

A G E N D A

Community Services Scrutiny Committee

Date: **Monday, 13th June, 2005**

Time: **6.00 p.m.**

Place: **Committee Room No. 1 Shirehall,
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 Community Services Scrutiny Committee

To:	Councillor	A.C.R. Chappell (Chairman)
	Councillor	H. Bramer (Vice-Chairman)
	Councillors	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), Mr. 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 - 8
To approve and sign the Minutes of the meeting of the Social and Economic Development Scrutiny Committee held on 22nd March 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. CASTLE GREEN REGENERATION PROJECT	9 - 12
To advise Members of the current position in respect of the Castle Green Regeneration Project	
7. PROPOSED REVIEW ON HOW TO RETAIN OR ATTRACT 18-35 YEAR OLDS TO HEREFORDSHIRE	13 - 16
To consider the Scoping Statement for a Scrutiny Review into how to retain or attract 18-35 year olds to Herefordshire.	

8. YOUTH SERVICE	17 - 18
To update members on the role of the Community Youth Service, its contribution to the priorities of the Council and the challenges it will face in 2005-6.	
9. POLICY AND COMMUNITY DIRECTORATE 2004/05 PERFORMANCE MONITORING (OUTTURNS)	19 - 28
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 2004/05, to detail the main areas of activity undertaken and improvements made by those services during the year.	

PUBLIC INFORMATION

HEREFORDSHIRE COUNCIL'S SCRUTINY COMMITTEES

The Council has established Scrutiny Committees for Adult Social Care and Strategic Housing, Children's Services, Community Services, Environment and Health. A Strategic Monitoring Committee scrutinises Policy and Finance matters and co-ordinates the work of these Committees. Details of the remits of Herefordshire Council's Scrutiny Committees can be found overleaf.

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 Community Services 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 Community Services 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 Community Services 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 Community Services Scrutiny Committee can only scrutinise items which fall within its 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 the Community Services 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.

Remits of Herefordshire Council's Scrutiny Committees

Community Services Scrutiny Committee

Libraries

Cultural Services including heritage and tourism

Leisure Services

Parks and Countryside

Community Safety

Economic Development

Youth Services

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.

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 or tape. 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.



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IN CASE OF FIRE

(no matter how small)

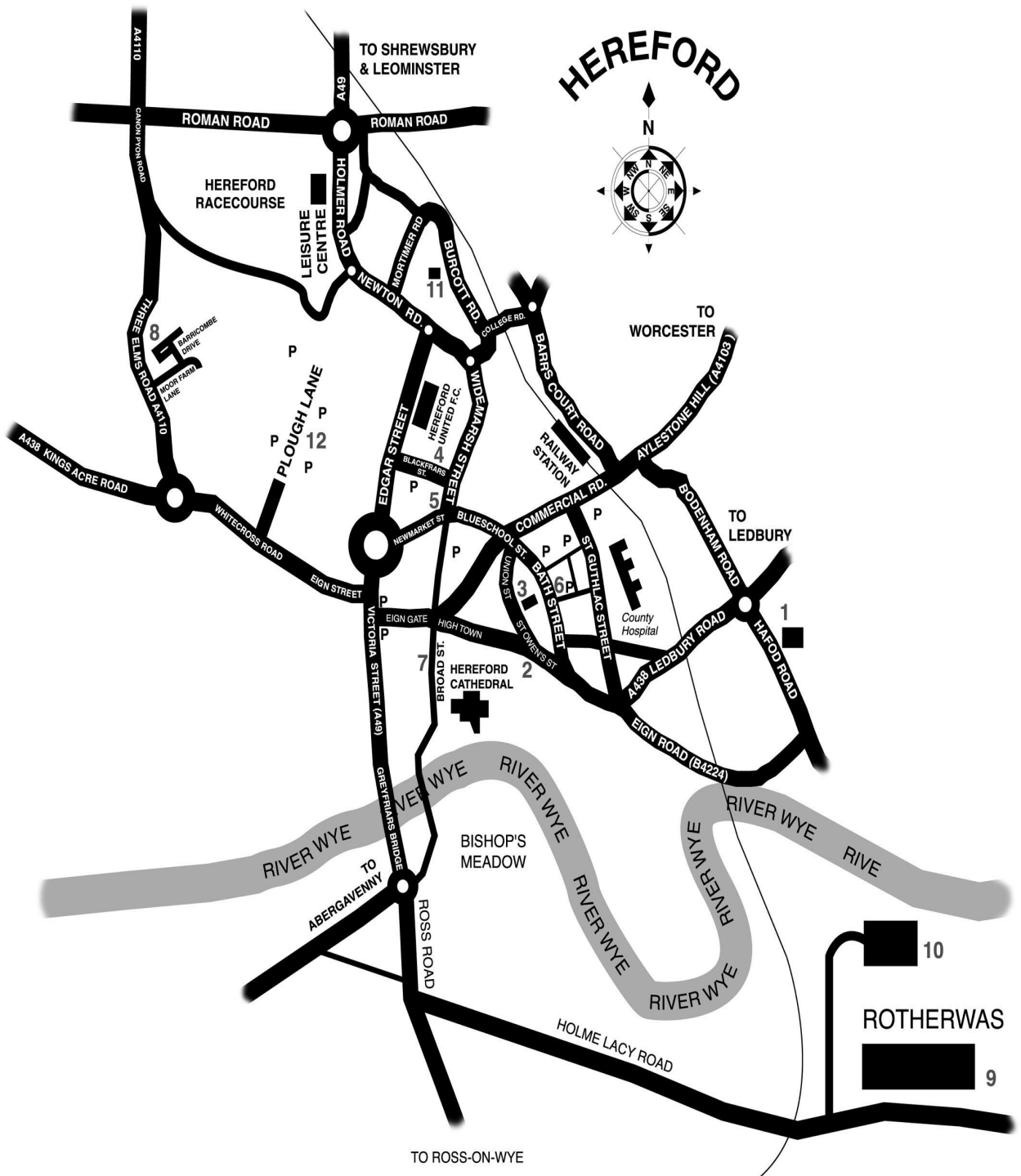
1. Sound the Alarm
2. Call the Fire Brigade
3. Fire party - attack the fire with appliances available.

ON HEARING THE ALARM

Leave the building by the nearest exit and proceed to assembly area on:

GAOL STREET CAR PARK

Section Heads will call the roll at the place of assembly.



