the Hereford International Youth Conference that had been held in the County earlier in July, Herefordshire had received praise for its work from Rt Hon Michael Meacher MP.
- The priorities and schemes that lay before the Council. The Edgar Street Grid project would henceforth be referred to as the Extension of the City Boundaries.
- The issues that were before Cabinet for decision, which included the reviews of the Tourist Information Centres and the Management Agreement with Halo that had been undertaken by the Committee's review groups.
- That the Crime and Disorder PI's showed that burglary and reported domestic violence had reduced in the County but conversely, poor performance in the areas of violent crime and criminal damage had led to an overall worsening of the crime and safety picture.
- That although 79% of County residents were satisfied with the local community as a place to live, the 2007 target of 87% had not been met. He added that the economic climate had put people under pressure, and pointed out that it was likely that the construction industry would cut its workforce. Kingspan were already laying staff off.

The Chairman thanked the Cabinet Member for his report, and in the ensuing discussion, the following principle points were made:

- It was suggested that in the light of the Library satisfaction survey results that the Library, Mobile Library and Home Delivery Services should be re-advertised.
- That access to genealogy websites should be made more available in Libraries.
- That consideration should be given to an alternative name for the Extension of the City Boundaries project, such as 'The Hereford Project'.
- In reply to a question from a Member, the Cabinet Member said that it was intended that there should be a Central Library in the Extension of the City Boundary project. Discussions around the content of the overall site, such as the proposed Herefordshire University, would centre around the location and the content of the library. It was intended that the building should be an iconic structure for the City.
- In reply to a further question, the Cabinet Member said that the County was making every effort to benefit from the 2012 Olympic Games to be held in London. The possibility of involvement in the Paralympic Games would also be explored, and the Principal of the Royal National College for the Blind would be travelling to Beijing in order to lobby the national team to come to Herefordshire.

The Blind Football World Championships would give the County a tremendous boost in 2010, as they would be hosted in Hereford.

- In reply to a question from a Member, the Cabinet Member said that the Rotherwas Relief Road had been a necessary project, and had proved successful. It had secured at least two thousand jobs, and had increased investment in the site which would lead to a rise in employment by around 100%.
- In reply to the Members' question concerning the Extension of the City Boundaries project, he said that there had been seven public consultation meetings held that had involved Hereford City, and that the team were working closely with the Hereford City Partnership. It was important to get the correct product mix on the site, and that it was certainly not intended that it should just be a retail centre. Culture and arts would be included in the project, and would be complemented by the retail offer from the Cattle Market, which would help to increase the footfall to the area. With regard to the Butter Market, there had been a meeting with the tenants, and there was an ongoing dialogue with the Chairman of the Tenants Association. They would be an integral part of the critical path toward the regeneration of the City centre. The Council would research best practice around the country before going forward with the project.
- A Member expressed concern over the decline in the footpath PI, as he believed that these were one of the Counties best selling points. A Member concurred, and said that at a recent meeting of their Local Access Forum, it had been reported that the Herefordshire Walking Festival had been a great success, with at least 1200 participants, over half of which had come from outside the City. Whilst this was good for tourism in the County, concern had been expressed that the current vacancy for a Rights of Way Development Officer post had not been filled. It had been the feeling of the meeting that the Council were not prioritising this area, and that more resources should be invested. It had been stated that the backlog of footpath works would not be cleared before 2029.
- The Strategic Asset Manager reported that there had been a change in management of the Public Rights of Way services, and a suite of new policies was now in place. This was a complex legal area, with a number of statutory consultative processes, but the fast track system that had been introduced meant that the backlog of cases, where there were no planning objections, had been reduced. It was noted that the Rights of Way Improvement Plan had been instigated, and that there was an engagement process with the Parish Councils with a two stage consultative process. There were funds of £50k available up to 2011 to undertake improvement works.

**Resolved:**

**That: (a) the Committee should receive a report on the situation regarding Public Rights of Way Orders and footpaths at its next meeting;**

**and;**

**(b) that a Members Seminar on Public Rights of Way and Footpath legislation should be arranged.**

**56. COMMUNITY/CULTURAL SERVICES REVENUE OUTTURN 2007/08**

The Committee noted the Community/Cultural Services Revenue outturn 2007/08. The Chairman expressed concern over the fact that the regarding process that had taken place with Halo in 2004 would appear to be penalising this Service. A fund had been set up by the Council when the process had been undertaken, and it appeared that this money had run out. The situation should have been monitored,

and action taken with regard to the reserves. The Cabinet Member concurred, and said that the fund allocation had been defined by Human Resources at £250k. The fact that Halo staff would progress up the pay scales appeared not to have been taken into consideration, and the mismatch in funds should not be a burden solely for this Directorate. It was noted that Officers had looked at the transfer before the evaluation process had been undertaken, but delays in the process had meant that this problem had arisen. Internal discussions were required within the Council in order to rectify the situation. The Committee noted various comments as to why this budget head should not be penalised as a result of the outsourcing of the contract.

In reply to concerns expressed over the £40k reported overspend for the 'Flavours of Herefordshire' Food Festival, the Cabinet Member said that the Festival had begun two years ago, and had received five thousand visitors in its first year. This figure had risen to eight thousand in the previous year. The Festival was seen as a colourful shop window for local produce, but it had to be financially sustainable. He believed that holding it at the Hereford Race Course Site had been appropriate, as over 60% of visitors were from Hereford City. A report on the Festival would be brought back to the next meeting.

Following concern over the lack of detail in Appendix 1 and 2 of the report, it was recommended that, in future, greater high level profiled detail should be provided to allow the Committee to draw conclusions from the data provided.

**RESOLVED:**

**That: a) the report be noted**

**b) a report on the 'Flavours of Herefordshire' Festival be brought to the next meeting.**

**and;**

**c) detailed profiled budgets for 2007-08 and full year profiled budget for 2008-09 be brought to the next meeting.**

**57. ECONOMIC AND COMMUNITY SERVICES PERFORMANCE MONITORING**

The Committee noted the report on the performance indicator position and other performance management information for the Economic and Community Services Division within the Regeneration Directorate and Cultural Services functions within the Environment and Culture Directorate. The following areas of consideration were highlighted by the Improvement Manager:

- That the end of year out-turn information showed that of the forty three performance indicators reported, eighteen had reached target or exceeded the target set. Nineteen of the indicators showed a positive Direction of Travel. Of the indicators that had not reached target, six still showed an improvement year on year. The indicators that did not have a positive improvement year on year included six that out-turned at a level equal to 2006-07.
- That within Cultural Services, half of the indicators had reached target. Highlights included the satisfaction with parks and the countryside, which had reached target and had remained significantly better than the national comparators: out-turning at 69% compared with the national position of 54%.

The Committee considered appendix 1 of the report, and the following areas were highlighted in the discussion:

- That the figures that expressed the percentage of users who were satisfied with Library services in the County were collected using a tested methodology and

they were, of necessity, local, as national figures for these PI's would not be appropriate.

- That whilst the Mobile Library service had not been included in this year's figures, it would be included in the PI's in the coming year.
- A Member congratulated the Countryside Services, which was now working in a more targeted way with Hereford City Council than had previously been the case.
- In reply to Member's concerns over the high level of fear of anti-social behaviour that was reflected in the figures, the Head of Economic and Community Services said that there were task groups looking at this issue. The perception of crime, rather than crime itself was the major issue. The Police were working to instil confidence in residents, and it was important that the message that Herefordshire was a safe county to live in should be clearly made.
- Frustration was felt by Members of the Committee over the lack of clarity of the method of reporting the PI's. This was combined with concern that only eighteen of the PI's had attained their targets.

