

A G E N D A

Community Services Scrutiny Committee

Date: **Wednesday, 5th October, 2005**

Time: **6.00 p.m.**

Place: **St. Katherine's Hall, Ledbury**

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

For any further information please contact:

*Craig Goodall, Members' Services,
Tel:01432 260445 Fax:01432 260445*

email - cgoodall@herefordshire.gov.uk

**County of Herefordshire
District Council**

AGENDA

for the Meeting of the Community Services Scrutiny Committee

To:	Councillor	A.C.R. Chappell (Chairman)
	Councillor	H. Bramer (Vice-Chairman)
	Councillors	R.B.A. Burke, 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 (Herefordshire Association of Local Council's) and Mr. P. Thomas (Herefordshire NFU)

	Pages
1. APOLOGIES FOR ABSENCE	
To receive apologies for absence.	
2. NAMED SUBSTITUTES	
To receive details 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 13th June 2005.	
5. SUGGESTIONS FROM MEMBERS OF THE PUBLIC ON ISSUES FOR FUTURE SCRUTINY	
To consider suggestions from members of the public on issues the Committee could scrutinise in the future.	
6. PRESENTATION BY CABINET MEMBER (COMMUNITY SERVICES)	7 - 12
To receive a presentation by the Cabinet Member (Community Services) informing the Committee of policy issues affecting this programme area and the main priorities.	
7. PRESENTATION BY CABINET MEMBER (RURAL REGENERATION AND STRATEGY)	13 - 18
To receive a presentation by the Cabinet Member (Rural Regeneration and Strategy) informing the Committee of policy issues affecting this programme area and the main priorities.	

8.	HEREFORDSHIRE FESTIVALS 2004/2005	19 - 20
	To update Members of the activity since the Festivals Review, which reported to the former Social and Economic Development Scrutiny Committee in November 2003, and report on the current position in respect to the Festivals that have taken place in the County, from October 2004.	
9.	YOUTH MATTERS - GREEN PAPER	21 - 22
	To inform Members of the Youth Matters – Green Paper consultation on the future of the Youth Services and the Connexions Service and invite comments.	
10.	LEDBURY LIBRARY AND TOURIST INFORMATION SERVICE	23 - 24
	To inform Members of the current position in respect to the relocation of the present Library at Homend, and Tourist Information Centre into new premises at The Masters House, St. Katherine's, Ledbury.	
11.	COMMUNITY SERVICES PERFORMANCE REPORT	25 - 48
	To report on the available Performance Indicators position and provide information about current performance management work within the Community Services Directorate.	
12.	SCOPING STATEMENT FOR FOLOW UP REVIEW OF THE COURTYARD CENTRE FOR THE ARTS	49 - 52
	To agree a scoping statement for a follow review of The Courtyard Centre for the Arts as requested by Cabinet following the report of the Courtyard Review Group in February 2005.	

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

Formal meetings of the Committees are held in public and information on your rights to attend meetings and access to information are set out overleaf

PUBLIC INFORMATION

Public Involvement at Scrutiny Committee Meetings

You can contact Councillors and Officers at any time about Scrutiny Committee matters and issues which you would like the Scrutiny Committees to investigate.

There are also two other ways in which you can directly contribute at Herefordshire Council's Scrutiny Committee meetings.

1. Identifying Areas for Scrutiny

At the meeting the Chairman will ask the members of the public present if they have any issues which they would like the Scrutiny Committee to investigate, however, there will be no discussion of the issue at the time when the matter is raised. Councillors will research the issue and consider whether it should form part of the Committee's work programme when compared with other competing priorities.

Please note that the Committees can only scrutinise items which fall within their specific remit (see below). If a matter is raised which falls within the remit of another Scrutiny Committee then it will be noted and passed on to the relevant Chairman for their consideration.

2. Questions from Members of the Public for Consideration at Scrutiny Committee Meetings and Participation at Meetings

You can submit a question for consideration at a Scrutiny Committee meeting so long as the question you are asking is directly related to an item listed on the agenda. If you have a question you would like to ask then please submit it **no later than two working days before the meeting** to the Committee Officer. This will help to ensure that an answer can be provided at the meeting. Contact details for the Committee Officer can be found on the front page of this agenda.

Generally, members of the public will also be able to contribute to the discussion at the meeting. This will be at the Chairman's discretion.

(Please note that the Scrutiny Committees are not able to discuss questions relating to personal or confidential issues.)

Remits of Herefordshire Council's Scrutiny Committees

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

The Public's Rights to Information and Attendance at Meetings

YOU HAVE A RIGHT TO: -

- Attend all Council, Cabinet, Committee and Sub-Committee meetings unless the business to be transacted would disclose 'confidential' or 'exempt' information.
- Inspect agenda and public reports at least five clear days before the date of the meeting.
- Inspect minutes of the Council and all Committees and Sub-Committees and written statements of decisions taken by the Cabinet or individual Cabinet Members for up to six years following a meeting.
- Inspect background papers used in the preparation of public reports for a period of up to four years from the date of the meeting. (A list of the background papers to a report is given at the end of each report). A background paper is a document on which the officer has relied in writing the report and which otherwise is not available to the public.
- Access to a public Register stating the names, addresses and wards of all Councillors with details of the membership of Cabinet and of all Committees and Sub-Committees.
- Have a reasonable number of copies of agenda and reports (relating to items to be considered in public) made available to the public attending meetings of the Council, Cabinet, Committees and Sub-Committees.
- Have access to a list specifying those powers on which the Council have delegated decision making to their officers identifying the officers concerned by title.
- Copy any of the documents mentioned above to which you have a right of access, subject to a reasonable charge (20p per sheet subject to a maximum of £5.00 per agenda plus a nominal fee of £1.50 for postage).
- Access to this summary of your rights as members of the public to attend meetings of the Council, Cabinet, Committees and Sub-Committees and to inspect and copy documents.

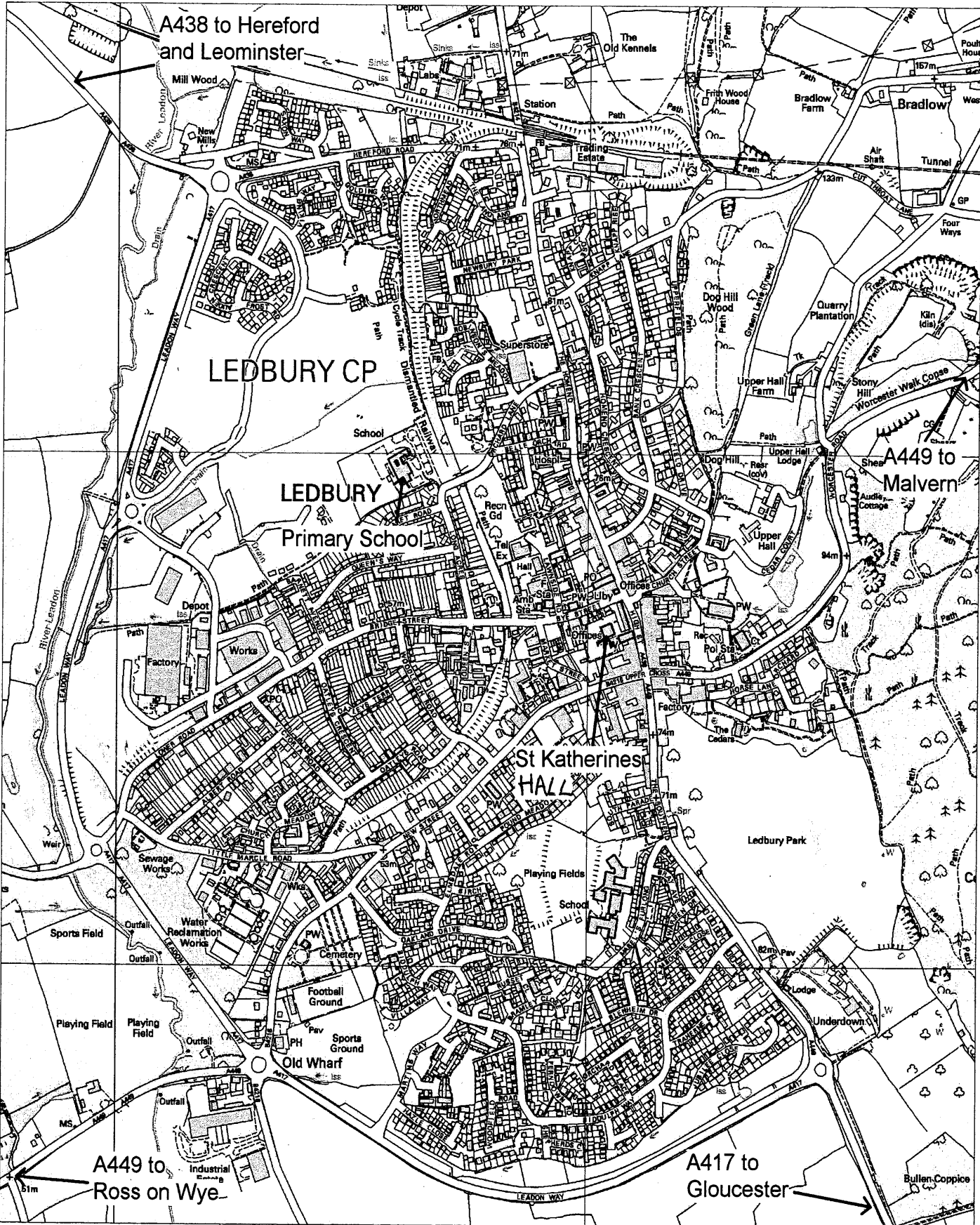
Please Note:

Agenda and individual reports can be made available in large print. Please contact the officer named on the front cover of this agenda **in advance** of the meeting who will be pleased to deal with your request.