- | | | | |
|---|------------------|----|-------------------------------|
| 1 | Brockington | 7 | Kemble House |
| 2 | Town Hall | 8 | Trinity House |
| 3 | Shire Hall | 9 | Thorn Office Centre |
| 4 | Education Centre | 10 | Herefordshire Jarvis Services |
| 5 | Garrick House | 11 | Merchant House |
| 6 | Bath Street | 12 | Plough Lane |

COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

MINUTES of the meeting of Social & Economic Development Scrutiny Committee held at Committee Room 1, Shirehall, Hereford on Tuesday, 22nd March, 2005 at 10.00 a.m.

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

Councillors Mrs. P.A. Andrews, H. Bramer, Mrs. S.P.A. Daniels, J.G.S. Guthrie, P.G. Turpin and A.L. Williams

Co-opted Members G. Jones (Tourism Sector) and Mrs. E. Newman (Herefordshire Association of Local Councils)

In attendance: Councillors Mrs J.P. French (Cabinet Member- Human Resources and Corporate Support Services), J.C. Mayson (Cabinet Member – Rural Regeneration and Smallholdings), R.V. Stockton (Cabinet Member – Community and Social Development) and R.M. Wilson (Cabinet Member – Highways and Transportation)

47. APOLOGIES FOR ABSENCE

Apologies were received from Councillor M.R. Cunningham, Councillor B. Hunt, Councillor G.V. Hyde and Mr. A. Curless.

48. NAMED SUBSTITUTES

Councillor Mrs. P.A. Andrews substituted for Councillor M.R. Cunningham.

49. DECLARATIONS OF INTEREST

Name	Item	Interest
Councillor A.C.R. Chappell	5 – Courtyard Review Update	Personal
	7 – External Funding Update	Personal
Councillor Mrs. J.P. French	5 – Courtyard Review Update	Personal
Councillor R.V. Stockton	5 – Courtyard Review Update	Personal
Mrs. E. Newman	8 – Parish Council Liaison Update	Personal

50. MINUTES

In relation to minute item number 45 – Possible Pedestrianisation of Widemarsh Street – it was noted that the minutes published in the agenda papers had been amended to correct two minor grammatical errors.

RESOLVED: That the minutes, as amended, for the meeting held on 31st January 2005, be approved as a correct record and signed by the Chairman.

51. THE COURTYARD REVIEW - UPDATE

The Committee considered the response of Cabinet and the Courtyard Trust Board to the report of the Courtyard Review Group.

The Chairman welcomed Mrs Margaret Thomas, Chairman of the Courtyard Trust Board and Mr Martyn Green, Chief Executive of The Courtyard to the meeting.

The Director of Policy and Community informed the Committee that Cabinet had considered the report of the Courtyard Review Group on 17th February 2005. She explained that Cabinet had been generally supportive of the Review Group's recommendations although they had been unable to support the Review Group's recommendation to offer The Courtyard an interim one-year funding agreement. Cabinet had reached this view following receipt of a letter from the Arts Council indicating that a one-year agreement would require them to reconsider the level of support it provided to The Courtyard.

Cabinet had supported the Review Group's recommendation that The Courtyard should seek to identify efficiency savings and requested that officers investigate whether it would be possible to provide some funding from the Children's Services Budget.

Cabinet had also requested that the Courtyard Review Group be reconvened at an appropriate time to monitor The Courtyard and provide a further report.

The Chairman invited Mrs Thomas and Mr Green to present The Courtyard's response to the report of the Courtyard Review Group to the Committee. The full response was set out in Appendix 1 to the report.

In presenting the response of the Courtyard Trust Board Mr. Green highlighted the following principal points:

- The Council received 14 days per year free use of The Courtyard.
- Preliminary investigations currently revealed a franchised shop would provide a limited income.
- Screen West Midlands were positive about the Review Group's recommendation for a dedicated cinema space.
- The Courtyard had hosted 18 conferences in the last year.
- A reduction in the number of in-house productions would greatly reduce the level of support received from the Arts Council.

Mr. Green invited Members of the Courtyard Review Group to attend, with members of the Board, a visit to The Castle, Wellingborough in May 2005. This would enable both the Review Group and the Board to obtain operational information and statistics from a comparable arts centre.

Councillor J. Stone, Chairman of the Courtyard Review Group, thanked Mrs. Thomas and Mr. Green for their comments on the Review Group's report and the invitation to visit The Castle, Wellingborough.

In relation to the decision of Cabinet to award The Courtyard a three-year funding arrangement, Councillor Stone accepted the reasoning behind this in light of the letter received from the Arts Council.

The following are the principal points of Councillor Stone's response to the letter received from the Courtyard Board on the report of the Courtyard Review Group:

- He expressed some disappointment with the response of The Courtyard towards future monitoring by the Council. He explained that as The Courtyard was a recipient of a large sum of public money then future scrutiny and monitoring was essential. The Courtyard needed to be accountable to its major grant provider.
- With reference to paragraph 20.6, of the Courtyard's response, Councillor Stone informed the meeting that whilst he would not necessarily expect the Review Group's recommendations to have been implemented by November 2005, the Review Group would at least expect to see what progress had been made towards their implementation or hear the reasons for disregarding them. He noted how successful retail shops often were at tourist locations.
- He accepted that "a middle-scale" arts centre was a more appropriate term to describe The Courtyard rather than "small-scale" as had been used in the Review Group's report.
- He suggested that The Courtyard contact the Council's Highways Department to see what arrangements could be made to improve signage to the Courtyard.
- He acknowledged that the Council's grant now only represented 20% of The Courtyard's annual turnover compared to 50% in its first year of trading.
- He hoped that The Courtyard would continue to investigate the possibility of hosting more one-day conferences.

In looking towards the Courtyard Review Group's further investigations in the autumn of 2005 Councillor Stone highlighted the following areas that he anticipated the Review Group would be investigating. These were:

1. That the lift was functioning properly and that the water ingress had been corrected successfully after their imminent anticipated repair.
2. The results of the Economic Impact Study currently being undertaken by the Arts Council on behalf of The Courtyard.
3. Evidence from The Courtyard on how older people benefited from using the Courtyard.
4. Further information on the possibility of converting the existing studio into a dedicated cinema.
5. The possibility of The Courtyard holding more conferences and incorporating a retail shop.
6. Investigating the response of the Children's Services Directorate to the Review Group's proposal that it make an increased contribution to the Council's grant to The Courtyard.
7. Whether or not the Youth Service could make more use of The Courtyard's facilities.
8. The level of progress made towards achieving efficiency savings within The Courtyard.
9. An update on the new commissioning agreement between the Council and The Courtyard and how it was working.

Councillor Stone emphasised that The Courtyard had no need to be defensive when being monitored by the Council and that financial accountability was the key to further success.

