

# A G E N D A

## Community Services Scrutiny Committee

Date: **Wednesday, 18th October, 2006**

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Time: **7.00 p.m.**

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

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Notes: **Please note that following receipt of evidence this meeting will adjourn and reconvene at:**

**12.45 p.m. Friday, 20th October 2006**

**Council Chamber, Brockington, 35  
Hafod Road, Hereford, HR1 1SH**

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# AGENDA

## for the Meeting of the Community Services Scrutiny Committee

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

	Pages
<b>1. APOLOGIES FOR ABSENCE</b>	
To receive apologies for absence.	
<b>2. NAMED SUBSTITUTES</b>	
To receive details any details of Members nominated to attend the meeting in place of a Member of the Committee.	
<b>3. DECLARATIONS OF INTEREST</b>	
To receive any declarations of interest by Members in respect of items on the Agenda.	
<b>4. MINUTES</b>	1 - 6
To approve and sign the Minutes of the meeting held on 16th June 2006.	
<b>5. SUGGESTIONS FROM MEMBERS OF THE PUBLIC ON ISSUES FOR FUTURE SCRUTINY</b>	
To consider suggestions from members of the public on issues the Committee could scrutinise in the future.	
<b>6. PERFORMANCE MONITORING</b>	7 - 16
To report on the available Performance Indicators position and provide information about current performance management work within the Economic and Community Services Division of the Adult and Community Services Directorate.	
<b>7. CALL-IN OF JOINT CABINET MEMBER (COMMUNITY SERVICES AND RESOURCES) DECISION TO RELOCATE LEDBURY TOURIST INFORMATION CENTRE</b>	17 - 24
To consider the Cabinet Members for Community Services and Resources joint decision to relocate Ledbury Tourist Information Centre, which has been called in by three Members of the Committee, namely: Councillor A.C.R. Chappell, Councillor H. Bramer and Councillor J.G. Jarvis.	



## **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 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***

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- 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.



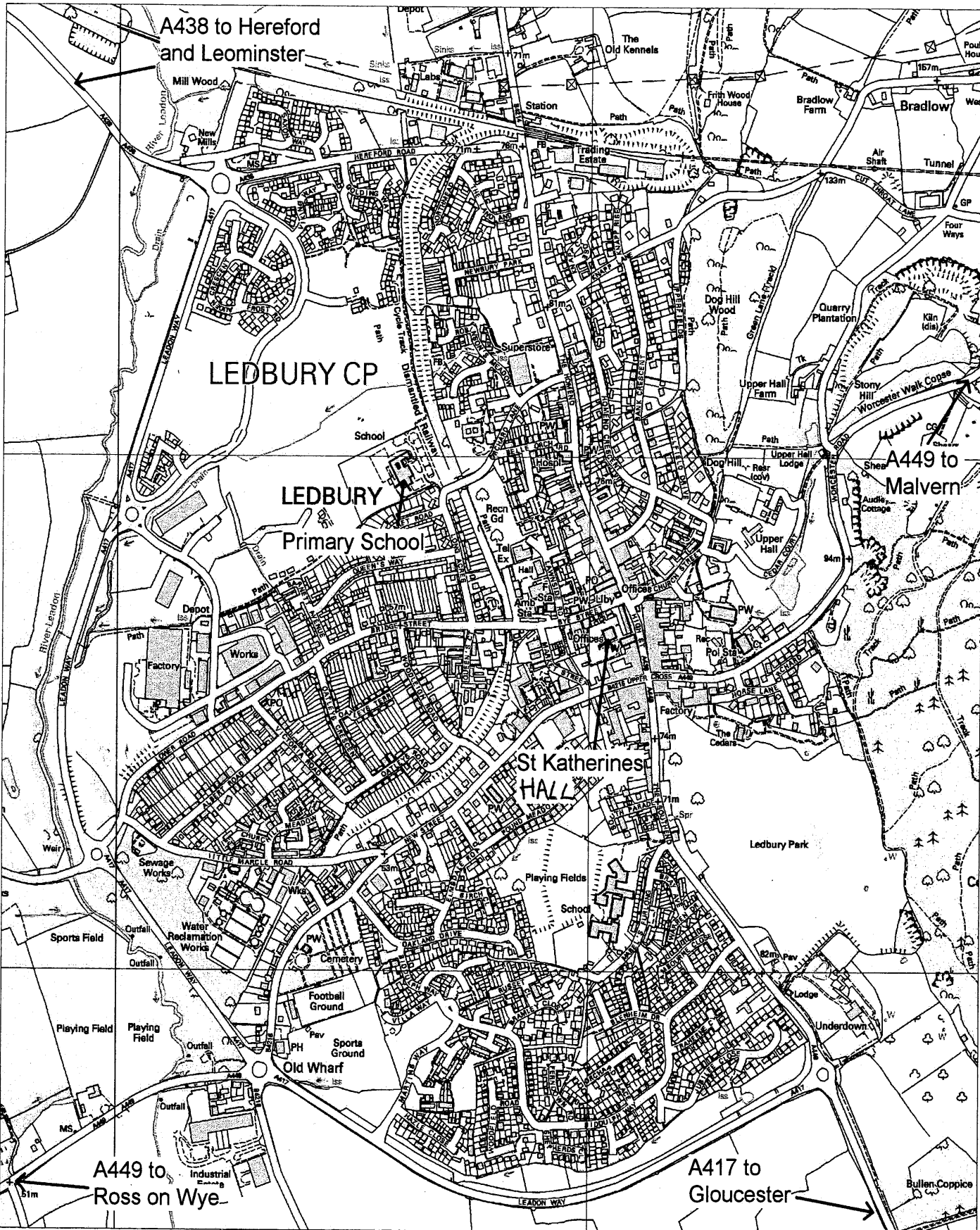
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Agenda and individual reports can be made available in large print. Please contact the officer named on the front cover of this agenda **in advance** of the meeting who will be pleased to deal with your request.