If you have any questions about this agenda, how the Council works or would like more information or wish to exercise your rights to access the information described above, you may do so either by telephoning the officer named on the front cover of this agenda or by visiting in person during office hours (8.45 a.m. - 5.00 p.m. Monday - Thursday and 8.45 a.m. - 4.45 p.m. Friday) at the Council Offices, Brockington, 35 Hafod Road, Hereford.



Where possible this agenda is printed on paper made from 100% Post-Consumer waste. De-inked without bleaching and free from optical brightening agents (OBA). Awarded the Nordic Swan for low emissions during production and the Blue Angel environmental label.



**LOCATION PLAN - ST KATHERINES, LEDBURY
AND LEDBURY PRIMARY SCHOOL**



SCALE 1:10,500

Herefordshire Council
Committee Services
PO Box 240
Hereford
HR1 1ZT
Tel.: (01432) 260000
Fax.: (01432) 260286

This copy has been made by or with the authority of Ms M. Rosenthal, County Secretary and Solicitor, Herefordshire Council, pursuant to Section 47 of the Copyright, Designs and Patents Act 1988 ("the Act"). Unless the Act provides a relevant exception to copyright, the copy must not be copied without

COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

MINUTES of the meeting of Community Services Scrutiny Committee held at Committee Room No. 1 Shirehall, Hereford on Monday, 13th June, 2005 at 6.00 p.m.

Present: Councillor A.C.R. Chappell (Chairman)
 Councillor H. Bramer (Vice Chairman)

Councillors R.B.A. Burke, 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 G. Jones (Tourism Sector) and Mrs. E. Newman (Herefordshire Association of Local Council's)

In attendance: Councillors Mrs. P.A. Andrews, Mrs. M.D. Lloyd-Hayes, J. Stone and R.M. Wilson

1. APOLOGIES FOR ABSENCE

Apologies were received from Mrs C. Jones and Mr. A. Curless.

2. NAMED SUBSTITUTES

There were no named substitutes.

3. DECLARATIONS OF INTEREST

Name	Item	Interest
Councillor Mrs. P.A. Andrews	6 – Castle Green Regeneration Project	Personal
Councillor Mrs. M.D. Lloyd-Hayes	8 – Youth Service	Personal

4. MINUTES

RESOLVED: That the minutes for the meeting of the former Social and Economic Development Scrutiny Committee held on 22nd March 2005, be approved as a correct record and signed by the Chairman.

5. SUGGESTIONS FROM MEMBERS OF THE PUBLIC ON ISSUES FOR FUTURE SCRUTINY

The Chairman invited the members of the public present to suggest items for the Committee to scrutinise in the future.

Following a suggestion that the Committee scrutinise the County's Museums the Committee agreed to note the suggestion and consider adding it to its work programme.

6. CASTLE GREEN REGENERATION PROJECT

Members were advised on the current position in respect of the Hereford Castle Green Regeneration Project.

The Parks and Countryside Manager informed the Committee of a number of initiatives to regenerate the Castle Green area in light of the decision not to proceed with a Heritage Lottery Fund (HLF) bid for park restoration. These initiatives amounted to over £1m and included cleansing the Castle Pool, renovation of the Victoria footbridge, refurbishment of the public toilets and other smaller scale funding bids.

The HLF bid had been withdrawn for a number of reasons, which included:

- High cost of preparing a bid.
- A less than 50% chance of a successful outcome.
- Other corporate priorities.
- A possibly compromising situation with HLF. Both the Cathedral Close project and Friar Street Heritage Resource and Learning Centre are set to make bids to HLF.

The Parks and Countryside Manager reported that £30,000, which was going to be used to fund feasibility work for the HLF bid, had now been redirected towards minor improvements on the Castle Green including the refurbishment of Nelson's Column in time for the bicentenary celebrations of the Battle of Trafalgar.

With regard to the cleansing work due to be undertaken at the Castle Pool, the Parks and Countryside Manager highlighted the number of outside agencies consulted and extensive preparation work that had delayed the cleansing project. After much behind the scenes work he now anticipated the work taking place over a two-week period in autumn 2005.

The Committee was informed that the toilet block refurbishment at the Castle Green was the responsibility of the Highways and Transportation Department. The block was scheduled to be refurbished during 2006/07.

The Chairman welcomed invitees from Friends of Castle Green, Castle Street and District Residents Association and St. James and Bartonsham Community Association. He thanked them for accepting his invitation to attend the meeting and gave them the opportunity to present their comments on the Castle Green Regeneration Project to the Committee.

The following are the principal points from the ensuing discussion:

- The local community should be consulted regarding any redevelopment of the Castle Green area. The Friends of the Castle Green wanted a 30-year plan to be drawn up between the community and the Council to redevelop the Castle Green. The Parks and Countryside Manager reported that the Council was keen to work with the local community and that outside consultants had only been used to satisfy the requirements of the HLF.
- Part of the Hospital Walk footpath had been cleaned and exposed to reveal its original form. Many years of progressive silt build up from flooding had led to the feature being partially lost from public view.
- Refurbishment of the Victoria footbridge should be a priority as it is a key pedestrian route connecting the north and south sides of the City.
- £10,000 to support initiatives in the local area gained by the Council from the

developers of the Victoria Park estate had yet to be spent.
A view was expressed that part of the revenue gained from car parking could be used to redevelop the Castle Green.

The Head of Service (Policy and Community) informed the meeting that whilst unfortunately the redevelopment of the Castle Green had had to make way for other Council capital programme priorities at this time, this should not rule out any significant redevelopment in the future, including the potential for making a HLF bid.

RESOLVED: That the report be noted.

7. PROPOSED REVIEW ON HOW TO RETAIN OR ATTRACT 18-35 YEAR OLDS TO HEREFORDSHIRE

The Committee considered the scoping statement for a scrutiny review into how to retain 18-35 year olds to Herefordshire or attract them to the County, a copy of which had been included at Appendix 1 to the report.

The Chairman proposed that the whole Committee should form the Review Group for this wide-ranging and varied scrutiny review. The 18-35 year old age range was vital to the economic development of Herefordshire and he wanted the review to ask tough and searching questions about every possible aspect that could influence the County's ability to attract and retain this age group. He anticipated that the review would take approximately one year to complete.

The Committee discussed the proposed scrutiny review and the following are the principal points raised during discussion:

- Members were advised that demographically Herefordshire was under-represented in the 15-29 year old age range compared to regional and national statistics.
- Salaries, housing and the retail sector were considered important aspects that the review should investigate.
- It was important to investigate all types of employment including skilled, unskilled and graduate roles.

It was proposed that to enable the Review Group to discuss the review and consider potential areas of investigation, a workshop meeting should be arranged by the Review Groups Lead Officer.

RESOLVED:

That (a) the Scoping Statement for a scrutiny review on how to retain and attract 18-35 year olds to Herefordshire, as attached at Appendix 1 to the report, be approved;

(b) all Members of Community Services Scrutiny Committee be appointed to the Review Group;

(c) Councillor A.C.R. Chappell be appointed as Chairman of the Review Group;

and

(d) a workshop for the Review Group be arranged.

8. YOUTH SERVICE

Members were updated on the role of the Community Youth Service (CYS), its contribution to the priorities of the Council and the challenges it faced in 2005/06.

The Head of Service (Policy and Community) informed the Committee that the CYS was currently carrying no staff vacancies after the recent employment of trainees and a minor reorganisation. However, it was still likely that the service would not meet the nationally expected targets in the forthcoming year.

The Head of Service (Policy and Community) stated that the CYS was to receive an Ofsted inspection in the late summer 2005 and an enhanced inspection under the Joint Area Review as part of the wider Comprehensive Performance Assessment of the whole Council.

The Committee was also updated on the Green Paper, which was now expected in summer 2005, concerning the Youth Service, arrangements for Connexions centres and their future development. The Green Paper expected to recommend that the CYS form a part of the newly formed Children's Services Directorate.

