

A G E N D A

Social & Economic Development Scrutiny Committee

Date: **Friday, 24th September, 2004**

Time: **10.00 a.m.**

Place: **Brockington, 35 Hafod Road,
Hereford**

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

For any further information please contact:

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**County of Herefordshire
District Council**

AGENDA

for the Meeting of the Social & Economic Development Scrutiny Committee

To:	Councillor	A.C.R. Chappell (Chairman)
	Councillor	J. Stone (Vice-Chairman)
	Councillors	H. Bramer, M.R. Cunningham, Mrs. S.P.A. Daniels, J.G.S. Guthrie, B. Hunt, D.C. Taylor, P.G. Turpin and A.L. Williams
	Co-opted Members	Ms. C. Jones (Chamber of Commerce), G. Jones (Tourism Sector), Mrs. E. Newman (HALC) and Mr. P. Thomas (Herefordshire NFU)

	Pages
1. APOLOGIES FOR ABSENCE	
To receive apologies for absence.	
2. NAMED SUBSTITUTES (IF ANY)	
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.	
4. MINUTES	1 - 6
To approve and sign the Minutes of the meeting held on 11th June 2004.	
5. REPORT BY CABINET MEMBER - RURAL REGENERATION AND SMALLHOLDINGS	
The Cabinet Member (Rural Regeneration and Smallholdings) will report on the programme area.	
6. REPORT BY CABINET MEMBER - COMMUNITY AND SOCIAL DEVELOPMENT	
The Cabinet Member (Community and Social Development) will report on the programme area.	
7. REPORT BY CABINET MEMBER - ECONOMIC DEVELOPMENT, MARKETS AND PROPERTY	
The Cabinet Member (Economic Development, Markets and Property) will report on the programme area.	

8. SICKNESS ABSENCE	To report on sickness absence and other matters for the Policy and Community Directorate for the year to 31st July 2004.	7 - 10
9. POLICY AND COMMUNITY DIRECTORATE 2004/05 FIRST FOUR MONTHS PERFORMANCE INDICATORS	To inform Members of the performance of the non-corporate functions of the Policy and Community Directorate against their national and local performance indicators for the first four months of 2004/05. To outline the key areas for improvement identified by each Service for this year and to detail the main areas of activity undertaken by those services during the first four months of 2004/05.	11 - 22
10. HEREFORD CITY - ECONOMIC SITUATION	To consider an update on the economic situation in Hereford City.	23 - 24
11. CREATIVE INDUSTRIES AND TOURISM ENTERPRISE PROGRAMMES	To update members with reference to the Creative Industries and Tourism Enterprise programmes that are due to finish in March 2005.	25 - 30
12. 2004 RURAL STRATEGY	To update the Social and Economic Development Scrutiny Committee on the recent Rural Strategy published by DEFRA in July 2004.	31 - 32
13. PROPOSED COURTYARD THEATRE REVIEW GROUP	To consider undertaking a Scrutiny Review into the Courtyard Theatre.	33 - 36
14. MONITORING OF 2004/2005 REVENUE BUDGETS FOR SOCIAL, COMMUNITY AND ECONOMIC DEVELOPMENT PROGRAMME AREAS PERIOD 1-5	To advise Members of the actual net revenue expenditure against budget for Social, Community & Economic Development programme areas to period 5 of the financial year 2004-2005.	37 - 42
15. FESTIVALS REVIEW - PROGRESS REPORT	To receive an oral report on progress following the recommendations of the Festivals Review Group and following this seasons festivals.	
16. POSITION STATEMENT ON IMPLEMENTATION OF THE CROW ACT 2000 (RESPONSIBILITY WITHIN SOCIAL DEVELOPMENT PORTFOLIO)	To advise the Committee of the current position on the Countryside Rights of Way Act 2000 in respect of service responsibility within the Social Development portfolio area.	43 - 44

PUBLIC INFORMATION

HEREFORDSHIRE COUNCIL'S SCRUTINY COMMITTEES

The Council has established Scrutiny Committees for Education, Environment, Health, Social Care and Housing and Social and Economic Development. A Strategic Monitoring Committee scrutinises Policy and Finance 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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COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

BROCKINGTON, 35 HAFOD ROAD, HEREFORD.

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COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

MINUTES of the meeting of Social & Economic Development Scrutiny Committee held at The Larruperz Centre, Grammar School Close, Ross-on-Wye on Friday, 11th June, 2004 at 10.00 a.m.

Present: Councillor A.C.R. Chappell (Chairman)
Councillor J. Stone (Vice Chairman)

Councillors: Mrs P.A. Andrews, H. Bramer, M.R. Cunningham,
J.G.S. Guthrie, D.C. Taylor and P.G. Turpin

Co-opted Members: Mrs C. Jones (Chamber of Commerce), Mrs. E. Newman (HALC)

In attendance: Councillor P. E. Harling

1. CHAIRMAN AND VICE-CHAIRMAN

The Committee noted the reappointment at Council on 21st May 2004 of Councillor A.C.R. Chappell as Chairman and Councillor J. Stone as Vice-Chairman.

2. APOLOGIES FOR ABSENCE

Apologies were received from Councillor Mrs S.P.A. Daniels, Councillor G.V. Hyde, Councillor J.C. Mayson, Councillor R.V. Stockton, Councillor A. L. Williams, Mr. G. Jones and Mr P. Collins.

3. NAMED SUBSTITUTES

Councillor Mrs P. A. Andrews substituted for Councillor A.L. Williams.

4. DECLARATIONS OF INTEREST

Councillor A.C.R. Chappell declared personal interests in agenda item 6 as a Friend of the Ross Festival, and agenda item 7 as Chairman of the Partnership Committee for the South Wye Single Regeneration Budget Scheme.

Councillor H. Bramer declared a prejudicial interest in agenda item 6 as a voting member of the Ross Festival Board of Trustees.

5. MINUTES

The Committee noted that in the minutes of the meeting held on 15th April 2004, Mrs E. Newman was listed as a co-opted member and also recognised as being 'In Attendance'.

It was also noted that Councillor D.C. Taylor had replaced Councillor Mrs. R.F. Lincoln who since the last meeting had resigned from the Committee.

RESOLVED: That subject to the deletion of Mrs E. Newman from the 'In Attendance' listing as referred to above the minutes for the

**meeting held on 15th April 2004, be approved and signed by the
Chairman.**

6. FESTIVALS REVIEW - PROGRESS REPORT

Councillor H. Bramer, having declared a prejudicial interest as a voting member of the Ross-on-Wye Festival Board of Trustees, left the meeting for the duration of this item. Councillor A.C.R. Chappell declared a personal interest as a Friend of the Ross Festival.

The Committee was updated on the progress made following the recommendations of the Festivals Review Group approved on 27th November 2003.

The Cultural Services Manager briefly brought the Committee up to date on actions taken following the recommendations of the Festivals Review. Members were told that at the time of the Festivals' Review the Ross Festival had been in crisis. That crisis had now stabilised following the provision of an interest free loan from the Council; receipt of half of next year's Service Level Agreement (SLA) payment; plus additional funding from Ross-on-Wye Town Council. As a result of the SLA Performance Indicators had been adopted which had originally been created for the revised Cultural Strategy. The Festivals Review has also resulted in greater co-operation between festivals in the County concerning: marketing, box office arrangements, administration, and in the exchange of ideas and good practice. Members were also informed of the wider impact of festivals, principally concerning the economic benefits to the County but also concerning the needs of the festivals in relation to matters such as transport and signage.

The Festival Director (Ross-on-Wye International Festival) informed Members how, since the time of the Festivals Review, changes had taken place regarding a revised business plan. Staffing levels had been reviewed in order to cut costs due to the burden of debt. That debt had now been removed due to financial support from Herefordshire Council, the Arts Council, and Ross-on-Wye Town Council. The Festival Director (Ross) also reported that the festival was working in partnership with the Courtyard sharing box office arrangements, and had increased its promotions mailing list by 20%. In relation to Performance Indicators post-festival market research was to be completed in order to quantify the festival success.

The Festival Director (Ledbury Poetry Festival) informed Members that enquiries for the Ledbury Poetry Festival were exceeding expectations with record box office receipts for the opening week. Members were reminded that the festival was more than just an annual event with events taking place throughout the year, principally through local schools. The Festival Director (Ledbury) assured Members of the strength of the festival and indicated that an SLA would enable the festival to achieve further success and financial security.