**RESOLVED:**

**That: a) the report be noted and areas of concern should continue to be monitored;**

**and;**

**b) additional detail should be provided with the Performance Indicator data in order to allow greater clarity for the Committee;**

**58. CLOSE DOWN REPORT ON ACTION PLANS FOR CULTURAL SERVICES INSPECTION; REVIEW OF HEREFORD CITY PARTNERSHIP; THE 18-35 YR OLDS REVIEW AND THE REVIEW OF MUSEUMS AND HERITAGE CENTRES**

The Committee considered the Close down report on Action Plans for Cultural Services Inspection, Review of Hereford City Partnership; the 18-35 Review and Review of Museums and Heritage Centres.

**RESOLVED: That the report be noted, with no further reports on the actions plans to be submitted to the Committee.**

**59. BROADBAND ISSUES IN HEREFORDSHIRE**

The Committee received a report on Broadband Issues in Herefordshire.

The Senior Economic Regeneration Manager reported that, at a recent meeting with BT's Regional Manager, the company had outlined the reasons why there were so many problems with Broadband in rural areas. When the UK telephone network had been set up, the expectation was that only 50-60% of homes would want a telephone. Currently there was an average of 1.3 phone lines per home, and as a consequence the exchanges were finding it hard to cope. BT was required to provide a telephone link to every home that wanted one, but was not required to provide broadband. BT had agreed that there were a lot of areas in the County that couldn't receive broadband, and these were being upgraded on a financial appraisal basis. It cost BT £210k to upgrade a hamlet of ten homes to Broadband. A survey of residents and businesses was being considered for the September issue of *Herefordshire Matters*. This should establish who had experienced problems and what they were, and help the Council take forward the issue with BT.

The Senior Economic Regeneration Manager went on to say that, as had been reported at the last meeting, the Rotherwas Industrial Estate was affected by distance and cable quality issues and the broadband service there was limited to 512Kb bandwidth for most firms. As a result businesses have had to “bond” lines or take leased lines, to give them the capacity that they required. This issue had been discussed with BT, most recently in May, but it was unlikely that BT would take steps to improve the matter. The Chamber of Commerce was undertaking a survey of businesses in Rotherwas so that a future sustainable service could be costed out.

In the ensuing discussion, the following principle points were made:

- That provision of broadband to the Rotherwas Estate should be regarded as a matter of urgency, not least because jobs, and the investment in the Rotherwas Relief Road, would be at risk unless companies on the Estate had this facility;
- That it was possible to get satellite broadband connections for companies at Rotherwas, but that this was an expensive option which made firms less competitive. It could be possible to use the Council’s infrastructure to provide sufficient data bandwidth into the Estate, and discussions were continuing, with a wireless service being the most likely solution for distribution. Under existing legislation, the council could provide a broadband service, but would not be allowed to run it.
- A Member suggested that, although Advantage West Midlands were not in a position to fund broadband provision directly, they were able to fund community enterprise structures. These might be used as a vehicle to run the broadband infrastructure.
- A Member pointed out that in rural areas there was a great deal of scepticism that the Council was actively involved in forwarding the cause of broadband provision.

**RESOLVED: That the Committee expressed dismay at the lack of Broadband provision to the Rotherwas Estate.**

**60. TO REPORT THE FINDINGS OF THE SCRUTINY REVIEW OF THE AGREEMENT WITH HALO LEISURE TRUST**

The Committee received the Scrutiny Review of the Management Agreement with Halo Leisure Trust. The Chairman said that it had been a useful process for the Members of the group, as it had given them an increased awareness of the services that were available throughout the County. The Strategic Asset Manager added that the Review had been of the Management Agreement, and not of Halo’s performance in managing the sites.

In the ensuing discussion, the following principle points were made:

- That the Management Agreement was separate from the individual leases for each site occupied. The nature of the agreement meant that there was built in flexibility that allowed the Council to add or subtract sites from the portfolio.
- A member supported the comments made in paragraph 7.2 of the report, and the view that the setting up of Halo was as a long term strategic commitment for the Council and, as a result, a more strategic approach to service planning would need to be established.
- A member highlighted paragraph 9.1(b) of the report, and said that he was concerned over the proposal for the transfer of risk as he had found that the export of risk was rarely satisfactory, and usually cost more in contractual terms.

**RESOLVED:**

- That:**
- (a) the findings of the Scrutiny Review Group be submitted to Cabinet;**
  - (b) that subject to the Review being approved, the Executive's response to the Review, including an action plan, be reported to the first available meeting of the Committee after the Executive has approved its response;**
- and;**
- (c) A further report on progress in response to the Review then be made after six months with consideration then being given to the need for any further reports to be made.**

**61. SCRUTINY REVIEW OF COMMUNITY ENGAGEMENT IN THE HEREFORDSHIRE COMMUNITY SAFETY & DRUGS PARTNERSHIP**

The Committee approved the appointment of Councillor PM Morgan as Chairman of the Scrutiny Review of Community Engagement in the Herefordshire Community Safety & Drugs Partnership. Councillor Morgan had been appointed in place of Councillor RH Smith who, as the recently appointed Council's representative on the West Mercia Police Authority Board, did not feel that it was appropriate that he should continue to Chair the Review.

**62. SCOPING STATEMENT FOR A SCRUTINY REVIEW OF HEREFORDSHIRE'S ECONOMIC DEVELOPMENT STRATEGY**

The Committee considered the Scoping Statement for the Review of Herefordshire's Economic Development Strategy.

**RESOLVED:**

- That:**
- (a) the scoping statement for a Review of Herefordshire's Economic Development Strategy appended to the report be agreed;**
  - (b) Councillors: PGH Cutter, B Durkin, MAF Hubbard, and TM James be appointed to the Review Group;**
- and;**
- (c) Councillor RV Stockton be appointed as Chairman of the Review Group.**

**63. WORK PROGRAMME**

The Committee considered its work programme.

The work programme at Appendix 1 was noted. Further to Minute No. 57 a Members Seminar on Public Rights of Way should be added to the programme for the October meeting.

**RESOLVED: That subject to the above amendments, the work programme be approved and reported to the Strategic Monitoring Committee.**

The meeting ended at 12.40 p.m.

**CHAIRMAN**



**REVIEW OF EDGAR STREET GRID SCHEME****Report By: HEAD OF ECONOMIC AND COMMUNITY SERVICES****Wards Affected**

Countywide

**Purpose**

1. To examine progress and implementation of the ESG Master Plan.
2. To explore the opportunities of creating a single city approach, linking the ESG development with the regeneration of the historic city centre.
3. To identify the long term impacts and outcomes of the ESG scheme in supporting the economic growth of the County.

**Financial Implications**

4. The Council contributes revenue funding to the ESG scheme as well as officer time. This is highlighted in the review report.

**Background**

5. The Community Services Scrutiny Committee conducted a review of the ESG scheme as a major project taking place in Herefordshire which will have significant impact on the county.
6. The interviews for the review took place on the 30<sup>th</sup> September at an informal meeting of the Committee, with a subsequent meeting on the 2<sup>nd</sup> October for Members to formulate key considerations, themes and recommendations.
7. The report enclosed summarises the findings and recommendations.