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.



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COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

**MINUTES of the meeting of Community Services Scrutiny Committee held at The Royal Hotel, Royal Parade, Ross on Wye, Herefordshire. on Friday, 16th June, 2006 at 10.00 a.m.**

<b>Present:</b>	<b>Councillor</b>	<b>A.C.R. Chappell (Chairman)</b>
	<b>Councillor</b>	<b>H. Bramer (Vice Chairman)</b>
	<b>Councillors</b>	<b>Mrs. P.A. Andrews, M.R. Cunningham, Mrs. S.P.A. Daniels, J.G.S. Guthrie, D.C. Taylor and P.G. Turpin</b>
	<b>Co-opted Members</b>	<b>A. Blackshaw (Tourism Representative) and Mrs. E. Newman (Herefordshire Association of Local Councils)</b>

**In attendance: Councillors: Mrs M.D. Lloyd-Hayes, R.V. Stockton (Cabinet Member – Community Services) and R.M. Wilson.**

**10. APOLOGIES FOR ABSENCE**

Apologies were received from Councillors: R.B.A Burke, J.C. Mayson (Cabinet Member) A. L. Williams and from Mr. G. Jones (Tourism Sector).

**11. NAMED SUBSTITUTES**

Councillor Mrs. P.A. Andrews substituted for Councillor A.L. Williams. Mr. A. Blackshaw substituted for Mr. G. Jones.

**12. DECLARATIONS OF INTEREST**

There were no declarations of interest.

**13. MINUTES**

Copies of the minutes had been previously circulated to Members and were available at the meeting. Subject to minor grammatical and textural changes the Committee approved the minutes.

**RESOLVED: That the minutes for the meeting held on 6th June, 2006, be approved as a correct record and signed by the Chairman.**

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

No suggestions were received on issues for future scrutiny from the members of the public present.

**15. DISCUSSION OF THE ECONOMIC AND TOURIST BENEFIT OF THE RIVER WYE IN HEREFORDSHIRE**

The Committee sought the views of a range of interested parties on the current economic and tourist benefit of the River Wye for Herefordshire and how it could be

improved.