A view was expressed that the CYS should work alongside the voluntary organisations providing youth facilities in the County and that the CYS should make more efforts to 'grow their own' youth workers.

It was also reported that the CYS was working closely with the Children's Services Directorate to facilitate the Extended Schools Initiative.

RESOLVED: That the report be noted.

9. POLICY AND COMMUNITY DIRECTORATE 2004/05 PERFORMANCE MONITORING (OUTTURNS)

Members were informed of the performance of the non-corporate functions of the Policy and Community Directorate against their national and local performance indicators for 2004/05, detailing the main areas of activity undertaken and improvements made by those services during the year.

The following are the principal points of the ensuing discussion:

- There had been a 2% increase in the number of Council owned play areas deemed to be above low risk. It was expected that next year, due to scheduled playground refurbishments, that it would be possible to report a 10% increase in the number of Council owned play areas assessed to be low risk or below.
- Any refurbishment of play areas would require the new equipment provided to be in compliance with the Disability Discrimination Act (DDA) Part 3. The Parks and Countryside Manager agreed to supply a Member with information on how play area equipment was designed to meet the requirements of the DDA Part 3.
- It was acknowledged that the proliferation of play areas, secured through Section 106 planning agreements, had increased the pressure on budgets to maintain play areas and it was suggested that maintenance charges could be added to section 106 agreements.
- It was suggested that a possible way to reduce vandalism of play areas would be by placing more responsibility for maintenance on the communities which they served.

- It was reported that there had been no successful claims against the Council for injuries on Council owned play areas in the last two years. However, there had been an increase in the number of opportunist claims filed.

RESOLVED: That the report be noted.

The meeting ended at 7:46 p.m.

CHAIRMAN

**PRESENTATION BY CABINET MEMBER –
(COMMUNITY SERVICES)**

Report By: County Secretary and Solicitor

Wards Affected

County-wide

Purpose

1. To receive a presentation by the Cabinet Member (Community Services) informing the Committee of policy issues affecting this programme area and the main priorities.

Background

2. A report from the Cabinet Member is attached.

BACKGROUND PAPERS

- None identified

Cabinet Member Report - Community Services

In response to the invitation of the Community Services Scrutiny Committee I am pleased to present the following report.

1. Community Youth Service

The Community Youth Service has a revenue budget of approximately £1m, employs 55 staff, operates from 11 buildings and has the use of 1 mobile unit. It also works in partnership with a number of local organisations to deliver youth work via shared accommodation.

Although still delivering short of National Standards, the service has seen sustainable improvements against all 4 key performance indicators since their introduction.

Major challenges still exist in terms of sustaining sufficient resources on the ground to deliver core programmes.

Future priorities include the further development of young people's consultation and involvement work and the formation of a Herefordshire Youth Council.

'Youth Matters' – the Youth Green Paper has been published (after nearly a year's wait) with the Government's proposal for the future of Youth Services post Every Child Matters.

2. Leisure Services

This service comprises Leisure Partnerships and Sports Development & Physical Activity forms part of the Diversity and Community Leisure Partnerships service area. There are approx 12 directly employed staff and a revenue resource of £1.5m (£1m is paid to Halo as a management fee). The service is currently delivered via a number of local partnerships which include Halo Leisure Services, Herefordshire Sports Council, Herefordshire & Worcestershire County Sports Partnership, Herefordshire County Football Association and the Facility Management Trusts at Kington and Wigmore.

I consider that the opening of the new North Herefordshire Swimming Pool in January 2006 will be one of the most significant achievements of this Council. This development alongside the ongoing service improvements secured by Halo has led to a transformation in quality terms of Herefordshire's leisure provision. Other major successes have included the Herefordshire School's Sport Partnership, the Sports Referral Project and the South Herefordshire (SHAPES) project emanating from the highly successful LIFT scheme.

The challenges facing the service are not new. Sustaining external funding to support exercise referral and sports development programmes and the availability of capital to modernise Leisure Centres remain major pressures. However, some of the sports development initiatives and the Quality Standard (QUEST) for Leisure Centre management rank the Authority well in comparison with national competition. The future view is optimistic. Further planned capital investment is likely to see a sustained improvement in participation figures especially in the light of new community use sports halls being under construction at Kingstone and Weobley High Schools. Also, work with the Primary Care Trust (PCT) is also likely to see an extension of the sports development/LIFT programmes to help tackle the rising trend in childhood obesity.

3. Parks & Countryside

The Parks & Countryside Service has a revenue budget of approximately £1.5m and directly employs 19 staff. It operates from Queenswood Country Park and has responsibility for the management of some 1400 public open spaces. In addition to the management of Council owned land, the service also manages play areas, sports pitches and the Council's interests in the Wye Valley and Malvern Hills Area of Outstanding Natural Beauty.

Significant partnerships involve Herefordshire Jarvis Services (principal contractor), Herefordshire 'In Bloom' Committees, the Bodenham Lake and Queenswood Advisory Panel and a number of emerging

'Friends of' groups. Recent successes have included the development of a major new 44 acre park for Hereford City and the refurbishment of 3 major play area facilities. Interest in the Countryside Service and its principal visitor sites has grown dramatically since the aftermath of the foot and mouth epidemic.

The major challenge for the service is the revenue pressure on the grounds maintenance budget. This has been eroded on an annual basis due to inflationary pressures and the adoption of new land into the Council's ownership.

In terms of performance, the service has led the way in the regional 'In Bloom' awards securing incremental successes over a 5 year period. It has also been recognised by Royal Society for the Prevention of Accidents for its safety record in managing children's play areas. Future priorities included greater community engagement in the management of the service and its assets and further progress in infrastructure replacement and renewal.

4. Social & Economic Regeneration Service

The service incorporates 3 areas which sit within the Community Services portfolio. These are: -

Lifelong Learning

The service employs 9 staff and currently holds a £400k revenue support budget (this figure varies however on an annual basis). The service works with partner organisations to provide learning opportunities for persons who have left school with no or few qualifications. Its most significant partners are the Learning and Skills Council and the Herefordshire Learning Partnership. A 2005 re-inspection by the Adult Learning Inspectorate has confirmed a 'Good' status for the service. During the academic year August 2004 – July 2005 the lifelong learning department enrolled/supported 920 learners.

Voluntary Sector Grants

This service has recently been subjected to an overarching review covering Council support to the voluntary sector as a whole. A number of significant changes have been proposed which are likely to see a move away from 'one off grants' to a system which will see a more strategic approach to procuring services through the voluntary sector on behalf of the Council. The existing scheme operated for 2005/6 has seen an overall allocation of £138,000.

Community Safety and Drugs

The service area has control over a partnership budget of approximately £2m and employs 14 staff who are based principally at Plough Lane, Hereford with a small proportion based with Stonham Housing and 1 in Leominster. The Partnership combines the resources of a number of statutory agencies and has representation from registered social landlords. One of the recent successes for the Partnership has been the development of an Alcohol Arrest Referral project which has been part funded by a major producer (Bulmers).

As with other services, its main challenge is to secure sustainable funding to support its programmes, but despite this, its performance compares very favourably with national competition. The performance of the Partnership impacts significantly upon the PCT's star ratings and Corporate Performance Assessment outcomes. Its contributions will feature heavily in the Local Area Agreement target outcomes.

5. Cultural Services (Arts, Tourism, Heritage and Libraries)

The service which has a £4m revenue budget operates from some 30 premises and employs at any one time approximately 200 staff. It also has responsibility for the care and conservation of some 100,000 objects.

Service delivery takes place across the County centred principally in the market towns although in the case of libraries and heritage, mobile provision is afforded.

In addition to direct service delivery, the service areas operate in close partnership with community organisations who add value to their work. The most significant of these are the Courtyard, the Cultural Consortium, 'Friends of' and user groups and Tourism Associations.

Major service successes include the award of Cultural Pathfinder for the Creative Industries Programme, and the development of the Friar Street Heritage Resource Centre and the Ross Creative Learning Centre. The Library element of the Bromyard Centre now rates alongside other such facilities as having secured some of the longest opening times in the Country.

In terms of challenges, the consolidation of service delivery points and the ability to sustain external funding programmes are of high priority. Delivery against Library Standards and associated budgetary pressures remain problematic as is the challenge to secure a new central library for the City.

Future developments will see a restructuring of the service alongside a review of key accommodation requirements. The movement towards the formation of a Herefordshire Destination Management Partnership will be a priority for the future development of strategic tourism service.

Factual Highlights summarising resources employed in delivering Community Services

Staff employed	- Over 300 at any one time.
Revenue resource	- In excess of £10m.
Operating premises	- Approximately 30.

PRESENTATION BY CABINET MEMBER – (RURAL REGENERATION AND STRATEGY)

Report By: County Secretary and Solicitor

Wards Affected

County-wide

Purpose

1. To receive a presentation by the Cabinet Member (Rural Regeneration and Strategy) informing the Committee of policy issues affecting this programme area and the main priorities.