**RECOMMENDATION**

- THAT (a) the Committee considers the report of the Edgar Street Grid Review, in particular its recommendations set out at section 7, and determines whether it wishes to agree the findings for submission to Cabinet.**
- (b) subject to the Review being approved, the Executive's response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive has approved its response;**
- and;**
- (c) a further report on progress with respect to the Review be made after six months with consideration then being given to the need for any further reports to be made.**



**Scrutiny Review of the Edgar Street Grid Scheme on 30 September 2008**  
**at the Courtyard, Hereford**

**1 Introduction**

- 1.1 The Edgar Street Grid (ESG) scheme is the major development project for the County and is at an important stage in its implementation. Therefore, the Scrutiny Review took place to do three things:
- To make recommendations to maximise the value and impact of the ESG scheme for the benefit of Hereford City and the wider County;
  - To understand the views, aspirations and concerns of partners and stakeholders;
  - To recommend key considerations in the implementation of the ESG scheme, especially in relation to creating a whole city approach.

**2 Methodology**

- 2.1 A Scrutiny Review took place on 30<sup>th</sup> September 2008. The day, open to the public, included a presentation by and an interview of, the ESG chief executive. This was followed by interviews of interested and related parties (Appendix 1), which enabled an exploration of the key issues concerning the scheme, as outlined in the Terms of Reference (Appendix 2). A subsequent meeting was held on 2<sup>nd</sup> October for all Members of the Scrutiny Committee to formalise recommendations.

**3 Background**

- 3.1 ESG Herefordshire Ltd was established by Herefordshire Council and Advantage West Midlands to lead the regeneration of a 100-acre site within central Hereford. The mixed use development of the site involves the creation of new retail and leisure provision, over 1,000 new homes and a mix of public and private sector developments. This will be supported by new infrastructure such as flood alleviation, new road infrastructure, car parking and a transport hub.
- 3.2 The project was included in the Unitary Development Plan published by Herefordshire Council in 2003. Since then a revised master plan has been consulted on and produced. Stanhope has been selected as the partner to develop the retail element of the scheme and Sanctuary Housing as the partner to implement the housing element. Final agreements to proceed are to be signed by the end of 2008.
- 3.3 As heard at the review day, this is the 34<sup>th</sup> largest regeneration scheme in the UK. Much of the costs are coming from the private sector with £20m earmarked by AWM as a contribution towards the project, and Herefordshire Council contributes the value of its property holdings and revenue funding of £352,950 per year as well as officer time to support the scheme.
- 3.4 Emerging detailed analysis shows that the new development is expected to attract an extra £65million to £70million of annual spend from the wider Hereford catchment. Also extra employment opportunities (1,500 new jobs as well as 600 on construction work - information taken from ESG website).

## 4 Considerations

- 4.1 It was clear from the review day there are a number of considerations linked to the regeneration scheme.
- 4.2 **The down turn in the economy** – concerns were raised as to the progress of the scheme considering the current downward spend resulting from the credit crunch. It was expressed that the current climate could have an impact on the timing and scheduling of the scheme, however it had already been agreed to start with the necessary infrastructure work before the retail element is progressed.
- 4.3 **Retail Linkage** – part of the scheme is based on evidence that Hereford is disadvantaged by people who could potentially shop in the city who are choosing to travel elsewhere. This equates to 55% of potential spend of the county going elsewhere. The city centre currently has 44 empty shops and at least 15 charity shops and it was expressed that this trend is likely to continue without significant intervention – especially considering current competition and new development which will add to consumer choice. The point was made that without attracting shoppers from the surrounding wards (mainly rural wards which are wealthier) the city centre will depend on the closer, primary wards, which in general do not have the larger disposable incomes. Spending power will then affect the shop offer and range.
- 4.4 **Population change** – As a Growth Point Area Herefordshire will have 16,600 new houses (approximately 20,000 additional residents) with 50% being built in and around Hereford City. This will change the nature and culture of the city, but also increase the need for services, infrastructure and retail.
- 4.5 **Thriving Community** – related to the above two points is the shared intention of ensuring Hereford City Centre is a vibrant place to live, work and visit. The newly produced Hereford City Centre Regeneration Strategy (to be published at the end of October) reflects this ambition and includes aims, objectives and projects to meet that ambition. Any plans for the City Centre need to include projects such as “live above the shop”, incentives such as free parking and a block on out of town retail developments.
- 4.6 **A county scheme** – though geographically based in Hereford, it was clear from the evidence given at the review day that the scheme will have a wider county benefit.
- 4.7 **More than a retail development** – a great deal of focus was placed on the retail element of the regeneration scheme. However, as made clear retail is only one part of the project, and a mixed use scheme should be seen as an integrated programme with zones, areas or quarters that inter-relate.

## 5 Key Themes

- 5.1 This section explores the key themes emerging from the review process that have influenced the recommendations.
- 5.2 **The Expanded City Centre**  
There was concern expressed on the review day that the ESG scheme could create a city consisting of two halves – either side of Blueschool Street. It was recommended that a “whole” city solution needs to address access to the city, parking and transportation and a shared identity for the retail offer. Specific consideration needs to be given to the linkages between the new retail area and the historic centre to make movement of pedestrians seamless. This should include the significant downgrading of Blueschool

Street and innovative solutions to creating links to the Maylord Orchards Shopping area. Once established, the new and historic elements of the city should be jointly marketed, offering increased and expanded shopping and leisure experience, creating a “whole day experience”. However, some members are yet to be convinced that there will be viable linkage between the new development and the historic core.

### 5.3 **Consultation**

There has been a great deal of opportunity to participate in the consultation surrounding the ESG development – either through the forward planning process or via events organised by ESG (Appendix 3). However, criticism was made at the review day that the Supplementary Planning Document, which influenced the development of the ESG scheme received a poor response (38). This was compounded by a perceived lack of involvement in the decision-making by “hard to reach” groups, and possibly more innovative methods of engaging people should be explored. However, the point was made that consultation on the SPD was only one method of involvement, and that the Council members and local societies/lobby groups have a role to play in ensuring engagement of the people they represent.

As the scheme progresses ESG will need to continue with consultation, engagement and information sharing. This will be particularly relevant as tangible elements of the scheme progress and important via the planning process. There could also be opportunity to use space in the Butter Market to permanently display the intentions of the scheme.

### 5.4 **Town Centre Impact Study**

As part of the planning process Stanhope will be required to produce a Town Centre Impact Study to assess the effect the development will have on existing retail. Previously the Regional Spatial Strategy highlighted retail linkage in the shire county towns/cities like Hereford, and Unitary Development Plan (which was subject to public enquiry) demonstrated an unmet need for retail floor space. However two considerations arose during the course of the review – 1. that the Town Centre Impact Study would not be impartial if conducted by Stanhope as having a vested interest in its success; 2. that information prepared for the UDP was out of date. (UDP produced in 2004 and Inspector’s Report in March 2006)

### 5.5 **Business as Usual**

Concern was expressed during the review process, that construction work would adversely affect use of the city centre by residents, visitors and businesses. That consideration needs to be given to access into the city centre, including parking and signage. How the city is presented and marketed is key, retaining the ambience and understanding that businesses are open as usual. The partners Stanhope, Hereford City Council, Herefordshire Council and Visit Herefordshire will need to work together to promote the City.

### 5.6 **Linkage to the Courtyard**

With reference to previous comments to create a “one city” experience, concern was expressed during the interview process as to the connectivity with The Courtyard Centre for the Arts. The arts centre is the county’s main cultural venue which contributes to the appeal of visiting Hereford and adds diversity to the night-time economy offer. However, the A49 divides the proposed new development from the Courtyard and current arrangements to introduce a new crossing does not go far enough to address this. As a wider point the A49 does present barriers within Hereford and changes the dynamics of areas surrounding the City Centre.