The following are the principal points made during the ensuing discussion:

- Due to the limited circulation of the letter from the Arts Council on its current and possible future funding arrangements with The Courtyard, which had led Cabinet to award a three year funding agreement with The Courtyard, the Director of Policy and Community read relevant extracts from the letter. The extracts gave details on how a one year funding agreement with The Courtyard would have

resulted in the Arts Council reconsidering the current level of funding it provided to The Courtyard with the likely outcome being a reduction in the level of grant funding.

- Concern was expressed at the lack of any specific business plans for franchising out a retail shop, catering and possible building, remodelling or expansion.
- Concern was expressed that the Courtyard Trust Board did not consider it to be a part of their remit to facilitate improved signage to the building.
- A view was expressed that The Courtyard should fully utilise the facilities currently available to them before considering increasing the size of the building.
- Responding to a request for clarification concerning music bands (Review Group's report para 11.9) the Review Group commented that there may be the potential to develop popular music events, such as jazz bands and orchestras, they had not been advocating 'pop bands'.
- The Courtyard could look to diversify the range of groups it sought to attract for conferences.
- Addressing the problems with signage to The Courtyard on the city's roads should be considered a priority.
- The possibility of a Tourist Information Centre being incorporated into The Courtyard should be considered.

Mr. Green commented that The Courtyard currently had a 3-year general business plan in operation which did incorporate the elements the Committee were concerned about. He also informed Members that The Courtyard did host concerts from orchestras but it had proved difficult to make such events breakeven.

The Chairman thanked Mrs Thomas and Mr Green and welcomed the improved situation currently being experienced at The Courtyard. However, he reiterated that it was important that as recipients of a large sum of public money The Courtyard was held to account.

RESOLVED:

That (a) a written response be provided to the Courtyard regarding a number of points made in their response as set out in Appendix 1 to the report;

(b) the response by the Courtyard Trust Board to the report of the Courtyard Review Group be noted;

(c) the response by Cabinet to the report of the Courtyard Review Group be noted;

and

(d) the Review Group be reconvened later in the year to undertake a follow up review.

52. PEDESTRIANISATION - UPDATE

Members received an update on the consultation on the proposed pedestrianisation of Widemarsh Street, Hereford.

The Head of Service (Policy and Community) informed the Committee that the current consultation on the proposed pedestrianisation had been completed and that just under 300 questionnaire responses had been received. Of the questionnaires

received 81% were in favour of a pedestrianisation experiment later in the year.

The Cabinet Member (Highways and Transportation) reported that 45% of the consultees had wanted a partial pedestrianised scheme, therefore once the Eign Gate redevelopment was completed Widemarsh Street would be pedestrianised for the trial period from 10.30 a.m. until 4.30 p.m. During the restricted hours a gate would be closed at the northern end of the southern section of Widemarsh Street to prevent traffic entering the pedestrianised zone.

The Committee outlined the following points of concern for consideration by the Cabinet Member (Highways and Transportation):

- That the public may not be so patient if traffic problems occurred as, unlike during the Transco works, the pedestrianisation experiment was not essential.
- Following pedestrianisation, traffic flow could significantly increase through the access only routes of East and West Street.
- That peak hour traffic congestion could be increased as delivery vehicles, that previously arrived throughout the day, would now be required to beat the curfew for pedestrianisation.
- It was considered necessary that the pedestrianised area should be capable of being open to traffic in the event of an accident on the ring road.

In response to a question, the Head of Service (Policy and Community) reported that £45,000 had been allocated to fund the pedestrianisation experiment.

The Chairman proposed that the Committee undertake an investigation into the economic impact of the pedestrianisation experiment after its conclusion in December 2005.

RESOLVED:

That (a) the report be noted;

and

(b) an investigation into the economic impact of the pedestrianisation experiment be scheduled into the Committee's Work Programme.

53. EXTERNAL FUNDING UPDATE

The Committee was updated on a range of External Funding Programmes currently benefiting Herefordshire.

The Head of Service (Policy and Community) reported that in recent years the emphasis on regeneration activity and funding had amplified at a national level, with regeneration being increasingly used as a mechanism to support economic, community and environmental development. This role was led at a regional level by Advantage West Midlands. He explained that the number of funding streams to support regeneration had also increased which meant that greater financial resources were now available. Some of these funding streams covered the whole Country, such as the National Lottery, and some were geographically targeted, such as Objective 2 European funding. He added that nearly all funding streams were time limited and had strict rules about when project activity could be undertaken.

An update of the main funding streams available and how they currently applied to Herefordshire was attached at Appendix 1 to the report.

The Cabinet Member (Rural Regeneration and Smallholdings) commented that bids were expensive in terms of the amount of officer time required to make an application but were hugely valuable if the bid was successful. He cited an example of a recent bid for Objective 2 funding which had cost £25,000 to submit but had brought in £1.4m to the County. He further told how funding schemes were set to be simplified in an attempt to reduce the time and effort local authorities spent making bids.

The Chairman commented that in the last 5 years approximately £40m had come into the County through external funding.

In response to a question regarding the externally funded workspace development at Rotherwas Industrial Estate, Hereford, the Head of Service (Policy and Community) informed the Committee that two of the six workplaces had been successfully let.

RESOLVED: That the report be noted.

54. PARISH COUNCIL LIASON UPDATE

Members were provided with an update on Herefordshire Council's Parish Council liaison activity.

The Head of Service (Policy and Community) introduced the Committee to Mr Shane Smith, Community Regeneration Support and Grants Assistant, who provides the Council's Parish Council Liaison Service. He informed Members that Mr Smith was one of only a handful of liaison officers throughout the Country.

The role of Community Regeneration Support and Grants Assistant was four fold:

1. To act as first point of contact for members of the public wishing to contact their local Town or Parish Council and to liase between the local Councils and Herefordshire Council.
2. To monitor the Service Level Agreement between the Council and Herefordshire Association of Local Councils (HALC).
3. Facilitating Parish Councils in the drafting, despatching, development and implementation of Parish Plans.
4. Providing officer support to those parishes designated as Quality Parishes.

HALC welcomed the appointment which had been a great help to local Councils. The HALC representative reported that some Parishes were set to make Quality Parish accreditation applications which, if successful, would then require Herefordshire Council, in negotiation with the Parish, to devolve certain services to the Parish.

In response to questions it was explained that in order for a Parish Council to be accredited with Quality status the Parish needed to have, amongst other things, a qualified clerk.

The Cabinet Member (Rural Regeneration and Smallholdings) supported the idea of strengthening the power of Parish Councils. He was aware that many Parish Councils felt that their views were often not noted, especially with regard to planning applications. He further informed the Committee that any Parish Plan not yet started would not be implemented as the Countryside Agency had decided to end funding for such projects. Those Parish Plans which had been implemented would now be supported by the voluntary sector and through the Council by the provision of officer

support.