The Director of Policy and Community informed the Committee that whilst there was sympathy for a SLA for the Ledbury Poetry Festival, any decision regarding the allocation of a SLA would have to await the conclusions of the Review of Council Support to the Voluntary Sector which was expected later in the year.

The Chairman invited the Festival Directors to attend a future meeting of the Committee to inform Members how the festivals had progressed.

**RESOLVED: That the report be noted and a progress report be presented to
the Committee after the festival period.**

7. SOUTH WYE SRB - FORWARD STRATEGY

Councillor A.C.R. Chappell declared a personal interest in the item as Chairman of the South Wye Regeneration Partnership.

The Committee was advised of the regeneration initiatives being undertaken in the South Wye area of Hereford City, through the Single Regeneration Budget Scheme (SRB) and reminded of the need to have a forward strategy in place for when the scheme ended in March 2006.

Herefordshire Council on behalf of the South Wye Regeneration Partnership (SWRP) had submitted a successful bid for SRB funding in 1999. An overall funding package over a 7-year period (September 1999 – March 2006) of £13.5m been had agreed, of which £4.3m was SRB funding. The SRB scheme covered the former wards of Belmont, Hinton and St Martins along with the Rotherwas Industrial Estate.

Feedback from local residents and stakeholders; the Police; Learning and Skills Council (LSC); Primary Care Trust (PCT) and local Councillors indicated that the SRB scheme was having a significant impact in addressing needs and demands in the South Wye area.

Members received a presentation from the SRB Programme Manager who outlined the benefits of the SRB scheme to the South Wye area across the themed areas of: Jobs, Education and Training; Housing, Transport and Environment; Quality of Life and Community Facilities.

The SRB scheme had resulted in a number of successful projects for the South Wye area ranging from the development of community facilities to the creation of learning and training opportunities for what was traditionally a low skills area. The SRB scheme had created networks providing a local focus point for a source of knowledge and information and had inspired people to realise personal goals they may otherwise never have achieved.

The Committee appreciated the work undertaken by the SWRP. However, Members noted that the Index of Multiple Deprivation 2004 indicated that the South Wye area was still an area of need and deprivation. SRB funding would end in March 2006. Therefore, all the benefits for the South Wye area instigated by SRB funding could be lost unless alternative funding was secured. It was noted further that individual projects were experiencing difficulties in securing grant funding to continue projects beyond 2006.

The loss of SRB funding and the consequent reduction in regeneration activity was an area of concern. In response the SWRP had established a Forward Strategy Working Group to examine the issues that still needed to be addressed as well as the options for delivery of regeneration projects in the South Wye area once SRB funding ceases.

RESOLVED:

- That**
- (a) the initiatives that the South Wye Regeneration Partnership had supported in South Wye and the impact that the overall scheme be noted;**
 - (b) the implications of the end the SRB scheme in South Wye be noted;**

and

(c) that Cabinet Members be recommended to actively seek to progress the work done by the SRB scheme after March 2006 when funding ceased.

8. ADULT LEARNING INSPECTORATE RE-INSPECTION

The Policy and Commissioning Manager informed Members of progress towards the Adult Learning Inspectorates (ALI) re-inspection of the Council's Learning and Skills Council (LSC) funded Adult and Community Learning (ACL) provision in 2004.

Members were informed that since the last report the ALI's lead inspector had carried out his first official monitoring visit. The ALI lead inspector, in reviewing the Post Inspection Action Plan and supporting evidence had verified that in most of the previously identified areas of weakness, some or good progress had been made. The ALI lead inspector also recognised that staffing appointments following the restructuring of the Lifelong Learning Development Unit (LLDU) would enable further progress against two areas in which it was felt there had so far been limited progress.

The Policy and Commissioning Manager expected further progress in the identified areas of weakness to be reported at the next inspection in July 2004 before a full re-inspection. Indications were that the full re-inspection was now likely to take place between October and December 2004.

In terms of funding, the Policy and Commissioning Manager reported that funding was still being sought to finance ACL in future years. However, Members noted that £50,000 per year for two years had been secured to further develop activities to support widening participation of ACL in rural areas of the County.

RESOLVED: That the progress of the Council's Adult and Community Learning post inspection plan be noted.

9. POLICY AND COMMUNITY DIRECTORATE 2003/04 PERFORMANCE MONITORING (OUTTURNS)

The Committee was informed of the performance of the non-corporate functions of the Policy and Community Directorate against their national and local performance indicators for 2003/04, including details of the main areas of activity undertaken by those services during the two months since the last report, and a summary of the main achievements of the year for each service.

Information on the key local indicators and any national Best Value indicators, together with comparative data available was contained within Appendix 1 of the report.

During the course of discussion the following principal points were noted:

- The Committee noted the success had in links between the Council and Chamber of Commerce Business Link with regard to the Supporting Businesses performance indicators.
- The Director of Policy and Community reported that the outturn figures for BV170a (Number of visits to/usages of museums per 1,000 of population) was 812 and not 798 as shown at page 24 of the Appendix.

- Concern was expressed regarding the fact that 92% of primary schools had required supplementary visits to their local libraries as their own school libraries were poorly maintained.

RESOLVED: That the performance indicator information for 2003/04 set out in the report be noted.

10. HEREFORDSHIRE PLAN AMBITION GROUPS

The Committee considered recent progress in relation to the Herefordshire Plan Ambitions relevant to the Policy and Community Directorate.

Members were informed that the Directorate was involved in supporting the delivery of a number of the 10 Ambitions set out in the Herefordshire Plan. Progress in delivering each of these ambitions was set out in the report.

Significant progress was being made regarding the Tourism Ambition. In conjunction with Advantage West Midlands the Tourist Ambition Sub-Group was in the process of forming itself into a Designation Management Partnership, which would see the establishment of a formal tourism organisation in the County in the wake of the Regional Tourist Board, which had now been dissolved.

The Director of Policy and Community informed Members that the Economic Development Strategy (EDS) was approaching its next stage of development and action plans would be drawn up for later presentation to the Committee.

The Chamber of Commerce representative stated that the EDS represented an opportunity for the Council. However, it was critical that the policies that were being developed were specific to the County's individual needs.

RESOLVED: That the report be noted.

Because there were various issues concerning the postal service in Herefordshire the Chairman suggested holding a meeting of the Committee in September or October 2004 specifically to debate the postal service. This suggestion was welcomed by the Committee.

The meeting ended at 11.35 am

CHAIRMAN

SICKNESS ABSENCE

Report By: Directorate Support Officer

Wards Affected

None.

Purpose

1. To report on the sickness absence and other matters for the Policy & Community Directorate for the year to 31st July 2004.

Considerations

2. Attached at Appendix 1 is the Human Resources report taken from the Computerised Human Resources Information System (CHRIS).
3. The report covers the year 1st August 2003 – 31st July 2004. The figures include the sickness for all employees within the Directorate except casuals. This means that the statistics are slightly different from those reported as the Council's BVPI.
4. The report shows the number of people working in each division of the Directorate and the full time equivalent (FTE). The next column shows the FTE days lost for each division followed by the average days lost per FTE.
5. The days lost are 5.59 per FTE which compares well with the figure to the year ending 1st April 2004 which was 5.94 per FTE and is less than the current overall figure for the Council of 7.75 FTE days lost per employee.
6. Turnover for the year to 31st July 2004 has remained at 12.73% which is high compared to the Council average. The breakdown of the employees into Division is shown in Appendix 1.
7. The reasons for sickness absence are shown in Appendix 1.

Recommendation

That the report is noted.