## 5.7 **Hereford City Centre Regeneration Strategy**

The Hereford City Centre Regeneration Strategy was referred to on a number of occasions during the course of the review day. This is a ten-year plan to revitalise the city centre and encompasses the “expanded” area. The key intent made in the strategy is that “Hereford will have a thriving City Centre that residents are proud of, people choose to visit and where private enterprise prospers. A City Centre where rich heritage is evident in a well designed environment that marries well with contemporary lifestyles”.

This document has been put together primarily by Hereford City Partnership and Herefordshire Council, but with involvement from key organisations such as the Civic Society, Hereford City Council, the Chamber of Commerce and Visit Herefordshire. Key to its delivery is the coming together of organisations to ensure the ambitions are progressed.

## 5.8 **Support for Businesses**

There are currently 190 businesses based on the grid area, employing in the region of 3,000 people. Considering these points the scheme is not operating on a “blank canvas” and support needs to be given to businesses to move otherwise there is a risk of employment loss. The needs of different businesses will be distinct, and communication is crucial. It was stated during the interview day that 80-90% of the businesses would look favourably on moving to the Faraday Road site. Businesses are not opposed to the ESG development and can see opportunity for extra business, as well as the appeal to young people as an incentive to stay and work in the county.

## 5.9 **Inclusion of the Football Ground**

The Football Ground is within the ESG development area and presents an opportunity for upgrading. Though efforts seem to have been made to engage with the Football Ground management, the current process is unclear. To fully understand the implications Members require a written report on the current position and the options available to enable the potential enhancement and improvement of the ground.

## 6. **Summary**

6.1 As expressed by the people interviewed as part of the review process the expanded city project creates a major opportunity for Hereford and the wider County and can act as a catalyst for change. The scheme can be something residents of the county can be proud of and has the potential to be a beacon of good planning, development and regeneration. However, during the development process current assets should not be disadvantaged – therefore there needs to be some protection of businesses and current retail / leisure in the historic part of the city centre. Also, the scheme needs to “carry with it” local people and therefore engagement and involvement of all sectors of the community is important to create a sense of ownership and pride.

6.2 The Committee wish to thank the ESG Ltd Board for the process it has made so far in the development of such as major project for the county and region. Thanks also to those people who gave up their time to contribute to the review process including members of the public who were in attendance.

## **7. Recommendations**

**That: a) Cabinet be requested to consider the following recommendations**

- 7.1 The Expanded City Centre – That the scheme is referred to as the expanded City Centre to reflect the “one city” approach in creating benefit for and linkages between the whole of the city centre area.**
- 7.2 Consultation – The importance of full consultation is recognised both to ensure the best result for the people of Herefordshire, but also to ensure compliance with all planning regulations. For ESG to continue with its current consultation (both giving and receiving) and to investigate and use other innovative methods of consultation.**
- 7.3 Town Centre Impact Study – That the Town Centre Impact Study commissioned by Stanhope as part of the planning process, is independently verified or conducted.**
- 7.4 Business as Usual – that a partnership approach lead by the City Partnership is taken to address any down turn in use of the City Centre during construction work.**
- 7.5 Linkage to the Courtyard – consideration is given to creating better linkage to the Courtyard Centre for the Arts for the venue to be part of the wider leisure offer presented as part of the expanded city development.**

**b) subject to the Review being approved, the Executive’s response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive has approved its response;**

**and;**

**c) That further reports be made to the Committee on the following issues:**

- 7.6 Hereford City Centre Regeneration Strategy - The Hereford City Centre Regeneration Strategy is a ten-year ambition is endorsed. The strategy should be presented to Committee specifically outlining the implementation of schemes through a partnership approach.**
- 7.7 Support for Businesses - For the committee to fully understand via written report the current and intended support to businesses to relocate from the ESG site.**
- 7.8 Inclusion of the Football Ground – For officers of the council to submit a report to committee on the current position and options available to enable the development of the Football Ground.**

**Interviewees for the One Day Scrutiny Review of the Edgar Street Grid Project  
on 30 September 2008 at the Courtyard.**

Mike Ashton  
Chief Executive, Chamber of Commerce

Jonathan Bretherton  
Chief Executive, ESG Ltd

Councillor Blackshaw  
Cabinet Member, Economic Development & Community Services

Bobbie Heavens  
Chairman, City Partnership

Mark Inglis  
Acting Town Clerk, Hereford City Council

Cynthia Palmer  
Hereford City Manager

Mark Pearce  
Advantage West Midlands

Andrew Sanders  
ESG Business Association

Garry Thomas  
Chairman, Hereford Civic Society

Peter Yates  
Planning Policy Manager, Herefordshire Council

<b>REVIEW:</b>	<b>Progress of the Edgar Street Grid Development</b>	
<b>Committee:</b>	Community Services Scrutiny Committee	<b>Chair:</b> Cllr James
<b>Lead support officers:</b>	Natalia Silver - Head of Economic and Community Services David Penrose – Democratic Services Officer	

## SCOPING

<b>Terms of Reference</b>
<p>This review covers:</p> <ul style="list-style-type: none"> <li>To examine progress and implementation of the ESG Master Plan.</li> <li>To explore the opportunities of creating a single city approach, linking the ESG development with the regeneration of the historic city centre.</li> <li>To identify the long term impacts and outcomes of the ESG scheme in supporting the economic growth of the County.</li> </ul>
<b>Desired outcomes</b>
<ul style="list-style-type: none"> <li>To make recommendations to maximise the value and impact of the ESG scheme for the benefit of Hereford City and the wider County.</li> <li>To understand the views, aspirations and concerns of partnership and stakeholders.</li> <li>If relevant, recommend key considerations in the implementation of the ESG scheme, especially in relation to creating a whole city approach.</li> </ul>
<b>Key questions</b>
<ul style="list-style-type: none"> <li>What is the current progress of the ESG scheme and what is its future timescale?</li> <li>What are the benefits of the ESG scheme to Hereford City and the wider County?</li> <li>What could be done to maximise the linkage between the new development and the historic city centre?</li> <li>What is the evidence base that has influenced the Master Plan for ESG?</li> <li>With the development of a new retail area what effort is being made to ensure the historic city centre thrives?</li> <li>What is the effect of the current economic downturn having on the plans for the scheme?</li> <li>In what way are the current businesses on the ESG site being supported?</li> </ul>

## Corporate Plan Priorities

Economy and Enterprise

<b>Timetable (some of the facilities are only open seasonally and will influence the time table)</b>	
<i>Activity</i>	<i>Timescale</i>
Pre-meeting with scrutiny members 12.30 pm, Committee Room 1, Shire Hall	Tuesday, 23 <sup>rd</sup> September 2008
Review day with partners and stakeholders 2.00 pm – 8.00 pm, The Courtyard	Tuesday, 30 <sup>th</sup> September 2008
Discussion Session 11.00 am – 1.00 pm, Committee Room 1, Shire Hall	Thursday, 2 <sup>nd</sup> October 2008
Scrutiny Meeting – report presented 2.00 pm, Committee Room 1, Shire Hall	Friday, 17 <sup>th</sup> October 2008



## **ESG Consultation summary Masterplan**

Launched in July 2007 at Courtyard event – public, media & business to look at model, workshops etc

Meetings with individuals businesses and stakeholders : 24 separate meetings held

Masterplan circulated to 36 'statutory' & other consultees: 19 detailed responses received

Model on public display at Penn House for week inc Saturday – 1000 people visited to view.

Questionnaires were circulated at all events - 164 returned.