RESOLVED:

That (a) the report be noted;

and

(b) a further report on Parish Council Liaison be considered in 12 months time.

55. POLICY AND COMMUNITY DIRECTORATE 2004/05 FIRST TEN MONTHS PERFORMANCE INDICATORS

The Committee was informed about the performance of the non-corporate functions of the Policy and Community Directorate against national and local performance indicators for the first ten months of 2004/05.

In response to a question on the apparent lack of Youth Service activity in Hereford City, it was noted that a report on the Youth Service would be made to the Committee's next meeting. In the interim a briefing note would be sent to Members on the varied activities that the Youth Service was currently delivering to Hereford City.

Concern was expressed over the significant lack of achievement with regard to BV170 (b) number of school pupils visiting museums and galleries in organised school groups. Members requested that formal arrangements concerning the "Museum on the Move" bus be improved for future years.

RESOLVED:

THAT (a) the report be noted;

and

(b) Members be updated on the activities being delivered by the Youth Service before the next meeting.

56. ADULT AND COMMUNITY LEARNING - RESULT OF REINSPECTION

Members were advised on the outcome of the reinspection of the Council's Adult and Community Learning (ACL) provision.

Herefordshire Council's ACL provision had been reinspected by the Adult Learning Inspectorate (ALI) in early December 2004. Its previous inspection in January 2003 had identified significant weakness in the ACL's leadership and management.

The Head of Service (Policy and Community) reported that the ALI report had been published on 4th February 2005 and the Council's ACL provision had been graded 'good' in five out of the six areas inspected and 'satisfactory' in the sixth. Quality Assurance had been the area identified as 'satisfactory' on the basis that, whilst the appropriate processes were in place it was not possible, within the short timescale since their implementation to assess the full impact on the quality of learning.

The Head of Service (Policy and Community) informed the Committee that the

inspection results demonstrated that the service had made significant progress since its first inspection and placed Herefordshire's ACL provision within the top 28% of Councils inspected by the ALI. A detailed breakdown and explanation of the areas inspected and details of future action to be taken were detailed in the report.

RESOLVED: That the report be noted.

57. SOCIAL AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE WORK PROGRAMME 2005/06

The Committee considered its new work programme for the period until March 2006.

The following issues were discussed in relation to the Committee's work programme:

- An update on the proposed Edgar Street Grid development to be heard at the next meeting of the Committee.
- The Chairman proposed that a Scrutiny Review be undertaken into the County's provision for 18-30 year olds focusing on the need to do more to attract or retain this age group in the County.
- The report for the Youth Service scheduled for the June meeting should include reference to the work of the Youth Involvement Worker.
- Following a suggestion that the Committee should discuss providing candidates for the Youth Parliament it was noted that the Council was reviewing this position.

It was noted that the next two meetings of the Committee were likely to take place in the evening, in the Market Towns.

RESOLVED: That the proposed work programme be approved subject to the inclusion of the above suggested issues and recommended to the Strategic Monitoring Committee.

The meeting ended at 11.55 a.m.

CHAIRMAN

CASTLE GREEN REGENERATION PROJECT

Report By: PARKS & COUNTRYSIDE MANAGER

Wards Affected

1. Hereford City

Purpose

2. To advise Members of the current position in respect of the Castle Green Regeneration Project.

Background

Reasons

3. To update Members on the current situation relating to initiatives to regenerate the Castle Green area in the light of the decision to not proceed with a Heritage Lottery Fund bid for park restoration.

Considerations

- a) Members have recently considered a report on the development of a Heritage Lottery bid for the refurbishment of Castle Green. In the light of a number of factors including the impact on other Heritage Lottery bids in the City and the constraints on the Council's Capital Programme it was agreed not to proceed with a Heritage Lottery bid for Castle Green at this stage.
- b) Some funding had been set aside in the Economic Development budget to support feasibility work for the project planning phase of the Heritage Lottery bid. The decision not to proceed with the bid has left approximately £30,000 of funding unallocated from the 2004/05 financial year. The Parks and Countryside Manager has advised that it would be possible to utilise this funding to implement a number of minor improvements which would give the Castle Green an immediate face lift.
- c) The local Member Councillor Fleet has been briefed on the decision not to proceed with the Heritage Lottery bid and there have been requests for an update on the position from Hereford City Council, the Friends of Castle Green and from a local newsletter (Jabba) which circulates around the Bartonsham/St James' area of the City. The Parks and Countryside Manager has drafted the attached communication (Appendix 1 to the report) setting out the current position and confirming the Council's continuing commitment to Castle Green.
- d) In order to demonstrate the Council's continuing commitment to Castle Green and to maintain this important public space over the short term it has been agreed that the £30,000 of funding which was proposed for feasibility work is redirected towards minor improvements on the Castle Green. To take this

Further information on the subject of this report is available from
Tony Featherstone, Parks & Countryside Manager on (01568) 798321

forward it is proposed that the Parks and Countryside Manager consult with the Friends of the Castle Green on their key priorities for improvement.

Risk Management

4. To address this issue it is proposed that the Friends of the Castle Green are asked to work with the Council to identify priorities for improvement.

Consultees

5. Local Member, Hereford City Council and the Friends of Castle Green

RECOMMENDATION

THAT the report be noted.

BACKGROUND PAPERS

- Cabinet Member report 11th March 2005 (Community Development)
- Cabinet Members report 25th April, 2005 (Economy Liaison Group)

Statement on Council's Commitment to Castle Green Regeneration

In early 2004 the Herefordshire Council announced its intention to commence preparatory work on a potential Heritage Lottery Funded (HLF) project to regenerate the Castle Green area.

As part of the Heritage Lottery application process, a rigorous and comprehensive assessment needed to be undertaken to scope the potential of such a bid and the practicalities of meeting the complex and very onerous award obligations should such a bid be successful. This is the exercise that the Council has been undertaking over the past 12 months.

In undertaking that exercise the following work has been commissioned: -

1. A full review of HLF criteria.
2. Informal discussions with HLF Officers to determine the scope of items eligible for funding within a potential bid.
3. The determination of priority elements of such a scheme.
4. Undertaking risk assessments (both Corporate and HLF)
5. Research into similar schemes funded under this particular HLF programme.
6. The generation of an outline Project Management Plan and cost plan to deliver the Project Planning phase of scheme.
7. The commissioning of initial project briefs for this phase.
8. An assessment of the implications for the Council in proceeding with an application and the timing of the bid submission.

On completion of this work, due consideration was afforded to the proposed scheme as part of the Council's corporate and budgetary planning cycle. Whereas, the scheme was considered to exhibit significant merit, the scale of preparatory work needed to progress a bid this year was deemed to be beyond the Council's immediate resourcing capacity given its known level of critical commitments.