Background

2. A report from the Cabinet Member is attached.

BACKGROUND PAPERS

- None identified

COMMUNITY SERVICES SCRUTINY COMMITTEE
REPORT BY COUNICLLOR MAYSON, CABINET MEMBER FOR RURAL
REGENERATION AND STRATEGY

In response to the invitation of the Community Services Scrutiny Committee I am pleased to present the following report.

Introduction

Herefordshire is a county of 840sq.miles with a population of 176,900 a third of the population live in Hereford City, a little over one fifth live in the 5 market towns and a half live in the rural areas. Unemployment is 1.4% against a West Midlands figure of 3% and a national figure of 2.4%. However, wage levels in the county are low.

Key issues for the Rural Regeneration and Strategy portfolio are access to services and building the capacity of the local community.

1. Planning, Provision and management of regeneration activities across the County including Rural Regeneration Zone (RRZ) activity

1.1 Parish Council Liaison Service

This service acts as a first point of contact for members of the public wishing to contact their local Town or Parish Council. The Parish Council Liaison Officer liaises between the 138 Town and Parish Councils and Herefordshire Council by sending out regular correspondence and working closely with the Herefordshire Association of Local Councils (HALC) with which the Council has a Service Level Agreement.

Issues currently facing this service:-

- ❑ Quality Parish Status (QPS). One Parish Council has been the first to attain QPS with a further twenty working towards accreditation. There are implications for the Council in terms of service provision.
- ❑ Devolvement of services to Parish Councils – Central Government and Herefordshire Council have stated a commitment to explore where appropriate.

1.2 Rural Services

Herefordshire Council has become an associate member of the Rural Shops Alliance (RSA). This means that all the rural retailers on our database are automatically entitled to the benefits the RSA offers. Regular liaison is undertaken with the RSA, and post office representatives to forge links between these organisations and others involved with supporting rural shops, such as Business Link, in order to offer support such as funding information, training and networking. In addition, as part of the delivery of 3 of the Market Towns Initiatives, the Shop Front Grant Schemes delivered by the Delegated Grants and Programmes Team, covers businesses in the rural parishes. Some ninety village shops are supported through the Rural Shops Alliance Newsletter.

Issues currently facing the service:-

- ❑ Identifying projects to help and encourage rural retailers to become more professional.

1.3 Parish Plans

These are action plans developed by local communities. They set out a vision for the future of the community and list what actions will need to take place in order to achieve that vision. Herefordshire Council has described its commitment to supporting the development of Parish Plans in the Parish Plan Protocol. Approximately 30 parishes have completed plans so far with another 15 in progress.

Issues currently facing the services:-

- ❑ Originally grants of up to £5,000 were available from the Countryside Agency to support the development of Parish Plans, this funding is no longer available and alternative sources are being explored.
- ❑ Herefordshire Council's involvement post plan to assist communities to address the issues identified in the plan.

Performance Indicator:-

- ❑ Assisting 12 Parish Plan Groups for 2005/06 – 6 Parish Plan groups assisted so far.

1.4 Market Towns Initiative

The Council has supported the development of cross sector partnerships in each of the County's five Market Towns. An Officer and Assistant support each of the partnerships who have all successfully developed local strategies and action plans in consultation with their local communities.

Successes

Each town has been successful in securing Market Towns Initiative funding and other external funding to support the implementation of their strategies and action plans. Sums ranging from £300,000 to several million have been secured by each town. Successful projects have included shop front grants schemes in all 5 market towns, a debt redemption scheme in Kington and the Urchins scheme in Ledbury – an IT scheme to enable mothers to upskill whilst their infants were being cared for.

Issues currently facing the service

Long term sustainability for Partnerships and their activity are key issues facing the service. Different models for the future are being developed by the local partnerships. Leominster and Kington have already established Regeneration Companies and during 2005 the Ledbury Partnership established a Development Trust.

1.5 Community Finance and Enterprise

The Service works to support the development of Credit Unions and the social enterprise sector in Herefordshire. Social Enterprises are organisations that trade for a social purpose. This includes everything from co-operations to charitable businesses, selling a wide variety of goods and services.

Successes:

- ❑ Successes this year include the development of Social Enterprise Strategy for Herefordshire and Worcestershire, and support to enable a community enterprise to run a village shop in Yarpole

Current priorities:-

- ❑ Supporting the development of Moneybox, Herefordshire's Credit Union.

Performance Indicators:-

- ❑ Increase Credit Union membership by 200 in 2005/06

1.6 LEADER+

This is an EU and DEFRA funded programme that started in 2002 and ends in 2008. The basic remit of the Programme is to improve the rural economy and communities and has a total budget of £2.7m. To date approx. £1.2m. has been spent with a further £1.5m. to be committed. The theme that the LEADER+ bid was based upon was "Making the Best Use of Natural and Cultural Resources. The funding can therefore support projects based on the following issues: environment, culture, festivals, ecology, archaeology, tourism, and business development, training among others. GOWM administer the funding on behalf of DEFRA who have the responsibility for the programme on behalf of the EU. This programme has also attracted RRZ funding which is exclusively for the management of the Programme by 2 officers.

Recent success include:

- ❑ The development of a care farm near Bodenham that aims to educate people with learning or physical disabilities, behavioural problems, in an environment outside their natural boundaries.

This project has just agreed a Service Level Agreement with Herefordshire Council Social Services.

- The Lifescapes project which enables people to make choices about the landscape management around them. Identified by English Nature as an innovative and influential pilot, the project will map habitats where maintenance, restoration or reestablishment is needed.

Current priorities:-

- Identifying long term sustainability and scope for future programmes.

1.7 Herefordshire In Touch (HIT) Programme

The HIT Programme is a 7-year SRB programme finishing 31 March 2007. Total value of the programme, including the match funding is just over £12m. To date approx. £9.9m has been spent with approx. £2.4m still to defray.

Main aims of the programme:-

- Broadband availability, where economically justifiable, to the public, private, voluntary and residential sectors
- An e-gateway to enable integrated access to information, advice and networks
- A number of related projects to help build ICT capacity in their sectors, including the voluntary sector, youth services, business communities, eGovernment and Public Legal Electronic Access (PLEA).

One of the programme's successful projects is Youth Times, a youth training programme in media skills. The project has recently launched InSITE a youth webs site, on the new eGateway platform and has been nominated for two national awards; the Statesman's New Media Award 2005, and the Guardian's Public Citizenship 2005.

Current priorities

- The development of community access points in rural parts of Herefordshire, which will provide subsidised broadband access, learning opportunities, and online advice via the e-Gateway.

1.8 RRZ

In 2005/06 the RRZ budget is £8m rising to £10m in 2006/07 and £12m 2007/08. The RRZ covers a large part of Shropshire, most of Herefordshire and 2 small parts of Worcestershire. Herefordshire represents 47% of the population of the Zone. Almost all of the resource is capital monies for the next 2 years with an increase in revenue availability in the 3rd year. The RRZ is required to develop projects that have economic outputs eg. Jobs created, infrastructure activities. Funding is currently set aside in Herefordshire for the Learning Village and the Rotherwas Enterprise Centre and Edgar Street Grid. Priorities are determined and allocated through a 3 year Zone Implementation Plan.

Successes:-

- Leominster Access Road and Enterprise Park
- AWM purchasing the Station Road Industrial Estate to be linked with the Edgar Street Grid

Issues:

- Capital not revenue expenditure
- Inability to fund community regeneration

2. Co-ordinating approach to rural issues – community, transport, housing, economy through the Community Strategy (Herefordshire Plan) process

2.1 Herefordshire Thinks Rural Project

Herefordshire Council has commissioned a project to help it develop a new approach to identifying and meeting the needs of its rural areas and their communities. The intention is to build on the

Council's own best practice and that from elsewhere to achieve a more systematic and consideration of the rural context when designing and delivering Council services.

The Final report provides an analysis of the various information to formulate three parts of the Herefordshire Thinks Rural project.

- Key Characteristics of rural Herefordshire
- Findings in relation to Herefordshire Council's current understanding of and response to specific rural issues and needs
- Conclusions, Recommendations and Action Plan

2.2 Community Development

- The Community Development Service carries out a range of activities to improve the co-ordination and quality of community activity in Herefordshire with specific reference to the priorities in the Community Development Strategy and the Herefordshire Plan.