5 open evening events held at ESG offices for local residents and businesses. Every resident/ business on the site was hand delivered an invitation. This was supplemented by Chamber of Commerce mailshot to businesses. Residents and businesses outside the site were also invited. Total attending: 72.

Evening event for Council members and senior officers – 28 attended.

ESG staff presence and display in all the market towns Info Centres.

Model on display at the Kindle Centre for residents S of the river - 20 attended.

Media coverage in Hereford Times, Hereford Journal, Birmingham Post, Herefordshire Matters, Estates Gazette, Property Week.

The masterplan consultation was a specific exercise undertaken within the context of ESG contributing to ongoing discussions about the future of the area. Examples:

- Year 9 school group competition – design a retail quarter
- Discussions with Hereford Regeneration Group
- Discussions with Hereford Civic Society including public debates
- CABE Urban Panel
- Youth conference
- Presentations as requested: recent examples - Probus, Deanery Synod, Herefordshire Trade Federation, Baptist Church, Youth Council/Shadow Youth Council
- Masterplan launch event including workshops (7/08)
- ESG Workshops and community consultations on specific aspects eg Flooding, Transportation and Urban Village.
- Enewsletter
- Discussions with Geography teachers leading to ESG being on the curriculum
- Business start up "Directions" event incorporating Year 10 exercise (11/07)
- Participation in Herefordshire Business Conference (Courtyard , 4/08)

DJN 240908



**REVENUE BUDGET MONITORING 2008/09****Report By: Director of Resources****Wards Affected**

County-wide.

**Purpose**

1. To advise members of the financial position for the Community Services budgets for the period to 31<sup>st</sup> August 2008. The report lists the variances against budget at this stage in the year and a projected outturn for 2008/09.

**Financial Implications**

2. There is a projected overspend in Community Services, prior to any management action to reduce it, of £300,000.

**Considerations**

3. The detailed Budget Monitoring Report to 31<sup>st</sup> August 2008 is attached at Appendix I for Members' consideration.
4. The total Community Services budget for 2008/09 has increased to £9,925,722 from the amount reported to previous meeting, which was £9,789,458.
5. This net increase of £136,264 relates to:
  - i) Transfer of budget relating to the annual contributions to Job Evaluation costs for staff transferred to HALO (£259,185) and Amey Wye Valley Ltd (£70,310). This budget was previously held centrally.
  - ii) A reduction of £165,000 in Economic Development. This relates to income from commercial premises previously used to fund Edgar Street Grid (ESG) operational costs. This has now ceased and Advantage West Midlands will now directly grant fund the operational costs of ESG.
  - iii) Reduction of Management budget by £28,231 following the disaggregation of the Head of Service budgets. This reflects a transfer of budget associated with the reorganisation of directorates.

6. The summary position is set out in the table below.

2008/09	Budget	Projected Outturn	Overspend
<u>Service Area</u>	£000	£000	£000
Cultural Service	3,939	4,039	100
Community Leisure & HALO	1,617	1,817	200
Parks, Countryside & PROW	2,190	2,190	-
Social & Economic Regeneration	1,957	1,957	-
Management	223	223	-
<b>Community Services Total</b>	<b>9,926</b>	<b>10,226</b>	<b>300</b>

#### Cultural Services

7. The other main area of overspend of £100,000 is the cost of maintaining public access PCs within Libraries which resulted in an overspend of £88,000 in 2007/08.

#### Community Leisure & HALO

8. Leisure is expected to overspend by £200,000 in relation to the HALO Job evaluation payment issue. The Council has a legal requirement to meet in full the financial impact of increases in pay of transferred posts affected by the single status agreement. The original central budget was set based on assumptions that were reasonable at the time about pay grades. Over time funding has become insufficient as staff have progressed through pay grades.

9. The Chief Executive has set an expectation that Directorates produce management proposals to bring expenditure back to balance at the end of the financial year.

### RECOMMENDATION

**THAT the report be noted and that the next report indicates action taken to address the projected overspend.**

#### BACKGROUND PAPERS

- None identified

#### APPENDIX

Appendix 1 – Summary Revenue Budget Monitoring Report 2008/09 to 31<sup>st</sup> August 2008

**SUMMARY REVENUE BUDGET MONITORING REPORT 2008/09  
PERIOD TO 31ST AUGUST 2008**

	Full Year Budget	Actual to Period 5	Budget to Period 5	Variance Overspend/ (Underspend) to Period 5	Forecast Outturn Variance Overspend (underspend)
	£	£	£	£	£
Arts	591,837	281,899	339,100	(57,201)	
Cultural Services Staff	215,155	72,385	80,685	(8,300)	
Heritage	582,844	310,251	296,773	13,478	
Leisure Services	197,717	71,826	80,595	(8,769)	
Library Service	1,886,433	650,798	690,420	(39,622)	100,000
Tourism	464,550	136,119	202,428	(66,309)	
<b>Total for Cultural Services</b>	<b>3,938,536</b>	<b>1,523,277</b>	<b>1,690,001</b>	<b>(166,725)</b>	<b>100,000</b>
Community Leisure	22,000	0	9,167	(9,167)	
Leisure	1,595,221	586,720	609,124	(22,404)	200,000
<b>Total for Community Leisure + Halo</b>	<b>1,617,221</b>	<b>586,720</b>	<b>618,291</b>	<b>(31,571)</b>	<b>200,000</b>
Countryside	1,578,875	455,917	528,670	(72,753)	
Prow	610,797	265,922	249,507	16,415	
<b>Total for Parks Countryside &amp; Prow</b>	<b>2,189,672</b>	<b>721,839</b>	<b>778,177</b>	<b>(56,338)</b>	<b>0</b>
Economic Development	770,226	415,525	384,929	30,596	
Community Safety	117,016	129,953	96,564	33,389	
Community Regeneration	1,024,420	169,740	290,599	(120,859)	
Life Long Learning	45,902	20,668	18,913	1,755	
<b>Total for Social &amp; Economic Regeneration</b>	<b>1,957,564</b>	<b>735,886</b>	<b>791,005</b>	<b>(55,119)</b>	<b>0</b>
<b>Total for Management</b>	<b>222,729</b>	<b>81,653</b>	<b>91,174</b>	<b>(9,521)</b>	<b>0</b>
<b>Community Services Total</b>	<b>9,925,722</b>	<b>3,649,375</b>	<b>3,968,648</b>	<b>(319,274)</b>	<b>300,000</b>



## ECONOMIC AND COMMUNITY SERVICES PERFORMANCE MONITORING

**Report By: Director of Regeneration and Director of  
Environment and Culture**

### Wards Affected

County-wide

### Purpose

1. To report on the performance indicator position for the Economic and Community Services Division with the Regeneration Directorate and the Environment and Culture Directorate

### Financial Implications

2. No direct implications.

### Background

3. The Performance Improvement Framework required reporting to Scrutiny Committee at 4, 6, 8, 10 and 12 months. This report covers the outturn to the end of September 2008 where this data is available, and the current status.
4. Performance has been judged using the following criteria:
  - Red - Not on target and planned activity not taking place
  - Amber - Not on target, but planned activity undertaken and remedial measure in place; or no data available but planned activity undertaken
  - Green - On target, or baseline data is not available for a new indicator and planned activity has taken place
5. The table in Appendix One includes details of the performance indicators

Summary of Ratings	No of Indicators	Judgement		
		R	A	G
<b>Total Number of Indicators</b>	<b>34</b>	<b>1</b>	<b>10</b>	<b>23</b>

6. The indicators that are listed here are either National Indicators (NI's) of Local Area Agreement Indicators (LAA) agreed as specifically important to the County. These are not all of the indicators for the service areas but cover a broad range which reflects the spread of services.
7. The report includes a number of National Indicators that are measured by 'The Place Survey'. This survey is completed on a biennial basis by the Council in accordance

with the guidelines issued by the Department for Communities and Local Government (CLG).