The Chairman acknowledged receipt of a question from Mr G. Thomas, concerning the riverbank near the Old Bridge, Hereford, which, being subject to litigation, would be dealt with by the Director.

The Chairman welcomed the following invited guests:

Mr. M Bristow	Wye Valley AONB
Mr. R. V. Bryan	Herefords & District Anglers Association
Mr. M Davies	PGL Travel Ltd
Mr. S. Evans	Wye & Usk Foundation
Mr. M. Fellowes	Hereford City Council
Mrs. R. Gardner	Kingfisher Cruses
Mr. R. Gething	Herefordshire Association of Local Councils
Mr. R. Gibbon	Herefords Rowing Club
Cllr. N. Gibbs	Ross Town Council
Mrs. J. Lewis	Cultural Services Manager (Acting) Herefordshire Council
Mr. M. Mills	Environment Agency (Wales)
Mrs. C. Spaul	Hereford City Partnership
Cllr. W.J.S. Thomas	Wye Forum

The Chairman reported that the agenda item sought to be the start of ongoing debate on the economic and tourist benefit of the River Wye, and explore what further actions are, or can, be undertaken by the Council, Town or Parish Councils, local businesses or the Environment Agency to improve those benefits for the County.

The meeting was structured into sections by the Chairman asking the invited guests to contribute or comment in relation to a question on their sphere of interest. The following is the question followed by the principal points arising during discussion:

What is happening already within the Herefordshire Council's Tourism Section?

- The 2004 Heart of England Tourist Board survey identified that 33% of visitors came for the countryside. A further visitor survey would be undertaken this year with the results expected in 2007.
- The number of visitor responses were monitored, particularly following articles in the national press. The Tourism Section assist when journalists from national papers visit the county. The Walking Festival and the Wye Valley Walk were good selling points.
- The shortage of visitor accommodation was becoming a problem. Increased bookings in the lead up to the Three Choirs Festival had lead to accommodation further out into the county for example in the black and white villages and market towns being offered.
- A number of legal and practical issues would need to be addressed before pleasure boat trips from the City could be considered.
- The Hay Festival offered good examples of visitor packages.
- More could be made of the "picturesque movement" popularised in a book by Rev W. Gilpin and highlighted by recent publicity in a publication.

What are the Town and Parish Councils doing with the river and what would they like to see done?

- Ross Town Council had undertaken improvement works to the bandstand and its environs, however, no specific river related works had been

considered.

- Hereford City Council considered it important that the ancient manorial rights to the river be protected and suggested that as a number of 'rights' were held in trust they could be registered with the Charity Commission. It was confirmed that information on this point had been passed to Herefordshire Council.
- While there were various festivals and regattas it was thought that these could be further developed by the inclusion of villages/parishes along the river and by following a common theme, as happened on major rivers on the continent.
- While a large proportion of visitors use the rights of way network, access to the river was primarily across private land.
- Leader+ funding (a European funding initiative) had been used to develop individual projects within the county. It was suggested that these projects needed packaging and marketing. It was noted that Leader+ funding was not directly available to the City.
- A question was raised as to whether public rights of way could be vested in a Parish Council.
- It was suggested that existing rights of way should be maintained before looking at creating new ones. Reference was made to the national 'Lost Ways' project.

How do the users of the river see the importance of the river?

- Pleasure cruise boats were subject to marine coastguard inspections. Therefore there had to be sufficient navigable river to make a cruise business viable, which wasn't the case in the City. While pre booked groups for cruises were accommodated most customers were individual or family parties. Drawbacks to the existing businesses in Symonds Yat related to narrow roads and overgrown footpaths.
- The Hereford Rowing Club hosted five affiliated clubs and organised events e.g. the rowing regatta and 'Beer On the Wye 2'. Their clubhouse site was also used by visitors for overnight camping and canoe storage.
- The Hereford & District Anglers Association reported that the number of course fishing members was between 300/400 with 2183 visitors each year. While the Wye had been a premier salmon river, stocks had now declined. Large sums had been invested (£3m) to address the decline. Fishing made a considerable contribution to the local economy. Further information would be provided to the Chairman.
- PGL Travel Ltd provided residential activity courses and adventure holidays in the UK and overseas and employed approximately 400 at their head quarters in Ross. The river and countryside provided an important area and lifestyle from which to grow the business.