Recent successes include:

- Increased attendance of Public Bodies and Voluntary and Community Sector at Development Workers Forum

Current priorities:

- To develop and implement an Action Plan to accompany the Community Development Strategy

3. Liaison with local, regional, national and European bodies as appropriate

Herefordshire has been extremely successful in securing European funding to support regeneration of the County. Between 1995 and 1999 some £15 million was secured through the Marches Objective 5b programme. There have also been successful Leader and Leader+ programmes. Subsequently the County was successful in securing further European funding through the regions Objective 2 and Objective 3 programmes. The current programme runs to 2006. It is anticipated that some £20 million will have been drawn down to Herefordshire through these programmes. Herefordshire works closely with Worcestershire, Shropshire and Telford and Wrekin on European funding issues and there is a Joint Officer Group which co-ordinates this activity with strong linkages to regional partners including Government Office for the West Midlands.

Issues

Need to complete spend by end of Objective 2 Programme

Need to consider long term sustainability and opportunities post Objective 2

Need to consider the possible benefits that the new tranche of LEADER plus and other European funding could have for the county.

September 2005

THE HEREFORDSHIRE FESTIVALS 2004 / 2005**Report By: Cultural Services Co-ordinator****Wards Affected**

Countywide

Purpose

1. To update Members of the activity since the Festivals Review, which reported to the former Social and Economic Development Scrutiny Committee in November 2003, and report on the current position in respect to the Festivals that have taken place in the County, from October 2004.

Financial Implications

2. No funding considerations at this time.

Background

3. The four main festivals that take place annually in Herefordshire have been established for some considerable time with great effect. The audiences' figures in general have shown a slight increase of 3-6% on the previous year, with the Borderlines Film Festival showing a 400+ increase in ticket sales. The most consistent problem is lack of fiscal resources, which has a knock-on effect on marketing and potential ticket sales. Other issues include personnel and a decline in voluntary help due to an aging work force.
4. *Exposure 'Hereford Photography Festival' October 2004* – The Photography Festival experienced a record high attendance of 4,200 in which a number of venues were used throughout the County. However, certain problems arose due to a late application for funding. The festivals success can be accredited to high calibre and well known photographers that exhibited at the Festival.
5. *Borderline Film Festival 18-30 March 2005* – The Borderline Film Festival attracted over 7,300 people Countywide. The production ran very smoothly with no major problems occurring. However, lack of funds was an issue in which marketing suffered as a result. Much of the attendance was due to word of mouth and previous successful film festivals.
6. *Leominster Festival 3-12 June 2005* – 1,888 people attended the festival. An evening with the Tashi Lhunpo Tibetan Monks received the highest attendance in which 251 people attended. The ongoing problem with running the festival is personnel issues concerning the aging volunteers who help with the festival. Next year the Festival will have various well-known celebrities including the TV Chef Keith Floyd.
7. *Ledbury Poetry Festival 1-10 July 2005* – Some 2,796 tickets were sold, making the poetry festival another success in year on year sales. Transportation of guest

Further information on the subject of this report is available from
Peter Shaw, Cultural Services Co-ordinator on (01432) 260631

speakers proved somewhat difficult. Next year a wider marketing campaign will be adopted. An extensive evaluation report will be published later this year.

8. *Herefordshire Walking Festival* – 18 – 26 June 2005 – a total of 1460 people participated in this year's Festival, with a higher percentage of people from outside the County taking part this year. This success has been attributed to the increased direct mail marketing to individuals who have an interest in walking.

A number of the Festival organisers have been invited to the meeting to speak about their respective festivals and answer any questions which Members may have.

Background Papers

- None Identified

YOUTH MATTERS – GREEN PAPER

Report By: Community Youth Service Manager

Wards Affected

Countywide

Purpose

1. To inform Members of the Youth Matters – Green Paper consultation on the future of the Youth Services and the Connexions Service and invite comments.

Financial Implications

2. Nationally £40 million has been made available over 2 years to develop new approaches to strategic development in youth facilities.
3. All other proposals are to be met from within existing budgets.

Considerations

4. The 'Youth Matters' Green Paper was published on 18th July 2005. It invites views on how to reform services for teenagers specifically Connexions and Youth Services; to ensure a modern, coordinated youth support service is created in line with Every Child Matters and the Children Act 2004. Copies of the Youth Matters – Green Paper have been sent to Members separately and are available to members of the public on request.
5. Youth Matters proposes a reformed system with Children's Trust's taking the strategic lead for all services for children including commissioning youth work and the information, advice and guidance through the Children and Young Peoples Strategic Partnership.
6. Key themes of the proposals are:
 - a. more things to do and places to go, more opportunities to volunteer and make a contribution, access to information, advice and guidance and a reform of targeted support for those most at risk.
 - b. New legislation to clarify local authorities responsibility to secure services including new standards to ensure positive activities for young people.
7. National and local consultations will be taking place during September and October 2005 with young people and partners. The Consultation ends on 4th November 2005, however, Cabinet will finalise the Council's response at its meeting on 20th October 2005.

RECOMMENDATION

THAT Members consider the proposals put forward in the Youth Matters Green paper and whether there are any comments they wish to request Cabinet to take into account in preparing its response.

BACKGROUND PAPERS

- None identified

LEDBURY LIBRARY AND TOURIST INFORMATION SERVICE

Report By: Area Customer Services Manager

Wards Affected

Ledbury, Backbury, Hope End and Frome

Purpose

1. To inform Members of the current position in respect to the relocation of the present Library at Homend, and Tourist Information Centre into new premises at The Masters House, St. Katherine's, Ledbury.

Financial Implications

2. None to be considered at this stage.

Background

Library

3. The current Ledbury Library is in an historic building, which is currently inadequate for Disability Discrimination Act compliance. There are steps into the building, narrow doorways and a further staircase, without a lift. All customers to the Library cannot access the full range of services, nor the building due to the stepped entrance.
4. The current floor space is 125m² with limited numbers of public computers, no facilities to correctly access Reference and Local Studies material and inadequate supervision of stock and customers for security purposes.
5. Relocation into St. Katherine's would provide an increased floor space using a variety of rooms, and level access for all users.
6. The public have been consulted through a Local Area Forum on 19th March 2003.
7. Refurbishment will start in November 2005 with a planned move in December 2005 or January 2006, subject to Listed Building Consent from English Heritage.
8. Tourist Information Centre
9. The expiration of the lease on the current building will allow for relocation to the St. Katherine's complex when the major refurbishment takes places in approximately two years.
10. Public consultation at the Local Area Forum on 13th June 2005, through the local office and the Tourist Association considered and approved the relocation in detail.
11. Relocation to the St. Katherine's complex would provide excellent and improved service in an accessible historic setting that would become one of the foremost

Further information on the subject of this report is available from
Kate Murray, Area Customer Services Manager on (01432) 383602

tourist attractions in Ledbury, subject to sufficient space being allocated and a separate entrance.

RECOMMENDATION

THAT the plans for the relocation of both the Library and the Tourist Information Centre be noted.

BACKGROUND PAPERS

- None identified

COMMUNITY SERVICES PERFORMANCE REPORT

Report By: Performance Improvement Manager

Wards Affected

Countywide.

Purpose

1. To report on the available Performance Indicators position and provide information about current performance management work within the Community Services Directorate.

Financial Implications

2. No direct implications.

Background

3. The Performance Management Framework of the Council requires reporting to the Scrutiny Committees at 4, 6, 8, 10 and 12 months. This reporting format has been produced to provide coverage and commentary about a selection of Best Value and Local Performance Indicators, all of which are included within the Corporate Plan and are reported in line with the Annual Operating Plan requirements. Issues, challenges and concerns relating to the Performance Indicators will be reported on an exception only basis, when activity levels are not in line with the planned targets.
4. The detail of the performance for each Service Block is given in the attached Appendices.

Overall Comment

5. Due to the corporate restructure and a change in personnel, we have taken the opportunity to review the approach taken for reporting performance information. This reporting format has been produced to present the complete picture of performance against targets for the wide range of performance indicators within Community Services, along with comments against the comprehensive range of services. The intention in future reports will be to rationalise the number of indicators presented based on agreed priorities and consider exception reporting only against service activity. This will enable a more focused consideration of performance management across the Division.

RECOMMENDATION

THAT the report on Community Services Performance be noted

BACKGROUND PAPERS

- None identified

Further information on the subject of this report is available from
Andrew Hasler, Performance Improvement Manager on (01432) 260655

Appendix One – Social and Economic Regeneration

BVPI	Local PI	Definition	04-05 Out-turn	Target	Actual Q1	Actual Q2	Actual Q3	Actual Q4	Status
		% of respondents finding it easy to access a		Maintain status quo					
		A, Local Shop				68%			
		B, A Supermarket				79%			
		C, A Post Office				82%			
		D, A Doctor				77%			
		E, A Local Hospital				56%			
		F, A Green Space				81%			
		G, Public Transport				75%			
		H, Shop selling fresh fruit & vegetables				80%			
		I, chemist/pharmacy				77%			
		J, Bank/Cash point				73%			
		K, Library				69%			
		L, Sports/leisure centre				66%			
		M, Council Office				60%			
		N, Cultural/recreational facility				53%			
		(State of Herefordshire report (2003/04)		(next Update due Autumn 2006)		(Best Value General Survey, Herefordshire Council 2003)			

Success Stories

Community Regeneration Performance against Service Plan

Key Service Delivery Targets

1. Community Access Points (CAPs)

This project has now received the go ahead by AWM. The aim is to provide community access points to rural parts of Herefordshire, which will provide broadband access, learning opportunities, and online advice. CAPs will be set up through consultation with community groups, dependent on them being able to meet criteria for access and sustainability. An initial pilot in 5 areas will test different methods of delivery. 20 CAPs to be delivered by March 2007.