8. Fieldwork is to be carried out between 29<sup>th</sup> September 2008 and 19<sup>th</sup> December 2008. From the survey data is to be submitted to the Audit Commission between the 5<sup>th</sup> and 30<sup>th</sup> January 2009. Following this a baseline can then be established and the monitored on a biennial basis.
9. The majority of the indicators being reported have yet to establish a baseline and therefore unable to include a commentary on direction of travel. However, included within the commentary, information is provided to indicate what activity is currently taking place to assist the Council in meeting the National Indicators requirements.
10. In summary for Economic and Community Services:
11. The Democracy First project funded through LPSA2 funding has ensured that residents of Herefordshire are better informed in respect of the roles of Parish Councils. The Post Offices Action Plan was agreed by Cabinet on 10th July on how to respond to the forthcoming announcement on post office closures. The Council made a submission to Post Office Ltd in response to the closure programme.
12. The draft Compact Volunteering Code went out to consultation with a closing date of 24th October 2008. There have been a number of events across the county to engage local voluntary and community groups in the development of an implementation plan.
13. The Community Regeneration Team is developing an online resource of village halls to include booking details which will be available to council departments, other service providers and members of the public. This tool could facilitate improved access to key services in rural areas.
14. The employment rate is holding up fairly well given the current economic situation, however work for the self-employed in the construction sector is of concern. Although there have been a few announcements of job losses these have not been much worse than average.
15. Average workplace earnings in Herefordshire are the 13th lowest out of the 14 West Midlands authorities, however, from 2004 to 2007 gross weekly earnings in the county increased by around 11%, compared to the regional average increase of below 10%.
16. The VAT registration rate in Herefordshire is higher than the regional average, generally reflecting the rural nature and higher skills levels among residents. The Council continues to promote the business start-up offer from Business Link and provide suitable buildings, such as the Rural Enterprise Centres, to support new businesses to find suitable short let accommodation that can provide for business growth.
17. The Draft Alcohol Strategy is currently out for consultation and the HCSDP Project Officers continue to promote alcohol harm reduction messages in the community, for example at the Fresher's Fair at Hereford Six Form College and the Hereford Health & Wellbeing Event.
18. Crime figures are calculated on a quarterly basis, showing the number of violent crimes down 20.6% compared to the same period in 2007. For Q1 - the number of robberies has increased by 30.0% compared to the same period in 2007, however it must be noted that the numbers are very low and actually represents just 3 offences.

The number of total recorded crimes in Herefordshire for Q1 is down 8.8% compared to the same period in 2007.

19. The data in respect of the learning outcomes are to be provided by the Learning Skills Council in March 2009, therefore the data for achievement has currently been deferred. A number of courses are currently programmed and rates of achievement will be available July 2008 for learners completing courses.
20. Highlights for the Environment and Culture Directorate include:
21. Walking for health - British Heart Foundation accreditation received and first of the two walk leader courses completed with 6 new trained leaders now active.
22. Year of Reading – monthly programme of activities underway
23. Anti-social behaviour - A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots.
24. PACT meetings - The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.

### ***Customer Satisfaction***

25. The Environment and Culture Directorate has been undertaking regular monthly customer satisfaction surveys since March 2008. The survey is currently limited to requests for service, which are received either through Info by Phone or through the highways inspection system. June was the first month in which data based on the restructured Environment and Culture Directorate was available, so there is no direct comparison with the data collected in the preceding months. At present responses are not disaggregated between services.
26. Responses to the July survey have been analysed, the following being highlights:
27. 70% of respondents were very or fairly satisfied and 23% were very or fairly dissatisfied in July, compared with 81% and 16% respectively in June
28. 57% agreed their issue had been dealt with, 13% felt it had been only partially dealt with and 23% considered the issue had not been dealt with in July, compared with 66%, 3% and 16% respectively in June
29. 52% got the outcome they wanted, 26% did not and 15% considered they only partly received the outcome they wanted in July, compared with 59%, 19% and 6% respectively in June.

### **RECOMMENDATION**

THAT;

- (a) the report on performance be noted;
- (b) areas of concern and exception continue to be monitored.

### **BACKGROUND PAPERS**

- None



	National Indicator Title	Plain English Description	2007/2008 outturn	2008/2009 target	Outturn to End of July	Current Outturn	Commentary Please comment on any activity to date to meet target	Rating
National Indicator NI 4 & LAA Indicator	% of people who feel they can influence decisions in their locality	The percentage of people who feel they can influence decisions in their locality. The information will be gathered in a survey, to be conducted every two years.	N/A	N/A	N/A		Parish Councils – Democracy First leaflets distributed with Herefordshire Matters in June to inform residents of the role of Parish Councils. Post Offices – Action Plan agreed by Cabinet on 10 <sup>th</sup> July on how to respond to the forthcoming announcement on post office closures. Since the announcement on 27th August on the proposed closures in Herefordshire announcing 20 closures, replacing 9 with outreach services, a briefing was held for members, MPs and parish councillors on 3rd September with further 7 local meetings facilitated where there was demand and submission made to Post Office Ltd on 20th September 08. Removal of telephone boxes – publicity organised by the Council to raise awareness with local communities - formal response made to BT on 26th September. Parish Plans – reduced development support work due to lack of funding for Community First also review of "Community Planning" submitted to Herefordshire Partnership.	G
National Indicator NI 6 & LAA Indicator	Participation in regular volunteering	The percentage of people who take part in formal volunteering at least once a month. Formal volunteering is defined as giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.	N/A	N/A	N/A		After an initial workshop for all stakeholders on 9th May, the draft Compact Volunteering Code went out to consultation with a closing date of 24th October. There have been a number of events across the county to engage local voluntary and community groups in the development of an implementation plan.	G
Local LAA Indicator	Percentage of people who feel it is easy to access key services and facilities (local indicator)		TBC	TBC	TBC		The Community Regeneration Team is developing an online resource of village halls to include booking details which will be available to council departments, other service providers and members of the public. This tool will facilitate improved access to key services in rural areas. A programme to develop a number of multi-use facilities across the county underway; projects are being taken forward in Bromyard, Ledbury, Leominster, Leintwardine and Peterchurch. Discussion underway on definition of local indicator;	G
National Indicator NI 151	Overall employment rate	The percentage of the working age population (16-59 for females and 16-64 for males) who do at least one hour's paid work per week. Also included are people working unpaid in family businesses and people on government supported employment training schemes.	78.70%	TBC	TBC		The employment rate is holding up fairly well given the current economic situation, but work for the self-employed in the construction sector is of concern. Although there have been a few announcements of job losses these have not been much worse than average. The Council is promoting the use of Business Link services to help businesses in trouble, and is working with Business Link and the Chamber to arrange an event to promote Business Link through intermediaries.	A
National Indicator NI 152 & LAA Indicator	Working age people on out of work benefits			Establish Baseline	TBC		Schemes are being developed to address "Worklessness". Schemes funded by EU sources	A
National Indicator NI 163 & LAA Indicator	Working age population qualified to at least Level 2 or higher			Establish Baseline	TBC		Initiatives include the College of Technology and Train to Gain are being developed to involve learners throughout the county in a range of learning activities which may lead to qualifications. 25% of those in disadvantaged wards are being targeted. In addition other needs may be identified from sector organisations. (i.e. Higher Education)	G