Background Papers

- None identified

Further information on the subject of this report is available from
Michelle Sheehan, Directorate Support Officer on (01432) 260586

POLICY & COMMUNITY DIRECTORATE year end 01/08/04

Division	Section	Perm. Employees	FTE Employees	Sickness FTE Days Lost	Ave days sickness lost per FTE	Days Lost as a %
P & C	All sections including Director, Mod	29	27.42	113.15	4.13	6%
CED	All sections	58	49.47	79.93	1.62	4%
CLE	All sections	180	125.99	839.68	6.66	41%
CSLI	All sections	123	87.06	626.82	7.20	31%
IT	All sections	78	77.61	394.43	5.08	19%
Total		468	367.55	2054.01	5.59	

Policy and Community

Sickness absence for total workforce including temps for year end 01/08/04

Division	Incidents Less than 28	Incidents More than 28	Total incidents	FTE lost less than 28	FTE lost more than 28	Total FTE lost
P & C +Dir	34.00		34.00	113.15		113.15
CED	44.00		44	79.93		79.93
CLE	250.00	8	258	549.62	290.06	839.68
CSLI	185.00	5	190	420.36	206.46	626.82
IT	145.00	3	148	232.43	162.00	394.43
Totals	658.00	16.00	674.00	1395.49	658.52	2054.01

Leavers during year ending 1st August 2004

Division	Voluntary	Redundant	Ill Health	Dismissed	Total leavers
P & C +Dir	2	1			3
CED	9				9
CLE	37	2			39
CSLI	10	1	1		12
IT	3	3			6
Totals	61	7	1	0	69

Policy & Community Directorate for year end 01/08/04

Absence Reason	P & C FTE days lost	CED FTE Days lost	CLE FTE Days lost	CSLI Days lost	IT FTE Days lost	DIR. TOTALS	12 months to 31/12/03
Heart & cardiovascular						0	0
Back		1	1	10	11	23	43
Other MSDs		2	92.5	54.68		149.18	179.5
Genito urinary			3	4		7	5.5
Stress related	39		22	177		238	236
Viral infections	7		67.47	47	21	142.47	341.5
Operations & recovery			169	30	94	293	208
Stomach & digestive	9	2	83	26	13	133	229.5
Chest & respiratory	9	17	51	70	78	225	242.5
Head & Migraine	3		12	10	10	35	69
Pregnancy related			12	6		18	5
Eyes, Ears & Mouth	5			3		8	10
Other			19	26	4	49	109.5
Total	72	22	531.97	463.68	231	1320.65	1679

POLICY AND COMMUNITY DIRECTORATE 2004/05 FIRST FOUR MONTHS PERFORMANCE INDICATORS

Report By: Performance Management Officer

Wards Affected

County-wide.

Purpose

1. To inform Members of the performance of the non-corporate functions of the Policy and Community Directorate against their national and local performance indicators for the first four months of 2004/05. To outline the key areas for improvement identified by each Service for this year and to detail the main areas of activity undertaken by those services during the first four months of 2004/05.

Financial Implications

2. All expenditure in respect of performance indicators / targets is from approved budgets.

Considerations

3. As reported previously, Service Managers across Policy and Community are providing information on sets of key local indicators for their services. Information on those key local indicators, and any national Best Value indicators, where actual performance varies from the target significantly (more than plus or minus 10%) is detailed in Appendix 1.
4. As previously, Members also have an overview of the wider performance of individual service areas, as each Service Manager has provided a brief narrative that summarises the key aims, activities and achievements of their service during the period of April to July 2004.

RECOMMENDATION

THAT the Directorate's first four months' 2004/05 performance indicator information be noted, subject to any comments which Members may wish to make.

BACKGROUND PAPERS

- None identified

Appendix 1

Detailing: April to July, 2004

Service News

Incorporating Performance Indicators Outputs where 'Exceptional'

Economic Investment and Development

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

- Improved marketing of services to the business community
 - Improved electronic delivery of services
- Increasing the Team's awareness of current issues facing customers and stakeholders



Cllr Hyde and Mark Pearce of AWM at the official opening of the Twyford Court units.

Achievements and Outcomes to end of July

The official opening of the Twyford Road industrial units took place in June. Two of the six units have already been let.

The Leominster Access Road work has continued on schedule and the new railway bridge was successfully commissioned. The Team is now preparing for the official opening in September.

The drafting and review of the Team's Newsletters and new Business Directory were completed.

Team members were involved in arranging and attending the Three Counties and Herefordshire Business & Technology Shows.

Work on defining and obtaining funding for city centre projects continued with consultation on these to take place this Autumn.

Consultants have continued work on the economic development strategy with Team members in support providing additional information on relevant projects.



New Leominster railway bridge nearing completion.

Quick Guide to this issue:

Cultural Services	2
Community Youth Service	3
Heritage Services	4
Herefordshire Partnership Support Services	5
Libraries	6
Directorate Support Unit	7
Community Regeneration Team	8
Parks, Countryside & Leisure Development	9

Key Issues Arising during the Period

Funding issues, both pre and post project, continue to be a problem. Projects are reviewed after completion in order to

identify lessons to be learnt for the future.

Cultural Services

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

Through research and consultation which included a cultural questionnaire conducted through the Citizens Panel, consultation with arts and tourism groups, staff involvement in the Service Planning process and feedback received at individual initiatives such as the Hereford Contemporary Crafts Fair, four areas were identified as being the priorities for improvement this year:

- The quality of customer experience in the use of cultural services and facilities
- The quality of collection of feedback and data on customer experience
- The quality of communication with users and potential users to raise awareness of cultural opportunities
- The range and quality of cultural activities available, by supporting businesses and organisations working in arts, tourism, archives and heritage.

Achievements and Outcomes to end of July 2004



One of over 60 walks available in this year's Walking Festival

The Herefordshire Walking Festival took place in June with more than 1300 walkers participating in over 60 different walks. Despite the unfavourable weather, the event achieved an increase of more than 200 in the number of pre-booked places. 31% of walkers were from a non-Herefordshire postcode, with the visitor from furthest away coming from Barbados.

There have been significant capital improvements at the Record Office, specifically for visitors with disabilities. The final stage of the work is the disabled W.C. which is due to be in place for the official launch of the improvements on the 30th September, the eve of the implementation of the Disability Discrimination Act. In response to demand, the Record Office is piloting opening every other Saturday to judge popularity.

An information pack on Herefordshire especially for people with visual impairments, has been produced in collaboration with the Royal National College for the Blind. The pack will be available from Tourist Information Centres.

Questionnaires seeking customers' views were distributed to Tourist Information Centres which will assist to identify where improvements might be made.

The Herefordshire Cultural Strategy was produced following extensive consultation, and it has been widely distributed. Feedback received indicates that it is an attractive and easy to follow document. Accompanying the Strategy is advice to organisations and groups on how to measure the difference their cultural projects make.

Exceptional P.I. Performance

The amount of linear footage of new archive deposits made available to the public each year:



More archive material made available at the Records Office

The year's target of 30 linear feet was almost achieved within these first four months. This is due to the carry forward of an under-spend on the 2003/04 budget, which has been used to hire casual staff to specifically carry out cataloguing work on material which was previously unavailable to the public. A total of 28 linear feet of new material had been made available at the time of writing.

Key Issues Arising during the Period

A number of staff vacancies created problems in covering the Tourist Information Centres during the busy Summer period.

Inclement weather reduced the numbers attending some outdoor events and the overall number of visitors to the County. This will have impacted upon the amount of associated visitor spending.

Work commenced to prepare proposals for extending funding which is due to end in March 2005 for the two major initiatives, 'Creative Industries' and 'Tourism Enterprise'.

Community Youth Service

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

Staffing continues to be a key area for improvement for the Community Youth Service. More staff have been recruited, but the service still has a vacancy rate of 12%. The remaining vacant posts exist mainly in the key areas of training and senior workers which directly impacts upon the second key area identified for improvement; to **increase the quality of delivery**. An internal inspection, in partnership with the Education Directorate, is scheduled for September and a joint inspection planning team has been set up to prepare for the possibility of an Ofsted inspection of the service next Spring.

The Government have also selected four key focus areas for Youth Services this year:

- The level of 'reach' into the resident population = **Contact Target** (against a national benchmark of 25%)
- The level of participation of the resident 13-19 population in youth work = **Participation Target** (against a national benchmark of 15%)
- The proportion of participants in youth work who gain recorded outcomes = **Recorded Outcome Target** (against a national benchmark of 60%)
- Participants in youth work gaining accredited outcome = **Accredited Outcome Target** (against a national benchmark of 30%)

Achievements and Outcomes to end of July 2004

Hinton Youth Centre, through the local Community Association, received the final part of the £300,000 funding it needs to completely refurbish the building. Building work should start in early November and last for approximately 26 weeks.

The new Outdoor Education Development Worker took up post and very quickly made a major impact on the range and number of youth work courses and programmes delivered in the outdoor education environment. New initiatives to

date include the provision of access to sailing on Bodenham Lake for young people with special needs in a sailing dinghy specifically designed for wheelchair users.