2. Social Enterprise support

Membership of the Moneybox Credit Union has increased to 360 (end July). Promotion of social enterprise has included presentations at various community events, as well as supporting development trust activity.

3. Leader+

The programme is currently supporting around 20 projects and meeting spend targets. Photo provided of the Young People's Coracle Project which is a mobile project targeting youth groups in the Leader + area providing training in traditional rural crafts as well as covering historical, cultural and social issues relating to coracles and their use.



4. South Wye Forward Strategy

Work has been done to identify forward strategies for the projects funded through the South Wye SRB scheme. It is also proposed that the South Wye Regeneration Partnership has a role in delivering Local Area Agreement focus on South Wye. Work has also been commissioned to research the viability of setting up a development trust in South Wye to deliver services and manage assets.

5. Delegated Grants

Shop front grants are now available in Kington, Leominster, Ross and surrounding areas. Small grants to community groups are now available in Leominster and Ross, as well as Kington and Bromyard.

6. Liaison and support for voluntary sector

The action plan to implement the Voluntary Sector Review is due at the end of September 05. Work to produce a compact agreement on how the public sector and voluntary and community sector will work together to benefit the local community. The compact is due to be completed by March 2006.

7. Parish liaison and Rural Services

There are now 28 parish plans completed with a further 13 in progress as at the end of August 05. Initial meetings have been held with the Rural Shops Alliance for the organisation of a training event to support the sustainability of village shops.

Issues, Challenges and Concerns

None to report

Appendix Two – Parks and Countryside

BVPI	Local PI	Definition	04-05 Out-turn	Target	Actual Q1	Actual Q2	Actual Q3	Actual Q4	Status
		% of people who use sports and leisure facilities at least once a month		25%		25%			Measured on a 3 yearly basis
		% of people who use parks, open spaces, play areas and other community recreational facilities at least once a month		50%		49%			Measured on a 3 yearly basis
		% of Council-owned or managed land without a nature conservation, managed for biodiversity		0.35%		0.33% (2003-04)			Measured annually
		The proportion of relevant land and highways (expressed as a %) that is assessed as having combined deposits of litter and detritus that fall below an acceptable level		LPSA2G indicator and target negotiation					To be agreed
		EMAS ISO14001 Certification		Extend EMAS/ISO14001 to other activities		Achieved 23/08/05			Complete certification valid for 3 years
		% of FOI requests answered within the 20 day time limit	100%	100%	100%	100%			
		% of appeals to the Information Commissioner that are upheld	0%	0%	0%	0%			

Appendix Two – Parks and Countryside

BVPI	Local PI	Definition	04-05 Out-turn	Target	Actual Q1	Actual Q2	Actual Q3	Actual Q4	Status
		The level of the Equality Standard for Local Government to which the Authority conforms in respect of gender, race and disability	1	1	1	1 (Parks & Countryside compliant)			Complete awaiting level 2 target date
		% personal development plans in place and % of planned activity implemented	100%	95%	93%	100%			Complete for year
		The number of working days/shifts lost to sickness absence per full-time equivalent employees	Not recorded	7%	0.65%	7.28%			1 member of staff long term sick
		% staff turnover	0%	9%	0%	0%			

Success Stories

1. North Herefordshire Swimming Pool

Financial Performance: £107k deficit reported May 2005. No further changes to report.
Construction Timetable: Estimated handover date 18th October (ahead of revised schedule)

Opening Date: 2nd week in January.

2. Castle Pool Cleansing

English Heritage consent now obtained.

Work due to be started in Autumn immediately following Nelson memorial celebrations on Castle Green.

3. College Estate Replacement Playground

Work in progress due for September completion.

Financial Performance: Within budget.

4. Waterfield Road - Multi-use Games Area

Project complete on time and within budget. Officially opened on 01/08/05.

5. Luard Walk – Doorstep Green Project

Work in progress due for October completion.

Financial Performance: Within budget.

6. Queenswood Country Park

New water supply installed – June.

New heating supply installed to front office – August.

Children's Services 14-19 Strategy Team to take up occupation of offices – September.

Scrutiny Committee met at Queenswood 28/07/05 to discuss car park charges.

Paper to follow

Success Stories

7. HJS Performance

Performance to activity schedules has improved dramatically since 2004. there remains an unresolved budget pressure around contract payments (see Accountancy Manager's Report). A £140k shortfall is projected for 2005/6 financial year.

8. Annual ROSPA Inspection of Play Areas

Performance management of risk has improved slightly on 2004 inspection. All high risk items have been removed. The skateboard facility at Westfaling Street has been removed on Inspector's advice. A play area at Bluebell Close in Ross is due to be decommissioned in September as it has been condemned by the inspection.

9. In Bloom Campaign 2005

All market towns and some villages have entered the regional competition this year. The standard of entry has improved dramatically this year and expectations are high. Results

are due on Friday 2nd September.

10. **Castle Green Regeneration Project**

The proposal to withdraw from a Heritage Lottery Fund application was debated at Scrutiny Committee on 13th June. The Friends of Castle Green have engaged with the Council and its officers to develop a long-term strategy and management plan for the park. The Council has provided a sum of £30k to support the group along with funding advice from partnership staff.

Issues, Challenges and Concerns

1. **Aylestone Park**

Phase 1a complete.

Phase 1b to start w/c 29/08/05.

Financial Performance: To be completed within budget.

Decontamination Programme: Work has not started due to Environment Agency consent needing additional risk assessments. These have been commissioned.

Appendix Three – Cultural Services

BVPI	Local PI	Definition	04-05 Out-turn	Target	Actual Q1	Actual Q2	Actual Q3	Actual Q4	Status
		% of targets met as listed in the Action Plan		90%		38%			
		Number of visitors to the tourist information centres.		317.000		207.339			
		Number of visits to and usage of museums/heritage centres per 1,000 population		820		393			
		Spend per head of population on Arts by the Local Authority.		£3.00		£1.04			
		Spend per head of population on Tourism by the Local Authority		£3.00		£2.50			
		Amount of External funding raised per head of population to spend on the Arts and Tourism.		£8.97		£2.01			
		Total number of usage in organised groups by pupils for: Outreach at schools not part of BV170C Visits to museums and galleries Museum on the move.		7000		1130 2002 962			
		Percentage of requests for books met within: 7 days 15 days 30 days		50% 70% 85%		51% 67% 83%			
		Number of library visits per 1,000 population		6.300		5177			
		Proportion of households living within 2 miles of a static library.		100%		62			

Success Stories

Art Service Performance against Service Plan 2005/6



Key Service Delivery Targets

Creative Industries Programme

Of the planned 33 businesses helped by the new programme we have so far helped 8 = 24%

Progress on the creation of a new programme - design agency, trade shows project, mentoring programme and training course –

- Initial selection process for the Design Agency, have contracted with three local artists and is currently having their work produced in China.
- Creative Industries took 2 artists to the Autumn Fair (4th to 7th Sept). Plans to include the Harrogate Craft Fair in April 06.
- The mentoring programme is underway after a call for mentors and "mentees", 3 mentorships started.
- The training programme is the least developed but is set to start this autumn with the collaboration of the Art College.

Completion by July 2005 of C.I. claims for the old programme - The claims for the old programme are not yet over. We have extended the ERDF financial completion date in order to ensure that every last bit of defrayed Council expenditure can be included in our final claim. AWM claims to schedule.

Village Artmakers

Projects have started in Bosbury, Dorstone, Whitchurch and Kinnersley.

The first designs for Bosbury public artwork are being presented for discussion to the local community on 17th September.

Twelve heritage/art workshops have taken place so far involving 175 people.

HEarts Partnership

A directory of artists available to work with schools has been produced.

39 arts residencies have taken place in 28 primary schools, working with 23 artists and involving 700 children.

A weekly Media Club has been established.

2 Arts Supermarkets have been held.

42 Primary schools have been supported via phone, email, face to face meeting.

15 further arts residencies are booked with schools and informal settings – 8 of these are 12-week residencies.

A primary Arts Network for teachers has been created, convening once a term.

Rotherwas Public Art – ‘Rotherwas Women’

Three pieces of public artwork completed and 1 gateway piece at Rotherwas Industrial Estate.