National Indicator NI 166	Average earnings of employees in the area	Median gross weekly pay of full-time employees.	£384.40	TBC	TBC	TBC	A	Average workplace earnings in Herefordshire are the 13th lowest out of the 14 West Midlands authorities, however, from 2004 to 2007 gross weekly earnings in the county increased by around 11%, compared to the regional average increase of below 10%. It is difficult to directly influence this figure but the current approach is to improve the quality and range of business property on offer to attract the types of businesses that pay more, such as those in knowledge intensive sectors, coupled with a planned inward investment promotion. Growth in these sectors in Herefordshire from 2000 to 2006 was slightly higher than in the rest of England.
National Indicator NI 171 & LAA Indicator	VAT registration rate	The number of new business registrations for VAT and PAYE per 10,000 resident population aged 16 and above.	40.1 (2006)	TBC	TBC	TBC	A	The VAT registration rate in Herefordshire is higher than the regional average, generally reflecting the rural nature and higher skills levels among residents. The Council continues to promote the business start-up offer from Business Link and provide suitable buildings, such as the Rural Enterprise Centres, to make it easier for new businesses to find suitable short let accommodation that can provide for business growth. In association with Riverside Training the Economic Development team is organising an Enterprise Day on 17th November as part of Enterprise Week, to promote entrepreneurship. There are also schemes in schools to promote entrepreneurship.
National Indicator NI 30 & LAA Indicator	Re-offending rate of prolific and priority offenders	This indicator is measured in two parts: - The percentage reduction in the total numbers of convictions recorded in successive financial years for the cohort of all current Prolific and other Priority Offenders (PPOs); and - The percentage reduction in the number of convictions over a 12 month period that was achieved by the first national cohort of PPOs, after they had belonged to their schemes for the same length of time as the current cohort	61 convictions	19% reduction from 07/08 baseline, therefore no more than 49	n/a	Outturn to 30/09/08 = total number of convictions = 27	R	For the period 01.04.2007 – 31.03.2008 the total number of convictions was 64. Reduction target = 51.84 convictions Projected target = 54.00 convictions. Herefordshire PPO scheme provided intensive supervision to all selected PPOs with the objective of reducing their reoffending and helping lead a purposeful life.
National Indicator NI 39 & LAA Indicator	Alcohol-harm related hospital admission rates	The number of alcohol-related admissions to hospital per 100,000 population.	294 per 100,000	295 per 100,000	Await final data for Q1	Q1 data = 272.8 per 100,000	G	Quarterly data is available approx 8 weeks following quarter end, PCT to populate data and report Q2 data to HCSDP end November. Draft Alcohol Strategy is currently out to consultation. New dedicated alcohol nurse based at A&E at Hereford County Hospital. HCSDP Project Officers continue to promote alcohol harm reduction messages in the community e.g. Fresher's Fair Hereford Six Form College, Hereford Health & Wellbeing Event.
National Indicator NI 40 & LAA Indicator	Drug users in effective treatment	The change in the number of drug users (crack and opiates) in effective treatment this year compared to the number that were in effective treatment in the baseline year 2007/08.	500	510	No data	Q1 data will be available in Q2 report from NDTMS	A	The targets have changed and the way this is reported for the latest 12 month period and there will always be a 3-month lag, in which case April to June data is not yet included and will be included in the next report (Q2) in late November 2008. Pharmacy Needle Exchange Pilot Scheme was launched 1st September which provides an additional means to engage problematic drug users. HCSDP officers working with providers to develop Action Plan to engage problematic hard to reach drug users. Specialist Hep C clinic has now been commissioned in Hereford (prev. clients went to Birmingham for this).
Best Value Performance Indicator	Domestic burglaries per year, per 1,000 households in the Local Authority area		3.9		0.9	Q1 data = 0.9	G	September crime figures are not yet available (by 9th day of month), data is calculated quarterly therefore unable to provide further update from Quarter 1. For Q1 = the number of domestic burglaries are down 1.4% compared to the same period in 2007.
Best Value Performance Indicator	Violent crime per year, per 1,000 population in the Local Authority area		15.6		3.7	Q1 data = 3.7	G	September crime figures are not yet available (by 9th day of month), data is calculated quarterly therefore unable to provide further update from Quarter 1. For Q1 = the number of violent crimes are down 20.6% compared to the same period in 2007.
Best Value Performance Indicator	Robberies per year, per 1,000 population in the Local Authority area		0.2		0.1	Q1 data = 0.1	G	September crime figures are not yet available - data is calculated quarterly therefore unable to provide further update from Quarter 1. For Q1 - the number of robberies has increased by 30.0% compared to the same period in 2007, however it must be noted that the numbers are very low and actually represents just 3 offences.

Best Value Performance Indicator	The number of vehicle crimes per year, per 1,000 population in the Local Authority area	5		1.2	Q1 data = 1.2	G	September crime figures are not yet available. For Q1 = the number of vehicle crimes are down 3.9% compared to the same period in 2007.
Best Value Performance Indicator	Actions against domestic violence	81.8		No data	Q1 = 81.8 Q2 = 81.8	G	Q1 and Q2 outcomes are the same as Q4 in 2007/08. DV Forum agreed to support employment of MARAC Coordinator to be included in HCSDP restructure. November White Ribbon campaign supported by HCSDP Marketing Officer.
Herefordshire Community Strategy	Overall crime numbers	11172		3850	4856 total crimes to 31 August 2008	G	The number of total recorded crimes in Herefordshire for Q1 are down 8.8% compared to the same period in 2007
Herefordshire Community Strategy	Fear of crime as measured through the new Place Survey	n/a		TBC	TBC	G	Annual data to be collected through the Herefordshire Quality of Life Survey. HCSDP Reassurance Group meeting monthly. Reassurance Marketing plan has been devised and a number of publicity initiatives have been launched over the past quarter, e.g.: Hereford Journal "wrap" in August, and the "Herefordshire is a safe place to have fun" campaign in September.
National Indicator NI 161	Learners achieving a Level 1 qualification in literacy	58	32	TBC	TBC	G	To be provided by LSC March 2009 Herefordshire Council activity sub contracted to Voluntary Sector organisation through commissioning process. Activity commenced from August 2008. Data for achievement of PI for all providers throughout Herefordshire deferred.
Local Indicator	Number of learners participating in courses	1520	1100	N/A	882	G	Courses programmed, and subcontracted to a range of voluntary sector providers from August 2008.
Local Indicator	% of learners achieving course outcomes	80%	85%	N/A	65%	G	Achievement rate for learners completing courses in July 2008.
National Indicator NI 8	Adult participation in sport					A	Walking for health - British Heart Foundation accreditation received and first of the two walk/leader courses completed with 6 new trained leaders now active. 2012 Olympic Games - 3 Venues selected in the Paralympic Training Guide. Raising our Game Logo and Action Plan launched. MoM '09 have applied for Inspire Mark (Cultural Olympiad). Talent ID Framework obtained funding. Bromyard Equestrian Centre hosted Paralympic fundraiser.
National Indicator NI 9 & LAA indicator	Use of public libraries		3% point improvement by 2010-11			A	Bookstart for babies and pre school children - 65 certificates handed out in April, May & June. Summer reading challenge for children - Reading Challenge and Team Read launched. Book Festival - 30 schools participated. First friends of Ross library meeting June/Year of Reading - monthly programme of activities underway/Enhanced Home Delivery Library Service - draft criteria under discussion with Adult Social Care
National Indicator NI 10	Visits to museums and galleries					A	Amateur project for Hereford Museum and Art Gallery - first stage bid to Arts Council accepted. Museum on the Move Summer Tour - 6,381 visits. Museum Resource and Learning Centre - atrium exhibition installed and publicity arranged; schools workshops launched in September
National Indicator NI 11 & LAA local indicator	Engagement in the arts		3.1% point improvement by 2010-11			A	Heart guide & other promotional print ready end July tenders received from artists for Art of Life - pilot project in Canal Road Day centre to deliver arts activity as part of social care re-ablement programme.
National Indicator NI 5	Overall/general satisfaction with local area					G	The first Local Environmental Quality Survey conducted on behalf of Defra has been received and is currently being analysed to improve targeted action and develop a longer-term improvement plan. The survey indicates that the standards relating to litter, leaf fall, weed growth, flytipping, waste placed out, flyposting, graffiti and the degree of fill of wastebins are either good or satisfactory whereas the standards relating to detritus, surface staining, highway infrastructure condition, street furniture and bus stops is unsatisfactory.