Duke of Edinburgh training and sectional certificate programmes were increased over last year's numbers with many expeditions planned for the Summer.



Young people prepare to 'Go for it!' in Bromyard

Key Issues Arising during the Period

In order to monitor progress towards the achievement of the Government's four key indicators, the Service adopted the new national Management Information System (MIS) developed by the National Youth Association. There have been severe problems with the new system - nationally the software suppliers have lost their contract - and implementation on the Council's IT system proved to be difficult.

investment in staff training during the period; this in turn reduced the capacity for service delivery.

Only partial data is currently available for the first period, however this situation should be rectified by the half year once the backlog of data inputting has been rectified.



Youth Football - Leominster

The new MIS target definitions and Government's standards required high

Heritage Services

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

- Reaching a wider audience
- Reaching more rural communities
- Increasing access to collections through sites and access projects

Achievements and Outcomes to end of July 2004



Artefacts from the Handling Collection at World War II Event - Croft Castle

The Heritage Services event at the Grange in Leominster, as part of National Archaeology Day, attracted over 300 participants. A successful partnership was formed with Croft Castle to hold a World War II Event in the castle grounds. One of the attractions of the day were artefacts from the Service's Handling Collection. The day attracted just over 1,000 people.

The Service has forged a partnership with Royal National College for the Blind to provide work placements for visually impaired people. This project is improving access to Heritage Sites for visually impaired people. For the first time in the County, tactile images and braille were used at the Scarlett Davis Exhibition, which opened in July. The exhibition

proved to be very successful. The project is on-going, and at time of writing five placements had been completed.

The Ross-on-Wye Heritage Centre continues to attract high visitor numbers with their community-led exhibitions and involvement in local festivals.

The first Community Exhibitions to be held at Ledbury Heritage Centre have proved both successful and inclusive. The first of these exhibited photographs taken by a French resident in the UK. The second (funded by the Arts Council) explored the history of Ledbury and the environs through art and audio. Both have drawn large numbers of visitors, positive feedback and have generated income for the Service through sales.

Exceptional P.I. Performance

Heritage/museum sites rated as good or excellent: satisfaction levels are high for the first period of the year achieving 94% against a target of 85%.

Heritage/museum staff rated as good or excellent: customer satisfaction with staff is also high, again achieving 94% against the target of 85%



'Dig for Victory' - one of the workshops at the World War II Event

Key Issues Arising during the Period

It has been very hot in the Museum and Gallery and visitors complained that it was too uncomfortable to spend much time at Broad Street.

A severe shortage of volunteers to staff at

Bromyard Heritage Centre has meant that it has only been able to open on a very limited basis.

The Old House Museum had to close during lunchtimes due to staff illness.

Herefordshire Partnership Support Services

KEY AREAS FOR IMPROVEMENT DURING 2004/05

- Continued streamlining and improvement of working processes for the Herefordshire Partnership.
- Maximising financial resources into and within the County.

Achievements and Outcomes to end of July 2004

Improvements and increased funding for the European funded Action for Regenerating Communities (ARCH) programme have been successfully negotiated. This will allow more projects to be funded. Examples of current projects are ECHO and Workmatch to run arts and crafts sales and bicycle reconditioning projects in Leominster. These total about £150,000 over two years. They provide productive employment for adults with learning difficulties. Childcare and jobskills training are also being developed in Kington and Leominster through partnership working with SureStart.

The Team has been an active member of the Herefordshire Infrastructure Consortium, which includes key voluntary sector bodies. Its Investment Plan will access around £60,000 a year of DEFRA money to support the Voluntary Sector Assembly, run pilot projects working with

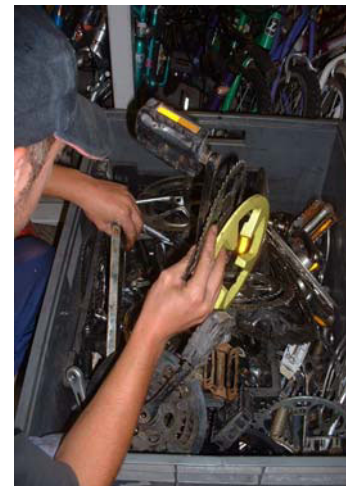
advised over 200 potential funding applicants (40% more than the same period last year) on funding sources and how to meet funders' criteria. The 12th edition of the Funding Directory was published. The Directory now has a print run of 1,000 and it has been used extensively by both local and regional organisations. Work is currently underway to identify the success rates and trends of these applications.

The Lifelong Learning Team has produced 'Learning Link' - a termly newsletter (5,000 copies) distributed to all Learning Partnership member organisations (Councillors, Parish Councils, high school parents, all school head teachers, libraries and museums). The Team works in collaboration with other organisations to provide courses for people facing disadvantages. During the first four months of the year, 39 courses were run - attended by 250 people. The main area of provision is ICT courses. The courses are aimed at particular groups (for example South Wye) or at family based learning (enabling adults and children to learn together) and are delivered in Partnership (for example working with Age Concern to run ICT courses in collaboration with Holme Lacy College). Some courses lead to a nationally recognised entry level qualification.

The section has been part of the team producing the Council's second Local Public Services Agreement submission to the Office of the Deputy Prime Minister, which focuses on the theme of quality of life for an ageing population. The submission will be followed by an eight week negotiation period and further development work.

marginalized people, improve ICT in the voluntary sector and encourage community planning (including Parish Plans).

The Project Development Team, which gives advice about funding sources,



Recycling bike parts as part of the ARCH funded Workmatch Project

PROGRESS MADE ON DELEGATED GRANTS SCHEMES			
Scheme	Offers Made	Offers Value	Matched Funding Secured
Small Projects Fund	4	£3,960	£25,143
Shop Front Grant – Ledbury	5	£2,932	£2,932
Shop Front Grant – Bromyard	3	£4,587	£5,270
Community Pride - Ledbury	6	£3,000	n/a
Community Pride – Bromyard	7	£3,000	n/a
Community Pride – Kington	7	£3,500	n/a



'Learning Link' the termly newsletter from the Lifelong Learning Team has a circulation of 5,000 copies.

Libraries

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

- Complete the integration of Libraries and INFO to ensure improved communication and increased training and development opportunities for all staff
- Improve access to services through continuing to develop more integrated facilities and further marketing
- Publish the Library Strategy and further improve performance against the Public Library Standards
- Achieve Investors in People accreditation for the whole of CSLI

Achievements and Outcomes to end of July 2004



As part of re-branding, Libraries' customers are now offered a choice of library card

July saw the culmination of nine months of intensive work across the whole division to integrate all existing Library Service and INFO in Herefordshire staff and facilities into a single management and operational structure. This process included extensive consultation work with all staff and Unions and a substantial re-write of existing job descriptions. All Libraries and INFO points are now organised into 3 geographical areas with the Area Managers reporting directly to the Head of Service. Centrally-delivered countywide services (eg Switchboard, Mobile Libraries and Schools Library Service) as well as senior managers, support and development staff are located at 3 sites in Hereford (Plough Lane, Shirehall and The Town Hall).

As part of the major re-branding of the Library Service, all customers are now offered a choice of one of 10 different designs for their library card - a move which has proved very popular with many existing members - especially children. This year's Children's Book Festival was

held in June with 2,500 children attending events with authors, poets, storytellers and illustrators at a range of venues. For the first time, the Festival was held in partnership with The Courtyard, and culminated with an evening event for parents and family members.

In brief:

- Kington Library hosted a book launch for local author Sue Gee
- another DVD collection was launched at Ross Library
- a 'Baby, Bounce & Rhyme' training session for parents and babies was held in conjunction with the Early Years Development and Childcare Partnership
- specialist software designed to assist visually impaired users access computers was made available at the four largest libraries



Baby, Bounce & Rhyme training session—part of the Children's Book Festival



The book launch hosted at Kington Library

Directorate Support Unit (DSU)

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

- Provision of improved support services to staff within Policy and Community following the facilitation of the Directorate review of support services and the implementation of any resulting recommendations and changes.
- Improving systems and procedures at the Modern Records Unit in order to better support the requirements of the Freedom of Information Act
- Detailing the budget requirements of Herefordshire's CCTV system and working to ensure that there is sufficient revenue budget in place for 2005/06

Main Service Activity up to July 2004



Hereford Retail Radio scheme introduced into the CCTV control room—allowing for the sharing of information on shoplifting and other incidents.