As part of the Council's long deliberations on the priorities for its very limited capital allocations in the current financial year it was considered that the regeneration of the City Centre deemed higher immediate priority. The resultant allocation of £2 million for this purpose against a very difficult budgetary position serves to reaffirm that commitment.

Meanwhile, there is no lessening of resolve to progress with proposals for the regeneration of the Castle Green area when commitments and resources allow. To this end, the Council is seeking to make available a modest sum of money this year to assist the Friends in their endeavours to seek Grant Aid to progress a scheme of enhancements for the area. Clare Wichbold will continue to be available to advise the Friends and will be able to seek the advice and support of other professional officers as necessary to assist.

Finally, both Officers and Members wish to confirm their commitment and will continue to work with the Friends to identify opportunities to progress appropriate schemes and projects that will lead to a more sustainable and secure future for this much valued city amenity.

PROPOSED REVIEW ON HOW TO RETAIN AND ATTRACT 18-35 YEAR OLDS IN HEREFORDSHIRE

Report By: Director of Policy and Community

Wards Affected

1. County-wide

Purpose

2. To consider the Scoping Statement for a Scrutiny Review into how to retain and attract 18-35 year olds in Herefordshire.

Financial Implications

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

Background

4. During consideration of the work programme for the Social and Economic Development Scrutiny Committee on 22 March 2005 the Committee agreed to undertake a review into focusing on the need to do more to attract or retain 18-35 year olds to Herefordshire.
5. During the drafting process of the scoping statement, at the request of the Chairman, the age group being reviewed was widened to include 18-35 year olds.
6. 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.
7. If the Committee decide to approve the scoping statement and terms of reference for the review it is suggested that the Committee considers how it wishes to structure the reviews work programme and determine the make-up of the Review Team.

RECOMMENDATION

- THAT (a) the Committee consider and subject to any amendments, agree the Scoping Statement for a review of how to retain or attract 18-35 year olds to Herefordshire, attached at Appendix 1;**
- (b) the Committee appoint a group to undertake the review;**
- (c) the Committee appoint a Chairman of the Review Group.**

BACKGROUND PAPERS

- None identified.

REVIEW:	Retaining or attracting 18-35 year olds to Herefordshire	
Committee:	Community Services Scrutiny Committee	Chair: Councillor A.C.R Chappell
Lead Support Officer:	To be confirmed	
Committee Officer:	Craig Goodall	

SCOPING

Terms of Reference

- To establish the reasons why 18 to 35 year olds leave the County.
- To consider what measures the Council can put in place to retain or attract 18 to 35 year olds within the County or attract them to it;
- To consider what measures the Council, its partner organisations and the County as a whole can put in place to retain or attract 18 to 35 year olds to the County or attract them.

Desired outcomes

- That the Review Group proposes a range of options for Cabinet to consider that would retain or attract 18 to 35 year olds within the County.

Key questions

- Why do 18 to 35 year olds leave the County?
- How many 18 to 35 year olds leave the County?
- What are the economic and social effects to the County?
- Are there any particular areas of the County most affected?
- What is the extent of migration of 18-35 year olds to Herefordshire from other parts of the Country?
- What key facilities does the County lack that are important to 18 to 35 year olds and are these also important to other age groups?

Key Questions cont.

- What are the benefits, or disadvantages, to the County of retaining or attracting 18 to 35 year olds back to the County?
- What are the medium / long term issues for the County through the loss of 18 to 30 year olds?
- How should the County promote its self to attract facilities to the County?
- How should the County promote itself to attract 18 to 35 year olds?

Timetable	
<i>Activity</i>	<i>Timescale</i>
Agree approach, programme of consultation/research/provisional witnesses/dates	TBC
Collect current available data	TBC
Collect outstanding data	TBC
Analysis of data	TBC
Final confirmation of interviews of witnesses	TBC
Carry out programme of interviews	TBC
Agree programme of site visits	TBC
Undertake site visits as appropriate	TBC
Update to Strategic Monitoring Committee	TBC
Final analysis of data and witness evidence	TBC
Prepare options/recommendations	TBC
Present Final report to Strategic Monitoring Committee	TBC
Present options/recommendations to Cabinet	TBC
Cabinet response	TBC
Implementation of agreed recommendations	TBC

YOUTH SERVICE

Report By: Community Youth Service Manager

Wards Affected

1. Countywide

Purpose

2. To update members on the role of the Community Youth Service, its contribution to the priorities of the Council and the challenges it will face in 2005-6.

Considerations

3. Local authority Youth Services are charged with making a positive impact on young peoples lives through the provision of educational programmes and activities that support personal and social development. Ofsted set quality standards and a framework for Youth Services and the DfES stipulate the range and level of provision that should be provided by a local authority. Solely leisure or sports based provision will not meet the required standards.
4. The Children Act 2004 requires local authorities to clearly demonstrate how they are achieving the five outcomes identified in Every Child Matters (ECM) (Being Healthy, Staying Safe, Enjoying and Achieving, Making a Positive Contribution, and Economic Well Being). Members will be aware of changes currently being made to the Council's constitution, Cabinet Members roles and the senior officer restructuring. The Youth Service has been awaiting a Green Paper first proposed in the autumn 2004 on the future of youth services after the introduction of the Children Act 2004, this will inform the change management process for Children's Services on the future direction and location of the Youth Service.
5. The Community Youth Services will receive an 'enhanced inspection' as part of the Joint Area Review (JAR) and will be inspected on the impact it makes against the ECM five outcomes.
6. The Youth Service has made improvements in the quality and balance of its work across the four key performance indicators set by DfES particularly towards the more resource intensive recorded and accredited outcomes. However due to a resource and staffing allocation in the bottom quartile for the country and combined with vacancy rates of 25%, the Community Youth Service has not achieved local targets set for 2004-5. Recruitment has been addressed through the employment of more trainees and minor reorganisation. Going into 2004-5 the service had no vacancies. The service has set challenging local targets for 2005-6 that are still below national standards.

Financial Implications

7. In 2002 the DfES set the standard of expenditure for youth services per heads of the youth population aged 13-19 as £100. In 2004-5 Herefordshire spent £76.78 (awaiting confirmation on closure of accounts) putting the service in the bottom quartile of spending for all local authorities.

Further information on the subject of this report is available from
Jon Ralph, Community Youth Service Manager on 01432 383377

RECOMMENDATION

THAT the report be noted.