Pavement too 1st sculpture at Netherwood Road, Straight mile junction – negotiations for planning gain successful – awaiting planning approval.

Youth Arts Charter

No progress made, waiting for decision on application to Chief Executive's Development Fund.

Literature Development

Story Telling Festival at Berrington Hall taken place in August involved 100 participants (including lead up projects in schools) with 50 participants on the day.
2 Literature Forums taken place.

Festival & Events Forum

Forum planned for 16th November at The Courtyard. Publicity material with the designer.

h.Art

Event planned for 10th – 18th September.

77 open Studios and exhibitions. 16 galleries and 15 artists in the Open Exhibition at Hereford Museum and Art Gallery.

Pullout supplements in the Hereford Times on 8th September.

Aim to make h.Art self sufficient in terms of cash support by 2008 and for steering group to take a much more active role – on target.

Hereford Contemporary Craft Fair

Event planned for 18th, 19th, 20th November at The Courtyard.

Increasing entrance fee to £2 (from £1).

Exhibitor fees have also been increased with the aim to make the Fair self sufficient in terms of cash support by 2008.

Mel Bateman. Principal Arts Officer.

Heritage Service

Performance against Service Plan 2005/6

Key Service Delivery Targets

Users per 1000 of population

Visitor figures overall are over 8,000 down on last year with the main reductions at Broad Street Museum and Art Gallery and Old House. This is despite a very popular summer exhibition featuring items from our own collection. We attribute this to the Widemarsh Street closure and significant reduction in coaches coming into the city. Colleagues at Ludlow Museum report a 25% increase in business this year due to a huge increase in coaches visiting Ludlow, so presumably, this is where they are going instead of into Hereford. Visitor figures at Ross Heritage Centre and Ledbury Heritage Centre are high, both exceeding those at the Museum and Art Gallery and those at Bromyard have increased to over 400 a month now that the centre is staffed. Visitor numbers to the Friar Street Museum Resource Centre have exceeded expectation in the first year of delivery, in particular with the number of researchers using the centre, over 250 people attended the first two open days run in May and July. Usages through web site hits and enquiries are also logged and included in this figure.

Useages by pupils in organised groups

Pupil useages are up this year largely due to greatly improved administration of the booking service. We received grant aid to fund free visits for non-users and to fund coach travel for schools with Traveller children on their roles to participate in the Traveller's Life session at Bromyard Heritage Centre. These free visits have encouraged schools to look at the service and in many cases to make additional and repeat bookings. This year, or partnership slots for Mobile Museum have fallen mainly in term times and this has meant that our usages are good. We have just become aware of a potentially serious staffing problem for MOM during the October tour with three casual staff indicating lack of availability, a member of staff with a broken leg and three recent vacancies

Individual targets in business plan

All projects listed in the business plan are progressing well.

Kate Andrew. Principal Heritage Officer

Library Service Performance against Service Plan 2005/6

Service Narrative
Key Service Delivery Targets

Relocate Ledbury Library

Delay in refurbishment plans for St Katherine's due to discovery of original part of building behind modern wall.

Earliest move date: January 2006

Refurbish Kington Library

Building to close December 2005 for refurbishment. Plans in place for temporary service from portacabin from January 2006.

Earliest reopening date: autumn 2006

Procure replacement mobile libraries

Technical specification for a 'like for like' replacement vehicle completed for tendering process. Final decision on single or two-vehicle model required.

Revised mobile library routes / schedules

First draft proposals completed and being checked. Decision required on scope of consultation.

Earliest implementation date: January 2006

Learning Mentors project

Recruitment of co-ordinator and five 'Champions underway. Partner organisations identified. Project outputs agreed.

Introduce free reservations.

Introduced April 2005 together with online reservations service.

All market towns and some villages have entered the regional competition this year. The standard of entry has improved dramatically this year and expectations are high. Results are due on Friday 2nd September.

Jeremy Alder. Library Policy & Development Officer

Tourism Service

Performance against Service Plans 2005/06

Tourism Enterprise Programme

The end of the programme on the 31st March saw the final funding claim for the European funding Objective 2 and 3; the Advantage West Midlands and Countryside Agency Funding. The funders were satisfied with the outputs achieved and the private sector who benefited were all supportive of the activities undertaken.

TIC Stock and Sales

The Tourist Information Centre staff have been encouraged to identify new ways of raising revenue to cover costs at the centres. Ledbury and Hereford have introduced the sale of National Express tickets. The sales have increased month on month with Ledbury now selling to the value of £4000 and Hereford £1000. Other initiatives include targets to increase bed booking sales; theatre tickets and the introduction of new saleable stock.

Newsletters

Four newsletters are published throughout the year and these are circulated to 1,100 businesses in the county. Income is generated to offset the cost of the newsletter by offering businesses the opportunity to pay to insert a copy of their promotional leaflet in the newsletter envelope.

Tourist Information Centre Customer Satisfaction

A regular survey of visitors to the TIC's is undertaken and the satisfaction response continues to be very high.

WALKING FESTIVAL



The Summer Walking Festival was held in June and was a success again with the visitors to the county and the residents. This year a record number of tickets were sold outside of the county and this benefited the local economy with visitors staying overnight and participating in more than one walk. The programme had 60 walks for a range of abilities including walks linked with public transport and walks for the disabled. There was an average 25 participants per walk with an average entry spend of £3.50 plus a cost for meals for walks serving local food.

A winter walking festival has been arranged for the 27th – 31st December with 11 walks.

Bedroom Browser

The 2005 Bedroom Browser was prepared and distributed to all accommodation operators by Easter. A total of 47 businesses were included in the Browser.

Tourism Forums

The Spring Tourism Forum was held at the Larapuz Centre in Ross on Wye. The Forum was linked to the launch of the Flavours of Herefordshire Awards 2005 and the Literature Swap Shop. A total of 170 business operators attended the Forum.

Visitor Links

The Visitorlinks site was renamed Visitherefordshire and the number of hits have increased considerably during the year. The total number of businesses promoted through the site have reached 259 to date.

Flavours Of Herefordshire.

The 2005 Flavours of Herefordshire Awards scheme was launched at the Spring Forum. The number of entries for the 2005 scheme total 50 and the sponsorship received from businesses increased from £750 in 2004 to £2320 in 2005. The Awards ceremony will be held on the 19th September in Burton Court near Pembridge.

Media Promotion

This year has seen a record number of press visits in the first 5 months of the year. Since April a total number of 10 familiarization visits from the press have been organised and a further 4 visits from overseas press. The main interest this year has been the Herefordshire Trail and Herefordshire gardens.

Jane Lewis, Cultural Services Manager (Interim)

Issues, Challenges and Concerns

None to report

Appendix four – Diversity and Community leisure Partnerships

BVPI	Local PI	Definition	04-05 Out-turn	Target	Actual Q1	Actual Q2	Actual Q3	Actual Q4	Status
		No taking part in the Sports Referral Programme		48		69			
		% of existing LIFT Exercise Referral clients completing the programme.		45%		30%			
		No. of new referrals to the LIFT Exercise programme		1050		380			
		Participants completing community based sports leaders awards and coach education programmes		60		45			
		No. of schools participating in the Herefordshire Youth Games		25		23			
		No of people participating in the SHAPES programme		250		162			
		No of people completing qualifications (OCN & ICON)		20 Target for July to March		0			
		No of people reporting health improvements		50 Target for July to March		0			
		No of Walk Leaders Trained		10		15			

Success Stories

Sports Development & Physical Activity Performance Against Service Plan 2005/6

Service Narrative

Key Service Delivery Targets

1. **Obesity Strategy**

Inclusion of the physical activity programmes (SHAPES, South Wye Fitness and Footprints) into the Herefordshire Obesity Action Plan – ongoing work but all projects are now included in the Action Plan, led by the PCT. Funding has been secured from the PCT to support the Big Lottery Funding, to develop Footprints countywide.

2. **County Sports Partnership**

The integration of Herefordshire into the Herefordshire & Worcestershire County Sports Partnership is now well developed. The business plan to enable to partnership to be 'fit for purpose' by March 06 (national deadline), is currently being written by the Steering Group. Core funding has been secured to provide generic functions across both Counties. Work is now being undertaken to widen the partnerships agenda working more closely with the PCT, Community Safety & Drugs Partnerships and Children's Fund.

3. **SHAPES**

The project continues to grow since the start in January and has now engaged members of the South Herefordshire Community in training opportunities working closely with Lifelong Learning. New venues are being explored and classes will shortly begin in two of the counties Fire Stations to enable local people to access local facilities. The project will be officially launched in November during National Lottery Week.

4. **Footprints**

Footprints in South Wye is due to cease at the end of September 05 but funding has now been secured from the Big Lottery, PCT and Leader +. This funding will enable a 3 year project to use the success of Footprints in South Wye, to take the 'Walking for Health' initiative out to other areas of the County.