National Indicator NI 17 & LAA indicator	Perceptions of anti-social behaviour	This indicator measures the percentage of people stating that antisocial behaviour is a problem, based on their combined response to a question about seven types of antisocial behaviour. This information will be gathered in a survey, to be conducted every two years. Its purpose is to measure perceptions of antisocial behaviour in the area. Antisocial behaviour is a priority for the government, and local authorities are a key partner in tackling it (and have a duty to enforce antisocial behaviour legislation).	27% (baseline)	32% (2010-11)			A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	A
National Indicator NI 21 & LAA indicator	Dealing with local concerns about anti-social behaviour and crime by the local council and police	This indicator measures the percentage of people who think that the local authority and the police tackle anti-social behaviour and crime effectively. This information will be collected every 2 years through the Place Survey and the British Crime Survey. Its purpose is to measure the confidence of local people in the effectiveness of agencies in tackling the community safety concerns that matter to them. Baseline to be established in 2008-09					A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G
National Indicator NI 22	Perceptions of parents taking responsibility for the behaviour of their children in the area	This indicator measures the percentage of people who think that parents not taking responsibility for the behaviour of their children is a problem. This information will be collected every 2 years through the Place Survey. Its purpose is to encourage and support effective parenting, and ensure parents are held to account if their children behave unacceptably. Baseline to be established in 2008-09.					A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G
National Indicator NI 24	Satisfaction with the way the police and local council dealt with antisocial behaviour	This information will be gathered in a survey, to be conducted every two years. The survey method and questions are still under development. Its purpose is to measure satisfaction with the overall service provided in dealing with antisocial behaviour.					A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G
National Indicator NI 25	Satisfaction of different groups with the way the police and local council dealt with anti-social behaviour	This information will be gathered in a survey, to be conducted every two years. The survey method and questions are still under development. Its purpose is to measure whether there are different satisfaction rates between white and Black and Minority Ethnic victims of antisocial behaviour.					A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G
National Indicator NI 27	Understanding of local concerns about anti-social behaviour and crime by the local council and police	This indicator measures the percentage of people who agree with the statement that "The police and local council seek people's views about the anti-social behaviour and crime issues that matter in this area". This information will be collected every 2 years through the Place Survey. Its purpose is to measure confidence in local agencies to seek views on crime and anti-social behaviour, and promote community engagement in those issues. Baseline to be established in 2008-09.					A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G
National Indicator NI 41	Perceptions of drunk or rowdy behaviour as a problem	This indicator measures the percentage of people who think that there is a problem with people being drunk and rowdy in their area. This information will be collected every 2 years through the Place Survey and the British Crime Survey. Its purpose is to monitor the effectiveness of activity by police, councils and partners to reduce the overall problem of drunk and rowdy behaviour in local communities. Baseline to be established in 2008-09.					A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G
National Indicator NI 138	Satisfaction of people over 65 with both home and neighbourhood	This indicator measures the percentage of people aged 65 or over who are satisfied with both their home and the area that they live in. In this case 'area' is not defined and is a subjective assessment and will vary depending on what area respondents regard as relevant. This information will be collected every 2 years through the Place Survey. It is intended to measure older people's satisfaction with their lives, providing an indication of the effectiveness of policies affecting the local area (housing, environment, crime, transport etc.). Baseline to be established in 2008-09.					The first Local Environmental Quality Survey conducted on behalf of Defra has been received and is currently being analysed to improve targeted action and develop a longer-term improvement plan. The survey indicates that the standards relating to litter, leaf fall, weed growth, flytipping, waste placed out, flyposting, graffiti and the degree of fill of wastebins are either good or satisfactory whereas the standards relating to dentures, surface staining, highway infrastructure condition, street furniture and bus stops is unsatisfactory. A multi-agency tasking and coordination group has been established and this meets fortnightly to share intelligence information and use its shared resources to target identified hotspots. The police and relevant representatives of the Council attend each PACT meeting to identify and respond to local concerns.	G

**COMMITTEE WORK PROGRAMME****Report By: Head of Legal and Democratic Services****Wards Affected**

County-wide

**Purpose**

- 1 To consider the Committee's work programme.

**Financial Implications**

- 2 None

**Background**

- 3 A report on the Committee's current work programme will be made to each of the scheduled quarterly meetings of this Scrutiny Committee. A copy of the outline work programme is attached at Appendix 1.
- 4 The programme may be modified by the Chairman following consultation with the Vice-Chairman and the Director of Regeneration and the Director of Environment & Culture in response to changing circumstances.
5. Should any urgent, prominent or high profile issue arise, the Chairman may consider calling an additional meeting to consider that issue.
6. Should Members become aware of any issues they consider may be added to the scrutiny programme they should contact both the Director of Regeneration and the Director of Environment & Culture or Democratic Services to log the issue so that it may be taken in to consideration when planning future agendas or when revising the work programme.

**Recommendation**

**THAT subject to any comment or issues raised by the Committee the Committee work programme be approved and reported to the Strategic Monitoring Committee.**

**BACKGROUND PAPERS**

- None identified.



**COMMUNITY SERVICES SCRUTINY COMMITTEE**

**WORK PROGRAMME PRESENTED FOR CONSIDERATION ON 17TH OCTOBER 2008**

<b>12th December 2008</b>	
	<ul style="list-style-type: none"> <li>• Budget</li> <li>• Performance Monitoring</li> <li>• Edgar Street Grid – Update                             <ul style="list-style-type: none"> <li>• Support for Businesses relocating from the Grid</li> <li>• Football Ground options</li> </ul> </li> <li>• Parish Agreement (as recommended by SMC)</li> <li>• Consider the Executive's response to the Scrutiny Review of Tourism</li> <li>• Hereford City Centre Regeneration Strategy</li> </ul>
Scrutiny Reviews	<ul style="list-style-type: none"> <li>• Herefordshire's Future Economic Policy</li> <li>• Scrutiny review of Community and Safety Drugs Partnership</li> </ul>
<b>6th April 2009</b>	
Items	<ul style="list-style-type: none"> <li>• Budget</li> <li>• Performance Monitoring</li> <li>• Edgar Street Grid – Update</li> <li>• Scrutiny review of the Community and Safety Drugs Partnership</li> </ul>
Scrutiny Reviews	<ul style="list-style-type: none"> <li>• Herefordshire's Future Economic Policy</li> </ul>

Further additions to the work programme will be made as required.