BACKGROUND PAPERS

- None

Further information on the subject of this report is available from
Jon Ralph, Community Youth Service Manager on 01432 383377

**POLICY AND COMMUNITY DIRECTORATE 2004/05
PERFORMANCE MONITORING (OUTTURNS)****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 2004/05, to detail the main areas of activity undertaken and improvements made by those services during the year.

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. Service Managers have provided a narrative that summarises the performance and achievements of their service against the key areas for improvement they identified in their 2004/05 Service Plans.

RECOMMENDATION

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

BACKGROUND PAPERS

- None identified

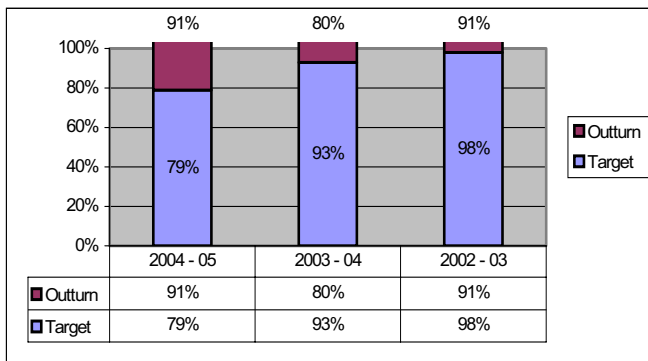
Performance News

Incorporating Performance Indicators Outputs where 'Exceptional'

Community Regeneration

The team achieved against all of the five priority areas that they identified for 2004/05. The detail of these is as follows: **Customer Satisfaction** levels took a serious dip during 2003-04. The Team had more than doubled the size of their survey over the previous year and, following analysis of the results, committed to investigate these thoroughly in order to address the issues. In

% of customers rating the service provided as 'good/excellent'



response, the Team's name was changed from Local Development, which it was discovered was, on occasion, confused with a planning function. In addition, customer awareness was further raised by

accompanying the satisfaction questionnaire with a 'what we do' leaflet. The overall result shows that the customer satisfaction levels of 2003-04 have been regained. Of the remaining 9% of customers - all of them scored the service that they had received as 'fair' with a zero score for 'poor'. The Team believes that it now has an accurate measurement on which to build during 2005/06.

The percentage of **customers rating the accessibility** of the services offered by the Community Regeneration Team as 'good' or 'excellent' rose from 77% in 2003/04 to 90.5%, largely due to better marketing of services.

Exit/succession strategies - Ledbury Area Partnership have been trail-blazers in developing a strategic action plan (SIP) as part of their succession strategy, as well

as forming themselves into a Development Trust. The SIP development was supported by AWM who are now using it as a blue-print for other market town strategies. Development of exit/succession strategies for the South Wye Single Regeneration Programme and other tier one and two market towns is underway.

In consultation with their local communities, the market town partnerships in Ross-on-Wye and Leominster have both been successful in developing ten-year Strategic Action Plans and attracted £500k market towns initiative funding to enable them to implement their action plan.

In terms of **maximising the funding secured for local regeneration** - the table detailing the spend against externally funded schemes and programmes is below:

Scheme	2004/05 Spend £	Spend as % of total secured for 2004/05
South Wye SRB	£733,160	62.5%
Award re-negotiated down to £458,160 in a variation contract. The variation has rolled forward to final year to ensure no money lost to overall programme.		
Ledbury MTI	£218,731	+0.4%
This slight overspend in year 3 of the programme was funded by AWM		
Kington MTI	£81,377	86%
Bromyard MTI	Figure unavailable	100%
LEADER +	£352,453	69%
Balance of award has been rolled forward to 2005.		

Quick Guide to this issue:

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Herefordshire Partnership Support Services



Regeneration - The CORE European funded regeneration package drew to a close in March 2005. Consisting of projects both within Herefordshire Council and in the Voluntary Sector, the programme worked to help the people of Herefordshire in a number of ways. The childcare project (run by EYDCP) created 12 jobs, safeguarded 8 jobs and created 176 childcare places, the community facilities project worked with village halls to increase their quality & viability, and other projects part-funded the Community Involvement & Community Development workers within the Team and also a Social Inclusion in Rural Areas project run by Community First.

Work towards the Learning Village has continued, with funding for the development costs being drawn down under the European Objective 2 'Partnership Mechanisms' project. Work by the Support Team in facilitating negotiations between the various parties has helped to put this project on a stronger footing, and it is viewed by Government Office as likely to receive funding.

The ARCH (Action for Regenerating Communities in Herefordshire) programme continued to expand, and it approved 6 new projects. Similar to CORE, the European funding is used to help communities in the poorer areas of Herefordshire. Projects include part funding the new Adult & Community Learning facility at John Kyrle High School in Ross-on-Wye, projects to help unemployed youth into the workplace, and improved training and childcare provision in Bromyard and Leominster.

A successful bid to Government Office for European Objective 3 money has brought funding into the County for a variety of Adult Learning courses, some through the Voluntary Sector, with the rest being delivered by the Lifelong Learning Team.

The Delegated Grants Team has continued

the marketing and administration of the Advantage West Midlands funded Community Pride and Shop Front Grant schemes in the Market Towns, the Hereford City Shop Front Grant Scheme and the Small Projects Fund. These small grants have helped to improve these areas for the people of Herefordshire and are valuable too in helping to promote Herefordshire as a tourist destination. The Small Projects Fund has helped to fund projects such as village play areas, Parish Plans and the Castle Green Christmas Fayre.

The Project Development Team received a record number of 499 enquiries during the year, both from within Herefordshire Council and from community organisations. Some of the larger projects worked on were the Adult & Community Learning facility at John Kyrle High School, Holme Lacy Training & Business Start-up Units, Friar Street, Hereford Cathedral Close refurbishment and St Katherine's, Ledbury.

Lifelong Learning - This year saw the Adult Learning Inspectorate re-visit the Team as a follow-up to the January 2003 inspection. The inspection went very well, with the team achieving a '2' or 'Good' status. This excellent result has been reflected in the work achieved by the Team, who have also now received funding from European Objective 3, effectively doubling the operational money available for delivery of Adult & Community Learning by the Team. They also successfully led another bid to the LSC, which provides 100% of the funding for a variety of learning opportunities around South Wye and the new WRVS centre in Hereford. Work has continued with the Learning Partnership to co-ordinate and maximise opportunities for Lifelong Learning in the County.

Policy—With the current round of European funding due to end in 2006, work is now underway to shape future regeneration programmes. The effects of enlargement of the EU and reform of the Common Agricultural Policy will have significant effects upon Herefordshire and this lobbying work is vital for rural Herefordshire.