Establishing the work of the new Directorate Facilities Officer regarding Modern Records, GEM, Health & Safety and Data Protection. Also participating in the Council's Information Management Group which is working to prepare the authority for the implementation of the Freedom of Information Act in January 2005.

for CCTV. Introducing the Hereford Retail Radio scheme (a network of walkie-talkies for retailers in the City to share information on shoplifting and other incidents) into the CCTV control room.

Assisting the Head of Culture, Leisure & Education for Life with the collation and dissemination of Job Evaluation results.

Working in partnership with West Mercia Constabulary to prepare revenue budgets

Achievements and Outcomes to end of July 2004

A key 'reason to be cheerful' is the appointment to the DSU's new post - Directorate Facilities Officer. The remit of this job includes the management of the Council's Modern Records Unit, GEM and Health & Safety across the Directorate and also acting as Data Protection Liaison Officer for Policy & Community. Since her appointment, the postholder has also become involved in the Council's work to

prepare for the introduction of the Freedom of Information Act in January 2005.

The Directorate Support Officer achieved the Managing Safely qualification with the Institute of Safety and Health.

Key Issues Arising during the Period



Moves to Plough Lane will allow for greater consistency in service delivery to internal customers

Issues about the different ways that the DSU supports different parts of the Directorate, particularly with regard to administration and other general support functions. The different levels of support have been 'inherited' from before the P&C office move to the Plough Lane offices, and they make it difficult to provide a consistent standard of service to all of our internal customers. It is hoped that the

review of these services (starting in September 2004) will begin to address some of these difficulties.

Lessons learned include the need to be prepared further in advance for areas such as the Freedom of Information Act implications.

Community Regeneration Team

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

- Increase in customer satisfaction with the services provided by the Community Regeneration Team
- In response to the 2003/2004 customer survey, increase information on the projects and activities undertaken by the team
- Development of Exit/Succession strategies for South Wye Single Regeneration Programme, and the towns involved in the initial tiers of the Market Towns Programme
- Securing Market Towns Initiative funding for Ross-on-Wye and Leominster and their hinterlands through the development and acceptance of ten year Strategic Action Plans
- Maximising spend on delegated grants schemes and all area-based programmes

Achievements and Outcomes to end of July 2004



South Wye Healthy Living Project

A customer research and monitoring exercise was undertaken to better understand who our customers are and how they are accessing the services.

A Team leaflet was drafted to explain the services available.

Working groups from the South Wye and Ledbury Partnerships have been analysing a range of options, including successful programmes elsewhere in the country, in order to develop achievable succession strategies for each area.

The Leominster Partnership has developed and presented its ten year Strategic Action Plan for the town and surrounding parishes. Good progress was made with the development of the Ross Area Strategic Action Plan.

An additional £80,000 DEFRA and EAGGF funding has been negotiated for the Herefordshire Rivers Leader +

Programme. Seven new projects have been approved e.g.:

- Frome Valley Archaeology - a project to carry out an overview of how the landscape has changed, through completion of a geomorphological study of the ancient landscape and site investigations on archaeological sites which will involve members of the community who can then learn about survey techniques, site interpretation and information.
- Rivers and Flat Water recreational Study - an assessment of the feasibility of a number of identified sites/support initiatives to increase the opportunities for participation in outdoor water-based activities.

All 2004 funding for the Leader + programme was fully allocated.

Key Issues Arising during the Period



South Wye Skate Park opening

Announcements made by Advantage West Midlands advised that although the Market Towns Initiative (MTI) programme required an holistic social, environmental and economic regeneration programme to be developed for eligible market towns, MTI funding could now only be released against capital projects with economic outputs. This has caused serious

problems for the local partnerships as there are few alternative sources of funding that could be attracted to progress the range of projects included in the Strategic Action Plans. A subsequent delay in completed implementation plans has resulted. Negotiations with AWM to find a solution to this problem are in train.

Parks, Countryside & Leisure Development

KEY AREAS IDENTIFIED FOR IMPROVEMENT DURING 2004/05

The main efforts of staff have been directed towards work with partners - principally Herefordshire Jarvis Services (HJS) and Halo Leisure - to improve service delivery and public confidence. Following a shaky start, HJS have begun to consolidate their operations and plan for integrated service delivery in the Grounds Maintenance sector. The Council, in partnership with Halo, have completed the procurement and commissioning of refurbishment to each of its nine fitness suites. Attention is now being focussed on plans to improve disabled access.

Main Service Activity up to July 2004



Britain in Bloom in full swing during this period

The Parks Service has been fully committed to the preparation and delivery of five Britain in Bloom campaigns in the market towns.

The Countryside Service has principally concentrated on the preparation of access sites (areas of Countryside open to public use) in anticipation of record use this

holiday season.

Work progresses on preparation for the adoption of CRoW Act access land (areas of Countryside which the service is likely to take over responsibility for next year).

The annual ROSPA Safety Inspections have been completed for this year.

Achievements and Outcomes to end of July 2004

The refurbishment of nine fitness suites with major financial benefits accruing from a robust procurement process.

The award of Woodland Grant Schemes and Certification for Council Managed Woodlands.

The ten year Management Plan was approved for Queenswood Country Park.

Significant progress with Aylestone Park project including £100k commuted sum secured via Planning Policy.

A very good (post-completion) Lottery Monitoring Inspection report was received for Ledbury Leisure facilities.

Improved Quest Assessment scores for all inspected leisure sites.

Key Issues Arising during the Period



Contamination of land at Aylestone Park has caused unforeseen problems to the project.

Major unforeseen problem with the contamination of land at Aylestone Park (bed of former canal).

Financial problems encountered with long term capital financing of Leisure premises. Asset structure review initiated.

Significant early season mobilisation problems for HJS resulted in poor standards of grounds maintenance for the months of April and May.

Resource needed to continue with increased annual demands of Britain in Bloom campaigns is leading to impingement on core service maintenance.

HEREFORD CITY – ECONOMIC SITUATION

Report By: Director of Policy and Community

Wards Affected

County-wide.

Purpose

1. To consider an update on the economic situation in Hereford City.

Financial Implications

2. None.

Considerations

3. 2003 was a difficult year for the local economy of the City. The year saw the takeover of Bulmers by Scottish and Newcastle with the resultant loss of some 250 head office jobs from the company. Other well established businesses in the manufacturing sector also saw reductions in their labour force. At the end of the year the outbreak of Legionnaires disease also had significant economic impacts on the City, with in particular the retail sector being hit by a downturn in trade at the very time of the year when businesses most rely on increased turnover. This was against a background of national media reports, which indicated some changes in some shopping patterns generally.
4. Within this context a special meeting of the Council's Social and Economic Development Scrutiny Committee was organised for the 14th January 2004 at Maylord Orchards Shopping Centre, Hereford. The meeting provided an opportunity for representatives of the business community in the City centre to give evidence to the Council on the economic impacts of recent events and to make suggestions about initiatives which could be undertaken to improve the situation. The outcomes of this meeting were considered at the meeting of the Social and Economic Development Scrutiny Committee on 5th February 2004 when it was agreed that the Committee should receive an update later in the year.
5. Since February a significant amount of progress has been made in taking forward issues to address the future health and vitality of the City. The key progress made is summarised below:
 - **Hereford City Manager** - Cynthia Spaul has now been appointed by the Hereford City Partnership as the new Hereford City Manager. She is already working on a range of initiatives which should support the health and vitality of the City.
 - **Edgar Street Grid** - The Council and Advantage West Midlands are continuing to develop proposals for the 100 acre Edgar Street Grid site to the north of the existing historic City Centre. The Council has adopted a Masterplan for the site and key proposals have been integrated into the

Herefordshire Unitary Development Plan. The Council and Advantage West Midlands are working together to establish a Joint Venture Company to take the proposals forward to implementation.

- **City of Living Crafts** - The Council has continued to develop projects in the City Centre as part of the City of Living Crafts Programme including:

Council's Capital Programme - The Council has approved approximately £1 million in its capital programme, for a range of City Centre Enhancements over the next few years. Schemes included are Eign Gate refurbishment, Shop Front Grant Scheme, Initial works on High Town/High Street and Victoria Footbridge refurbishment.

Eign Gate Refurbishment - The Council has commissioned options for the refurbishment of Eign Gate which will go out to public consultation in the Autumn of this year with a view to being implemented early in 2005.