5. **Herefordshire Youth Games**

The Herefordshire Youth Games 05 saw an increase in both the number of children and the number of schools taking part. Funding from the Local Network Fund enabled a transport grant to be offered to rural schools of which 12 schools took part who had not previously participated. Two special schools also joined the games (1 being a Pupil Referral Unit).

6. **Herefordshire Sports Referral Project**

The number of referrals, being received by the coordinator, has grown with approx 60% now being engaged in some form of physical activity. The number of agencies referring clients has increased these include Probation, Youth Offending Team and the DIP (Drugs Intervention Team). Sport England is using this project as an example of good practice where sport is being used as a diversionary activity.

7. **‘Adopt a School’**

‘Adopt a School’ is a joint project working with halo Leisure and the two Herefordshire School Sport Partnerships. A funding package has been put together to pilot a physical activity and nutrition programme with two primary schools (one urban and one rural). The team are due to launch the pilot in September and prepare a larger bid to take the scheme to other schools following an evaluation later this year.

8. **LIFT (Exercise Referral Scheme)**

This period has been difficult for the LIFT scheme, with a number of staff changes which have forced some of the planned development to be held. The scheme has now accepted two new referrers these being the Stroke Unit and the Coronary Pulmonary Obstructive Disease Unit (COPD) both from the County Hospital. The Service Level Agreement with halo is being re written.

J Perridge
Sports Development & Physical Activity
September 2005

Issues, Challenges and Concerns

None to report

Appendix Five – Community Youth Service

BVPI	Local PI	Definition	04-05 Out-turn	Target	Actual Q1	Actual Q2	Actual Q3	Actual Q4	Status
	KPI Contact	13 – 19 yr olds performance to July 05		20% of youth pop aged 13 –19 (2,966)		5.9% (879)			
	KPI Participation	13 – 19 yr olds performance to July 05		12% of youth pop aged 13 –19 (1,779)		3.7% (546)			
	KPI Recorded Outcomes	13 – 19 yr olds performance to July 05		60% of Participants (1,076)		18.7% (102)			
	KPI Accredited Outcomes	13 – 19 yr olds performance to July 05		30% of Participants (533)		11.4% (62)			

Background

The Community Youth Service is charged with delivering social and personal development for young people that results in educational outcomes. It does this by providing a range of events, projects and activities that engage young people in a range of learning activities ranging from coracle building, and Skatepark development to girl and young women's groups and media training projects.

Performance

The DFES (Department for Education and Skills) has set 22 'standards' for all local authority youth services but has asked all local authorities to focus on 4 KPIs until 2006. These 4 KPIs are: the number of young people the service is in **CONTACT** with, how many **PARTICIPATE** in the youth work curriculum, and of those that participate how many gain **RECORDED** or **ACCREDITED** outcomes. National targets have been set for these and all LA's have been asked to show progression towards these targets over the three years end in 2006-7.

Success Stories

The Service is showing improvement in all 4 KPIs from last year but the trend is not sufficient to achieve the local targets for this year. This is primarily due to insufficient resources equally not enough youth worker hours on the ground.

The services KPIs all relate to 13 -19 year olds as the priority target group, the service works with 11 – 25 year olds. If all these numbers were taken into account the service would be achieving its national targets (for 13 – 19yr olds)

Resources

The local authority has prioritised the service by significantly increasing the funding since 1999/2000 but due to the high vacancy rates the service has not been able to deliver a full service leading to large under spends. These have been carried forward to allow the service to invest in the infrastructure and future of the service.

The service funding levels leave it in the bottom quartile of spending nationally and within the west midlands. Due to the rural nature of the county the service has high number of locations and delivery points in relation to the numbers of young people in the county, this adds an additional burden on resources. The service has adopted the policy of devolving its buildings to local community organisations to increase community involvement in.

Children's Services

Every Child Matters (ECM) and the recent Youth Matters – Green Paper for Youth Services combined with the Herefordshire Council restructuring has led to an agreement in principle that the Youth Service will be relocated within the new Children's Services Directorate. This move will be planned as part of the change management process for Children's Services to ensure minimum disruption in service delivery.

Herefordshire Council has welcomed the Youth Matters Green Paper particularly its focus on providing more facilities and opportunities for young people to become actively involved.

The Youth Service as part of this process will need to re-examine its work priorities to ensure that Children's Services as a whole is meeting the needs of all young people and specifically those more at risk.

The Council is currently consulting with young people and its partners to formulate a response to the Green Paper by 4th November.

Issues, Challenges and Concerns

Recruitment and Retention

The service has had vacancy rates of up to 25% this has severely affected its ability to deliver a full service. This is part of a national crisis in youth work recruitment, locally we have addressed this through increasing resources in training and staff development, particularly by recruiting more trainee youth workers. Currently we have full recruitment in the full time staff team and only a small number of part time staff but due to the high number of trainees this does leave the service with a high number of relatively inexperienced staff and an increase training commitment.

**SCOPING STATEMENT FOR FOLLOW UP REVIEW OF
THE COURTYARD CENTRE FOR THE ARTS****Report By: Director of Adult & Community Services****Wards Affected**

County-wide

Purpose

1. To agree a scoping statement for a follow review of The Courtyard Centre for the Arts as requested by Cabinet following the report of the Courtyard Review Group in February 2005.

Financial Implications

2. None.

Background

3. The review into The Courtyard Centre for the Arts was undertaken during Autumn 2004. Its aim was to examine Herefordshire Council's funding contribution to The Courtyard and to consider how best to strike a balance between sustaining a key arts facility and the benefits to the wider community. The Review Group consisted of Councillors J. Stone (Chair), H. Bramer, Mrs. S.P.A. Daniels and J.G.S. Guthrie.
4. A report was produced by the Review Group summarising the key findings of the Review and containing recommendations to the Cabinet Member for Community Services. This highlighted the wide variety and high standard of work undertaken by The Courtyard and the valuable contribution it makes to the local community and to arts provision within the County. The recommendations included suggestions for the Council's future funding arrangements with The Courtyard and for additional means of income generation. The report was approved by the former Social & Economic Development Scrutiny Committee at its meeting on the 31st January 2005.
5. The Review Group's report was subsequently considered by Cabinet on 17th February 2005, and Cabinet requested that the Review Group be reconvened at an appropriate time to monitor the situation at The Courtyard and provide a follow up report.
6. Following the Review Group's report to Cabinet, Councillor J. Stone, Chairman of the Courtyard Review Group, was appointed Vice-Chairman of the Council. Following this appointment there is a vacancy on the Courtyard Review Group for a new Member. The Committee also needs to appoint a new Chairman for the Review Group.
7. A scoping statement for the follow up to The Courtyard Review is attached at Appendix 1 to this report.

RECOMMENDATION

- THAT (a) the Committee appoint a new Member to the Review Group;
- (b) the Committee appoint a new Chairman of the Review Group;
- and
- (c) subject to any comments or amendments proposed, the scoping statement for the follow up review of the The Courtyard Centre for the Arts be approved.

BACKGROUND PAPERS

- Review of The Courtyard Centre for the Arts: Report by The Courtyard Review Group, January 2005.

Appendix 1

REVIEW:	Courtyard Review Group	
Committee:	Community Services Scrutiny Committee	Chair: Vacant
Lead support officer:	Gareth Jones – Economic Regeneration Manager	

SCOPING

Terms of Reference

To monitor progress on the implementation of the Review Group's recommendations approved by the Cabinet on 17 February 2005.

Desired outcomes

- To establish the extent to which recommendations approved by the Cabinet have been considered and implemented to date.
- To ascertain what actions have been undertaken by The Courtyard to consider and take forward suggestions made by the Courtyard Review Group.

Key questions

- Which of the Review Group's suggestions have been implemented to date?
- What actions are proposed to taking forward suggestions not yet implemented?
- What is the current financial position and performance of The Courtyard?
- Has the Courtyard Board determined any other new activities or restructured any of its activities that existed in 2004 in order to generate additional income?
- Is the Courtyard on target to reduce its budget deficit?
- How is the new commissioning agreement between the Council and The Courtyard working?
- What are the results of the Arts Council's economic impact survey?
- What is the outcome of discussions regarding potential funding from the Children's Services Budget?
- How are negotiations with the Arts Council progressing with regard to a new funding agreement from April 2006?
- How does The Courtyard performance compare against appropriate benchmark venues?

Appendix 1

Timetable	
<i>Activity</i>	<i>Timescale</i>
Preparatory Work	October 2005
Collection of data	October / November 2005
Undertake site visits as appropriate	October / November 2005
Report to Strategic Monitoring Committee	November 2005
Present options/recommendations to Cabinet	December 2005
Members	Support Officers
Cllr H. Bramer Cllr J. Guthrie Cllr Mrs S.P.A. Daniels Vacancy	Gareth Jones, Economic Regeneration Manager Craig Goodall, Trainee Committee Officer