Herefordshire Partnership Support Services (continued)

For example, the Support Team successfully lobbied to change the Regional Economic Strategy from 'more work' to 'more and better-paid work'. This seemingly minor change will be of great benefit when applying for regeneration funding, as it allows the focus to move away from job creation and towards better-paid jobs. This is important in Herefordshire, which has a low level of unemployment, but low average earnings.

Work has been done during this period on LPSA 2, in conjunction with partners and other teams within the Council. Preliminary work of planning the review of the Herefordshire Plan began, with consultation commencing in spring 2005.

Backing this all up was the support provided to Ambition Groups, management group and board, which helps to ensure that the needs of Herefordshire are reflected in local, regional, national and European level.

Community - The Community Involvement Co-ordinator took up post mid-September and has worked on co-ordinating and improving Community Involvement activity across the Council and other partners. The specification and purchase of online consultation software has occurred, with an expected implementation date of summer 2005. This, along with the Consultation Strategy for Herefordshire

Council and logging of planned and ongoing consultation is assisting in the work towards a good CPA rating. The consultation plan for the review of the Herefordshire Plan was finalised, with implementation commencing Spring 2005.

The Team also provided practical support to partners with staff working directly with communities and community groups by organising regular opportunities to network and share best practice on community development issues. Training and briefings from funding organisations such as the Big Lottery Fund were organised.

The Team assisted the Herefordshire Infrastructure Consortium to develop and deliver an Infrastructure Investment Plan for the County's Voluntary and Community Sector. To date this group has been successful in drawing down £160,000 from Defra and the Home Office for initiatives that will strengthen the sector and enable them to explore opportunities for future collaboration.

Exceptional P.I. Performance

PERFORMANCE INDICATOR	2004/05 TARGET	2004/05 OUTPUT	2003/04 COMPARISON	DETAIL
% of Council staff who think that the Herefordshire Plan/ Partnership is relevant to their work	53%	40%	38%	In order to further raise the level of awareness, the Team has and will continue to issue briefing notes to all Council staff about the review of the Herefordshire Plan.
Lifelong Learning-enrolments per 1,000 adult population	4.3 per 1,000 population	7.75 per 1,000 population	11.65 per 1,000 population	Securing of additional funding part way through the year resourced more courses than anticipated.

Economic Investment and Development

KEY ACTIVITIES DURING 2004/05

- ⇒ Opening of Leominster Access Road & Twyford Road Industrial Units
- ⇒ Development of an Economic Development Strategy for Herefordshire
- ⇒ Management of the Eign Gate refurbishment project, including public consultation and design development
- ⇒ Upgraded Website (new links and conversion to new platform)
- ⇒ Completion of seven Redundant Building Grant projects
- ⇒ Support for businesses moving into the County e.g. Abergavenny Sawmills, Huntley Film Archives
- ⇒ Funding Fair, Big Lottery Fund Seminar
- ⇒ 2004/5 Business Directory
- ⇒ Facilitation for the review of The Courtyard's finances
- ⇒ Development of economic development performance indicators for the LPSA2G agreement
- ⇒ Administration of 75 Business Start-up grants
- ⇒ Pro-Grata grant scheme support
- ⇒ Mapping of services available to businesses and developing ways of improving contact with businesses in support of The Rural Business Connect project
- ⇒ Property Registers, Funding Directory, newsletters,
- ⇒ Liaison with AWM, Business Link, LSC



Edgar Street Grid - Master plan

The priorities for improvement for the year were:

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

Increased marketing of services appears to have worked since the number of general business enquiries has increased by almost 50%, from approximately 246 in 2003/4 to 364 in 2004/5.

Property enquiries over the same period dropped from 373 to 248, although the re-organisation of Advantage West Midlands

resulted in a drop of inward investment enquiries from that source from 64 to 7. None of these inward investment enquiries were successful, and there must be some concern that Herefordshire is not having a chance to propose premises to potential inward investors. Actions to improve the desirability of Herefordshire for businesses are being formulated as part of the Economic Development Strategy work.

Based on nine months data, electronic delivery of services appeared to be improving. with the page hit rate almost doubling compared to the same period in the previous year. Further statistics have been unavailable since the transfer to the new website.

Exceptional P.I. Performance

PERFORMANCE INDICATOR	2004/05 TARGET	2004/05 OUTTURN	2003/04 COMPARISON	DETAILS
Number of inward investment enquiries	110	57	105	Actions being developed as part of Economic Development Strategy work.
Number of new business start-up grants supported	50	75	53	The high demand received was funded from savings made within the 2004/05 revenue budget.

External Liaison (Sports Development)

The retention figures for the LIFT Exercise Referral Programme dropped slightly during 2004/05, this is due to the changes made as part of the fundamental review and staffing changes. The programme moved to more flexible times to enable those clients who work or work shifts to access the scheme and a new system of 'following up' clients is due to be introduced to provide more specific information on why clients are unable to complete the programme.

The numbers of participants taking coach education courses and leaders awards increased. This is due to links being developed with both school partnerships and the governing bodies of sport. These awards help to ensure the quality of provision for people taking part in Sport

and Physical Activity opportunities in Herefordshire.

The funding for the 'Walking for Health' programme in South Wye is due to end in July 2005. An initial bid to Sport England has been agreed to develop the scheme countywide but this funding is conditional on securing funding from Herefordshire PCT. The project is also supported by the Leader + scheme.

A new project (SHAPES) funded through the Big Lottery was launched and is enabling activity and training opportunities in the South Herefordshire area. This project focuses on training members of the local community to provide physical activity opportunities and explores the use of a variety of outreach venues.

Cultural Services

Exceptional P.I. Performance

PERFORMANCE INDICATOR	2004/05 TARGET	2005/05 OUTURN	2003/04 COMPARISON	DETAIL
Customers satisfied that the service they received at TIC was good or excellent	60%	80%	None	
Amount of linear footage of new archive deposits made available to the public each year	30 linear feet	88.3 linear feet	24	Achieved by resourcing casual staff from savings.
BV170 (a) The number of visits to/ usages of museums/heritage centres per 1,000 population	815	781	812	The closure of Widemarsh Street has had a big impact on the number of visitors (also experienced with other tourist attractions e.g. The Cathedral) - approximately 2,000 down. This is added to by the under reporting of website hits - as only nine months data was available at time of writing.
BV170 (b) The number of visitors in person to museums	795	715	785	
BV170 c The number of pupils visiting museums in organised school groups	7,000	3,835	6,471	Timings of when Herefordshire was due to have the Museum on the Move bus was not taken into account when setting target

Libraries



Improved marketing of Libraries included choice of membership cards.