Hereford Cathedral - The Council is working with the Cathedral to develop a Heritage Lottery bid for the Regeneration of Cathedral Close and associated Cathedral buildings. A Project Planning Grant has been secured with a view to submitting a full bid for Heritage Lottery funding later this year. In the interim, a schedule of remedial works has been completed in the Cathedral Close. New turf and top soil has been laid, improvements have been made to the surfacing of the paths and pot holes have been filled.

Castle Green - The Council has also commenced work on putting together a team to develop a Heritage Lottery bid for a major refurbishment of Castle Green and its environs.

- **Rotherwas Access Road** – The special meeting of the Committee in January 2004 recognised the importance of wider infrastructure improvements in the City in respect of the economic health of the City Centre. The meeting particularly identified the importance of the Rotherwas Access Road in this respect. The Council has successfully secured planning permission for this scheme and is now working to secure the funding to enable the scheme to proceed at the earliest possible opportunity. An application for funding has been submitted to the Department of Transport and a decision is anticipated during December of this year. A petition in support of the scheme is currently being put together and it is anticipated that a local delegation will see the Minister to promote the scheme at the end of October.

RECOMMENDATION

THAT Members note the content of the report for referral to the appropriate Cabinet Member(s).

BACKGROUND PAPERS

- Report to Social and Economic Development Scrutiny Committee on 14th January 2004.

CREATIVE INDUSTRIES AND TOURISM ENTERPRISE PROGRAMMES

Report By: Director of Policy and Community

Wards Affected

County-wide.

Purpose

1. To update Members with reference to the Creative Industries and Tourism Enterprise programmes that are due to finish in March 2005.

Financial Implications

2. None at this stage.

Considerations

3. Tourism Enterprise and Creative Industries in Herefordshire are both three-year programmes funded primarily by EU and regional sources, which come to an end in March 2005. Both programmes have had a significant impact on the sectors and wider county economy in terms of:
 - 294 creative and 230 tourism businesses have improved through advice and guidance (figures for the first two years).
 - 100 creative and 200 tourism businesses have benefited from training (figure for the first two years).
 - Profit ratios for creative businesses have increased with increased sales over the first two years of the H.Art Week and Hereford Contemporary Crafts Fair.
 - Both programmes are flagships for the region and received a national profile which promotes the progressive nature of the local authority.
 - The programmes have demonstrated at a local and regional level the significance of creative industries and reinforce the importance of tourism to the economy as traditional industries in the county decline.
 - The requirement of the funders in terms of monitoring and evaluation has actually had a positive effect in introducing new ways of gathering evidence on activities, which has influenced the wider work of Cultural Services.
 - There has been an increase in confidence in the creative industries sector as a result of businesses being involved in the programme and generally tourism businesses feel ready to develop after a difficult couple of years after the Foot and Mouth outbreak.

- Many of the businesses supported through the programmes have been recognised in National Award Schemes.
- 4. Proposals have been prepared to extend the programmes with a view to receiving support from Advantage West Midlands via the Rural Regeneration Zone (RRZ). The programmes fit well with the criteria for RRZ, but revenue projects do not meet the current emphasis on capital funding.
- 5. In terms of finance, there is no other source of finance for tourism and a great deal of programme elements will have to be dropped if RRZ funding is not forthcoming. From a current expenditure of approximately £500,000 a year (varies year on year), spending will be reduced to the Council's own project revenue budget of £100,000, plus some contributions from the private sector. Appendix One outlines which programmes will be able to continue using the Council's revenue budget if it remains at the same level, showing a significant reduction in activity. Although, the value of tourism to Herefordshire is £272 million per year, the County is the worst performing destination in the West Midlands. Competition for visitors, in this country and abroad, is increasingly fierce and without additional support Herefordshire will miss opportunities to capture a "get away from it" market. Also, many of the current activities to diversify the market share will be lost.
- 6. The current Creative Industries programme spends approximately £450,000 per year (varies year on year). Again, without external funding this will reduce to utilising the arts budget of £30,000 per year, which is currently used as match funding for the existing programme, plus some investment from businesses. There is the opportunity to apply to the Arts Council to continue elements of the programme as well as develop some new initiatives highlighted in the Mid-term Evaluation on current activity. This will result in a total spend per year of £93,000 (varying year on year). This will have a positive impact and build on the potential of the creative industries sector in its support for the wider economy. However, as also outlined in Appendix Two a number of initiatives will have to be dropped if RRZ investment is not forthcoming.
- 7. For both programmes there will also be a reduction in staffing levels in Cultural Services as the funding contributes to these salaries.

RECOMMENDATION

THAT Members note the content of the report for referral to the appropriate Cabinet Member(s).

BACKGROUND PAPERS

- Proposals for post 2005 packages available on request.

Appendix One

Creative Industries Programme

Note: Current activity based on projects running from 2002 to 2005; new proposals as part of the extended / developed programme; with Arts Council support covers projects that are included within proposals to the Arts Council; without additional investment are those project which will utilise current revenue budgets from Herefordshire Council with contribution from the private sector.

Current activity	New proposals to RRZ	With Art Council support	Without additional investment
Training Courses	✓ Grants for individual training and start-ups	✓ For start-ups	
Festivals Forum	✓	✓	
Artists Seminar			
Fact packs			
Artery newsletter	✓	✓	✓
Business advice	✓	✓	
Innovation and Development Grants	✓ as the "Job Creation Fund"		
Annual General Meeting	✓	✓	
New clusters and networks			
H.Art Week	✓	✓	✓ smaller scale
Borderlines Film Festival			
Flicks in the Sticks (touring film)	Part of tourism		
Joint marketing for the sector			
Capital development schemes	✓ for Crafts Centre development		
Crafts Fair	✓	✓	✓ smaller scale
Creative Breaks	✓		
Crafts Guide	✓ with marketing		
Support to Gallery	✓ as a network		
RNCB residency			
Media Dev (training and advice)			
Community projects	✓ Plus arts alive hub		
Community arts facilities			
Community education projects			
Community Festivals			
Web support for businesses	✓	✓ to a lesser degree	
Creative industries web site	✓ developed	✓ maintained	✓ maintained

	✓ Mentoring programme	✓	
	✓ Support for Start-up creative businesses	✓	
	✓ Attendance at trade show	✓	
	✓ Establish a Design Agency	✓	
	✓ Support for music		
	✓ Business advice for social enterprises		
	✓ Regional co-ordination	✓	
	✓ Craft centre development		
	✓ Media strategy		

Appendix Two

Tourism Enterprise Programme

Note: Current activity based on projects running from 2002 to 2005; new proposals as part of the extended / developed programme; without additional investment are those projects which will utilise current revenue budgets from Herefordshire Council with contribution from the private sector.

Current activity	New proposals to RRZ	Without additional investment
Walking Festival	✓ With accompanying market and accommodation package	
Winter Walking Festival	✓	
Overseas marketing	✓	
Tourism Forums	✓	✓
Flavours of Herefordshire campaign	✓	✓
Business and marketing advice	✓	
Business toolkit		
Disability audits for tourism businesses	✓	
Visitor survey and Economic Impact Assessment	✓	
Bed Occupancy survey	✓	
Environment training and advice	✓ With accompanying campaign	
Cider cycling route campaign	✓	
Black and White Villages marketing campaign		
Business advice		
Cycle hire initiative		
Film Herefordshire	✓	
Conference desk	✓ plus events	
Travel Trade manual	✓ include cross border working	
IIP support for businesses		
Training package		
Brand development		
Distribution of the Visitor Guide	✓	
Short break campaigns	✓	✓ financed by the private sector
Media campaign by consultant	✓	
Media familiarisation trip	✓	✓ in regional partnership

National / regional exhibitions		✓ in regional partnership
Web site hosting	✓	✓
Web site development	✓ with e-marketing campaigns	
Web site training for businesses		
Publications: Gardens Camping and Caravan Festivals and Events Attractions Activities Churches		✓ Some elements with private sector support
Bedroom Browser	✓	✓ with private sector support
Public transport initiatives		
Market town information		
Investment in TICs		
Community tourism projects	✓	
	Group visits	
	Value of Tourism Study	
	Customer Satisfaction Survey	
	Out of County Customer Research	
	Sporting and historic breaks campaigns	
	Family / Children's breaks	
	Festival Marketing	
	Ross on Wye International Festival support	
	Campaign for Gardens	
	Disability Awareness	
	Industry and TIC awareness days	
Literature distribution and storage facility	✓	✓

2004 RURAL STRATEGY

Report By: Director of Policy and Community

Wards Affected

County-wide.

Purpose

To update the Economic and Social Development Scrutiny Committee on the recent Rural Strategy published by DEFRA in July 2004.

Considerations

1. In 2002 the Government asked Lord Haskins to undertake a review of rural delivery mechanisms across the Country, then known as "The Haskins Review". Lord Haskins reported his recommendations in mid 2003, which were based around simplifying rural delivery funding streams and making a differentiation between policy development and local delivery. He also emphasised devolved delivery mechanisms to local levels.
2. In response to these findings, the Government updated and refreshed the Rural Strategy, which was first published in 2000. The revised strategy sets out future policy direction for rural services and incorporates recommendations from the Haskins Review. This strategy has been received relatively well, with quite a number of Lord Haskins recommendations acted upon.
3. The Rural Strategy is based on 3 chapters – economic and social regeneration; social justice for all; and, enhancing the value of our countryside. A number of significant recommendations are outlined in the strategy, including:
 - The move to a smaller and more focused Countryside Agency
 - The development of an Integrated Land Use Agency pulling together the remit of the Countryside Agency, English Nature and the Rural Development service;
 - A greater divide between policy development and delivery;
 - Devolving rural delivery to the region and local level; and
 - The rationalisation of rural funding streams from 100 current schemes to 3 major funding programmes.
4. The strategy highlights the role of Local Authorities as community leaders and their role in delivering joined up services. Greater clarification is now being requested on what additional or alternative roles Local Authorities could become involved with at a local level.
5. To test possible local approaches, DEFRA is asking for one area within each region to act as a "pathfinder", to explore practical ways of joint working and testing different approaches at local levels. For the West Midlands Region Shropshire has been identified as the pathfinder area. We hope to gain valuable feedback from Shropshire as their Pathfinder approach is developed and implemented.

RECOMMENDATION

THAT the report be noted.

BACKGROUND PAPERS

- None identified.

PROPOSED COURTYARD THEATRE REVIEW GROUP

Report By: Director of Policy and Community

Wards Affected

County-wide.

Purpose

1. To consider undertaking a Scrutiny Review into the Courtyard Theatre.

Financial Implications

2. These are expected to be contained within existing budgets.

Consideration

3. During consideration of the 2004/05 Capital Programme by Cabinet at its meeting on 22nd July, 2004, Councillor A.C.R. Chappell advised that he wished to carry out a scrutiny review of the funding arrangements for the Courtyard Theatre and the Committee are accordingly invited to consider undertaking a scrutiny review into the Courtyard Theatre.
4. A suggested scoping statement for the review, which includes the proposed terms of reference for the review, is attached for the Committees consideration at Appendix 1.
5. It is suggested that the Committee appoint 4 Members to serve on the Courtyard Theatre Review Group.

RECOMMENDATION

- THAT (a) the Committee agree to undertake a review of the Courtyard Theatre and the Scoping Statement attached at Appendix 1 be approved;**
- (b) 4 Members be appointed to serve on the Courtyard Theatre Review Group; and**
- (c) the Committee appoint the Chairman of the Review Group.**

BACKGROUND PAPERS

- None identified.

REVIEW:	Social and Economic Development Scrutiny Committee	
Committee:	Courtyard Review Group	Chair:
Lead support officer:	Gareth Jones – Economic Investment & Development Manager	

SCOPING

Terms of Reference

- To provide a historical background on the establishment of the Courtyard to the current day.
- To review the contribution Herefordshire Council makes to the Courtyard Theatre.
- To consider how best to strike a balance between sustaining a key arts facility and the benefits to the wider community.
- Following the review to advise the Cabinet Member (Community and Social Development) on the best framework to put in place in respect of the future involvement of Herefordshire Council with the Courtyard.

Desired outcomes

- For the current funding arrangements to be fully examined in an open and transparent way. (subject to confidentiality)
- For Members of the working group to consider and to formulate a range of options on the future of Herefordshire Council's involvement with the Courtyard.
- To establish the wider benefits /or otherwise of the Courtyard Centre for the Arts to the people of Herefordshire.

Key questions

- Consider what means of measurement can be used to judge the success or otherwise of the Courtyard.
- By examination of comments and complaints identify the elements of concern.
- To enquire from local user groups their views on the Courtyard and its future.
- To consider the views of the public, interested parties and other funders on the benefits or otherwise of the Courtyard now and in the future.

Timetable	
<i>Activity</i>	<i>Timescale</i>
Agree scope	September 2004
Assess currently available information	November 2004
Undertake publicity of the review, set option	November 2004
Invite representative witnesses	November 2004
Undertake representative site visit	November 2004
Interim report	November 2004
Final Report	December 2004

Membership	Support Officers
Four Councillors appointed by Social & Economic Development Scrutiny Committee.	Gareth Jones – Economic Investment & Development Manager

MONITORING OF 2004/2005 REVENUE BUDGETS FOR SOCIAL, COMMUNITY AND ECONOMIC DEVELOPMENT PROGRAMME AREAS PERIOD 1-5

Report By: Principal Accountancy Manager

Wards Affected

County-wide.

Purpose

1. To advise Members of the actual net revenue expenditure against budget for Social, Community & Economic Development programme areas to period 5 of the financial year 2004-2005.

Financial Implications

2. All budget variances are to be noted within the context of the overall net revenue budgets for 2004-2005. Any over or underspends will be carried forward under the financial regulations of Herefordshire Council.

Considerations

3. The monitoring report for period 5 is attached as Appendix 1 for consideration. The report shows the revised budget, including carried forward over and underspends from 2003-04, with actual performance, variances and projected out-turns for the main service areas within Social, Community and Economic Development.

Social Development

4. The second column of the appendix shows an overall carried forward underspend of £195,330 for Social Development. Adjustments were made for the Parks and Countryside overspend of £161,000 which was written off against the commuted sums reserve, a £10,000 contribution to Policy and Finance for the Plough Lane move and an underspend of £34,000 from Policy and Finance (Info) transferred to Libraries towards a new booking system.
5. All carried forward underspends were allocated to the appropriate services following a full and detailed review of the planned expenditure.
6. The £161,000 overspend for Parks and Countryside related to inflationary increases over council budget allowances, the cost of maintaining adopted land and various emergency repairs and maintenance costs incurred during the year. For 2004-05 an additional £79,000 has been allocated to the service, however it is unlikely that this will fully address the shortfall in the budget.
7. Unanticipated maintenance costs during the year meant that the accumulated Leisure Contracts deficit was not reduced as planned, however a recovery plan is now in place that should enable the deficit to be reduced in full over the next 2 to 3 years.

8. The Leisure Client underspend included £40,000 from the 2003-04 Sydonia Pool subsidy. This will be ring-fenced to fund revenue costs associated with the new North Herefordshire Pool.
9. The Youth Service underspend resulted from the difficulties in recruiting staff and also the additional income generated from lettings. The Heritage Service generated planned underspends over several headings to enable an additional revenue contribution to be made to the Friar Street capital project.
10. The 2004-05 Social Development budgets including the profiling of major items of expenditure such as grant payments to the Courtyard and the management fee to HALO to closer reflect the actual payment timescales. All other budgets to date are split into twelfths. Re-profiling will be undertaken for other large items such as HJS payments once there is a clear pattern of expenditure to base the profile on.
11. At period 5 Social Development demonstrated an overall underspend of £319,858 against the period budget. Detailed analysis of the variances is shown in the appendix.
12. Parks and Countryside is underspent by £71,619 due to payments to HJS being made in arrears and the time taken to check and verify the monthly application.
13. The Leisure Client heading is underspent as no expenditure has been incurred on the current and carried forward Sydonia Pool budgets. In addition, costs for leased equipment and premises insurance are still to be charged.
14. The Youth Service continues to underspend on staffing due to recruitment difficulties. This also impacts on operational budgets in the current year and on specific projects to be funded from carry forwards, which cannot commence until staff are employed. A new round of recruitment recently commenced.
15. The library Service underspend is due to having received funding from Education for the provision of the schools service early in the year, in advance of any expenditure being incurred.
16. The Leisure Contracts deficit appears to have increased however this is simply a timing issue. The purchase of new fitness equipment has been allocated to this heading pending its lease. Once the lease draw down is completed the expenditure will be matched with a lease credit.
17. At this stage of the year it is very difficult to predict an outturn for a programme area with so many varied services. An initial estimate based on known issues would suggest an overspend in the region of £120,000. The final outturn position will be influenced by the extent to which the Youth Service recruitment drive attracts new youth workers.
18. It is likely that Parks and Countryside will again overspend since the £79,000 additional budget allocation was less than that required to meet the built-in deficit in respect of inflation and adopted land. The service also has budget pressures from Britain in Bloom, which are the subject of a separate review.
19. Whilst it is anticipated that some progress will be made in reducing the Leisure Contracts deficit, it is still likely to be in the region of £100,000 at year-end.