The Library Service identified four key areas for improvement during 2004/05. The progress made in these key areas and the ways in which the impact of these improvements were measured are:

The Library Service **completed full Integration** with the INFO in Herefordshire service achieving the integration of operational and senior management teams and one fully integrated site (Bromyard Centre). This involved significant restructuring of roles, responsibilities and job descriptions and the creation of several new posts including the first ever Reader & Literature Development Officer. Improvements to staff communications; training and development opportunities were also addressed in this process. The planned application for Investors in People status was put on hold.

The first ever **Library Strategy** for Herefordshire was completed - setting out the priorities for next five years, identifying service improvements and the developments required to increase usage, awareness of and satisfaction with the Library Service. This has been approved

by Cabinet but not yet formally published.

Access to the Service was improved through extending and harmonising Library opening hours at the four busiest libraries - five additional evenings are now available. A significant increase from 10 to 26 opening hours was made at Colwall Library - including two evenings and Saturday afternoon.

Marketing was improved with the launch of the new library logo and branding - including membership cards, external and internal signage, library delivery van livery and the website.

The impact of these improvements has been measured through visitor numbers which showed an increase of over 14% and there was a 72% increase in bookings for the People's Network computers. Opening hours increased by 9%, including seven further evenings across the County. Further assessment will be possible when the next customer satisfaction surveys have been completed and analysed. Improvement was made against four of the ten national standards.

Exceptional P.I. Performance

PERFORMANCE INDICATOR	2004/05 TARGET	2004/05 OUTURN	2003/04 COMPARISON	DETAIL
BV117: The number of physical visits per 1,000 population	5,000	5,177	4,522	Fourth year of sustained growth.
Library stock turnover ratio (Number. of times stock borrowed a year)	All stock 6.0 Adult Fiction 8.5	All sock 6.9 Adult Fiction 10.4	All stock 4.7 Adult fiction 8.4	Sustained upward trend.
Increase in annual issues	+2%	-4.8%	-4%	Matches national trend. Current performance against national standard for new items acquired each year is 40% below. Further investment required.
Percentage of primary and special schools to receive advisory visits during the year (subject to Best Value Review & Schools Library Service)	55%	39%		Stricter adherence to SLA arrangements. Exploring options of closer integration with public library services.
Percentage of project requests delivered within 5 working days of the start of the academic year	90%	100%		

Community Youth Service



Young people attending The Speak Out Conference

We identified five key areas for improvement during 2004/05:

Recruitment, Retention and Training of staff - we achieved full recruitment at the end of 2004-5 which has been a major success against national and local trends. Retention rates are improving. The training of staff has been re-focussed, after the inability to attract a Training Officer, by contracting out some elements and changing a current staff members role. Addressing staff training was key due to changes in standards of youth work delivery and recording, combined with the new recruitment intake of a high number of trainees.

Accreditation of Young Peoples Learning - The Service has strengthened and developed its accreditation systems and has nearly trebled the number of accreditations and recorded outcomes achieved by young people. However, this improvement was still insufficient to meet local targets set for the year as milestones towards achieving the national standards. Measures have been taken to address this through vacancy rates and efficiency gains.

Performance Management - The Service adopted a new national MIS, however this did not perform as well as predicted and

this has hampered the planned gains in performance data. Despite this, the Service and individual staff are clear about their targets and performance requirements and receive regular information about their performance against these.

Internal Communication - Staff have indicated (through Herefordshire Driver and SOS) that communication in the Service has improved.

Marketing - The Service raised its profile through press releases, radio interviews, newsletters and the publication of an annual report in the form of a calendar for 2005.

The Service is not achieving numerical National Targets but the quality of actual provision is good. Resource is the main factor affecting performance, this is being addressed through increased partnership working, improving efficiency of delivery led by better performance data, and through maintaining low vacancy rate levels. Additional sources of funding are being sought but these are relatively limited, require significant partnership development and have their own resource implications.

Exceptional P.I. Performance

PERFORMANCE INDICATOR	2004/05 TARGET	2004/05 OUTURN	2003/04 COMPARISON	DETAILS
BV33 - Youth Service Expenditure per head of population in the Youth Service target age range (13-19) years	£65.60	£76.78	£68.02	The additional staffing costs incurred through full recruitment plus the final calculation of on-costs impacted on this indicator
Unit delivery cost (number of individual young people reached 13-19 yr olds, divided by total youth service expenditure)	£424.61	£513.16	£206.14	In order to ensure that the recorded and accredited learning targets were achieved (which are highly time intensive) fewer young people than anticipated were worked with
Budget from external sources	£82,527	£144,540	£225,591	More grant funding achieved than anticipated
Percentage of participation target that undergo personal and social development opportunities that result in a recorded learning outcome	33% or 747	27% or 615	15% or 360	Although hugely improved during 2004/05, the target was still not quite achieved - but measures are in place to address.

Parks, Countryside and Leisure Development

A Summary of progress against the priorities set for 2004/05:

North Herefordshire Swimming Pool - Construction programme resumed and remained on programme post the steel supply shortage delays. On target for year-end completion and opening in early 2006.

halo recovery plan achieved with Council support. halo's financial performance continues to improve following successful implementation of recovery plan and enhanced Council monitoring arrangements.

Standards of grounds maintenance restored and enhanced especially in Hereford City. 'In Bloom' successes are also at a County-wide high.

Capital spend and build programme not met in relation to Aylestone Park due to contractor/consultant dispute.

Number of successful claims against the Council in relation to Parks/Countryside/play area/tree issues at all time annual low.

Attendances at countryside facilities have topped 500,000 this year which is the

highest since figures collected post foot and mouth crisis.

Capital spend and build programme - Work at Aylestone Park and Castle Pool have progressed at a disappointing rate due to additional statutory consents having to be negotiated.

The impact of these improvements has been monitored through:

- Public and member complaints regarding grounds maintenance are at an all time low since the start of the Authority.
- Successful claims against the Authority for injuries sustained at Council owned sites amount to nil (year end 2004/5).
- The level of risk across all operations has reduced significantly over the year.
- The incidence of non compliance in relation to GEM is nil for the service.
- The number of complaints not resolved at service level for the year is nil.



Progress with construction of North Herefordshire Swimming Pool

Exceptional P.I. Performance

PERFORMANCE INDICATOR	2004/05 TARGET	2004/05 OUTURN	2003/04 COMPARISON	DETAIL
Percentage reduction of DDA non-compliance issues at Leisure Centres	10% reduction over 2003/04 figure	30% reduction	No direct comparison as this indicator was amended to ensure more robustness	Work programmes are ongoing for future years based on risk management priorities
Percentage reduction in the number of Council owned play areas deemed as other than 'low risk' under annual ROSPA inspections	5% reduction over 2003/04 figure	-2%	2003/04 figure is the baseline	Revenue budget of £100,000 is in place to address this adverse trend