Community and Economic Development

20. The outturn position for Community & Economic Development in 2003-04 was an underspend of £354,500, however this included the £150,000 underspend from 2002-03, so the in-year underspend was £204,500.
21. Underspends for Community & Economic Development were due to staff vacancies over all teams, contributions to externally funded projects being delayed and various planned projects and studies not yet required. In addition, £30,000 of base budget remained unallocated so no expenditure was incurred.
22. 2003-04 underspends were allocated to specific team budgets following a full and detailed review of expenditure plans. The 2002-03 underspends have been earmarked to support reductions in external funding over future years and have initially been allocated to the Management and Administration heading.
23. Community & Economic Development budgets for 2004-05 also feature profiling of budgets in order to more accurately reflect the timing of grant payments and partnership contributions.
24. At period 5 Community & Economic Development showed an underspend of £292,639 against the profiled budget. Vacancies across all teams accounted for some £50,000 of the variance. The balance results from a combination of studies and projects yet to commence and grants for various schemes such as Community Buildings yet to be paid out.
25. At this stage of the year it is difficult to accurately predict an outturn, however should all planned expenditure for projects and studies occur within the financial year and the current trend in vacancies continue, it is likely that there will be an overall underspend of some £300,000. A large proportion of this underspend represents the earmarked funds for future shortfalls in external income.

RECOMMENDATION

That the position be noted.

Background Papers

- None identified.

Appendix 1

Social, Community & Economic Development Budget Monitoring Report for Period 5 2004-05

	Total Budget	Carry Forwards	Revised Budget	Actual to date	budget to date	variance	Estimated Outturn	Variance
	£	£	£	£	£	£	£	£
Social Development								
Management and Administration	457,760	2,309	460,069	159,649	191,695	32,046	460,069	0
Cultural Services	1,194,670	13,463	1,208,133	752,319	725,584	-26,735	1,208,133	0
Parks & Countryside	1,198,640	0	1,198,640	427,814	499,433	71,619	1,298,640	-100,000
External Liaison	290,940	0	290,940	102,477	121,225	18,748	290,940	0
Leisure client	1,364,490	65,245	1,429,735	1,049,061	1,207,680	158,619	1,429,735	0
Youth Service	916,975	159,163	1,076,138	276,435	448,390	171,955	1,000,138	76,000
Library Services	1,878,795	20,797	1,899,592	664,568	791,497	126,929	1,899,592	0
Heritage Services	516,690	64,292	580,982	210,553	242,076	31,523	580,982	0
Archives Unit	236,800	7,000	243,800	112,136	101,583	-10,553	243,800	0
Leisure Contracts Deficit	0	-136,939	-136,939	291,152	36,859	-254,293	-40,939	-96,000
Total Social Development	8,055,760	195,330	8,251,090	4,046,164	4,366,022	319,858	8,371,090	-120,000

Analysis of Variances

Management and Administration - Figures include £50,000 budget from the reduction in the Bridge Street management fee which is presently unallocated.

Cultural Services - the value of all TIC opening stock is included in the actual figures. The courtyard grant has been paid in full.

Parks and Countryside - £161,000 overspend from 03-04 written off against commuted sums. Monitoring and scrutiny of HJS bills results in payment falling behind budget profile.

External Liaison - various grants and contributions still to be paid out. Budget now includes transfer of E-modernisation budget for Support & Monitoring Officer.

Leisure Client - Halo management fee paid in full, leasing budget due to be paid in next couple of months

Youth service - 2003-04 carry forward is committed but expenditure not incurred yet - a new round of recruitment has commenced which if successful will increase service expenditure.

Library Service - annual funding from LEA for school service received in full during period 3

Heritage - Carried forward underspend to be transferred to Friar St phase 2 capital scheme. Actuarial strain pension costs from 2002-03 still to be charged by Worcester CC.

Archives - carried forward underspend allocated but not yet spent. Business rates paid early in year means spend is ahead of profile.

Leisure Contracts deficit - the cost of new fitness equipment has been allocated to this heading pending the lease drawdown which should take place within the next month.

Appendix 1

Social, Community & Economic Development Budget Monitoring Report for Period 5 2004-05

	Total Budget £	Carry Forwards £	Revised Budget £	Actual to date £	budget to date £	variance £	%	Estimated Outturn	Variance
Community & Economic Development									
Management and Administration	207,439	220,808	428,247	107,137	111,419	4,282	4	248,247	180,000
Herefordshire Plan and Support	525,322	55,845	581,167	121,495	230,609	109,114	47	541,167	40,000
Economic Investment and Development	416,705	36,986	453,691	151,314	186,597	35,283	19	413,691	40,000
Community Development	1,012,469	40,861	1,053,330	287,888	431,848	143,960	33	1,013,330	40,000
Total	2,161,935	354,500	2,516,435	667,834	960,473	292,639	30	2,216,435	300,000

Analysis of Variances

Management & Administration - Carry Forwards still to be allocated. Some earmarked to meet external funding shortfall in future years.

Herefordshire Plan & Support - staff vacancies, expenditure on various projects and studies still to be incurred.

Economic Investment and Development - staff vacancies and projects yet to commence expenditure.

Community Development - Grants for various schemes including Community Buildings yet to be paid out.

The carried forward budgets that haven't been spent/allocated yet have been re-profiled to Month 12.

POSITION STATEMENT ON IMPLEMENTATION OF CROW ACT 2000 (RESPONSIBILITY WITHIN SOCIAL DEVELOPMENT PORTFOLIO)

Report By: Director of Policy and Community

Wards Affected

County-wide.

Purpose

To advise the Committee of the current position on Countyside Rights of Way Act 2000 (CRoW) in respect of service responsibility within the Social Development portfolio area.

Reasons

1. The CRoW Act 2000 has 5 main provisions, aspects of which have deferred implementation dates, for example, the designation of access land and the regulation of common land. Management responsibility for CRoW Act provisions currently sits across 2 Directorates (Environment and Policy & Community) and the County Secretary and Solicitors Department.
2. The current responsibilities under the Act which fall under the scope of this Committee are two fold. These are namely: - Part 3 Conservation and Wildlife and Part 4 Areas of Outstanding Natural Beauty.
3. The Committee need to be aware that significant resources will need to be found to protect the Council from potential litigation for non-compliance when the full provisions of the Act fall due. The timetable is as yet undetermined, but there is an expectation of a 3 year time frame.

Considerations

4. A Council wide Management Group has been set up to monitor progress and assess risk.
5. A project to survey newly designated access land and those Section 9 Commons which will fall to Council ownership within the next 2 years has been initiated. This is supported by a 2 day per week directed time commitment of an Officer from the Countryside Service. Advice is being provided by Property (Estates), the Countryside Agency and DEFRA. This exercise also incorporates conservation and wildlife assessments. When the work is complete it will form the basis of a report to Cabinet to advise of our newly acquired legal and property obligations and provide options for the resourcing framework that will be required to discharge our duties.
6. A Leaders briefing on the further implications of the CroW Act is being prepared for inclusion in an autumn programme.

7. The Council's obligations in respect of the production, adoption and publication of the statutory Areas of Outstanding Natural Beauty Management Plans have been met in full.
8. Those sites that are directly managed within the Parks & Countryside Service that fall under the conservation provisions of the Act are deemed to be stable with management regimes that are likely to lead to progressive enhancements of both species and habitats.

RECOMMENDATION

THAT (a) the report be noted.

and

(b) the Committee be advised of future developments following the proposed Leader's Briefing on corporate progress.

BACKGROUND PAPERS

- Countryside and Rights of Way Act 2000