What are the commercial and tourism sectors doing to encourage use of the river?

- Visit Herefordshire were formulating various plans and consultation would be undertaken in due course.
- The riverbanks, particularly in the City were untidy with litter. Signage to the river needed improvement. While local citizens had access to organised river use e.g. rowing or angling clubs, many wanted occasional pleasure access e.g. walking, fishing or boating. Visitor satisfaction levels were lower than those for Worcester who had riverside facilities.

Comments made by the Environment Agency or environmental groups.

- The Wye Forum was a body established to enable people or bodies to air their concerns. It also provided direction or advice to the public on the many professional bodies that may be best placed to assist with their concern.
- The Environment Agency explained that they monitor the quality and quantity of the river and manage the expectations of the many users. This was subject to various factors and challenges which needed to be handled in a sympathetic way e.g. the difference in needs between fishing and canoeing. Also as Navigation Authority they had oversight of commercial craft. The Agency had a role to play in developing the diverse use of the river but could not undertake this role alone.
- The Wye Waterway Plan incorporating the Wye Navigation Plan, produced by the Environment Agency, was a good source of information and set out their vision and key aims and objectives. While resources were limited the Agency would seek to co-operate and facilitate projects. The Navigation Act determined membership of their advisory committee. The Chairman commented that the Wye Waterway Plan was an informative document.
- The Wye Valley AONB representative commented that the Wye was a river of national importance designated by AONB, SSSI etc. £26m had been allocated to improve sections of the river between Hereford and Chepstow.

The Chairman thanked the invited guests and public for attending and for expressing their views or comments. He intended that this meeting would be the start of ongoing discussions on the subject culminating in the relevant Cabinet Members considering the future use of the river.

## 16. ANNUAL REPORT ON COMMUNITY SERVICES

The Committee received a report from the Cabinet Member (Community Services) on activity in the Community Services programme area.

A report had been prepared by the Cabinet Member (Community Services) outlining the issues which had affected the programme area during 2005/06 and indicated some of the challenges for 2006/07.

In addition to highlighting aspects of his report the Cabinet Member also reported in particular:

- That the restructure of the Directorate was proceeding well. While Youth Services had been moved to the Children's Services portfolio, his portfolio had gained Public Rights of Way (PROW).
- The Destination Management Partnership, being a public/private partnership, were working towards establishing joint budgets.
- That congratulations be extended to the people of Leominster for their fundraising efforts to support the new swimming pool. Questioned on the swimming pool in Ross-on-Wye he commented that once the local flood alleviation scheme came to fruition, he hoped that eventually the Ross pool could be improved.
- Phase 3 of the Museum Resource and Learning Centre had now commenced.

The Committee noted the report by the Cabinet Member. The following is an outline of the responses and comments made during the ensuing questioning of the Cabinet Member:

- The Chairman congratulated the Cabinet Member on the provision of a new mobile library.

- Members noted that works to fill the potholes in Queenswood car park would very soon commence and that a further improvement scheme would commence in January 2007.
- Members also noted that the line of the former canal at Aylestone Park was protected in planning terms. The Canal Trust also received an annual income through a Section 108 Agreement from the new flats near the former canal basin in Newtown Road.
- Plans for a new central library were linked to the plans for the Edgar Street Grid development. It was intended that all Members would be involved in a seminar regarding the draft proposals in late 2006.
- The Committee were pleased to hear of the work being undertaken to co-ordinate the involvement of Herefordshire in the 2012 Olympics.

The Chairman thanked the Cabinet Member for his report and for responding to the Committee's questioning.

#### 17. **END OF YEAR REPORT ON PERFORMANCE MONITORING**

The Committee received a report on the end of year performance position for 2005/06 relating to the Economic and Community Services Division within the Adult and Community Services Directorate.

The report provided commentary about a selection of Best Value and Local Performance Indicators, all of which were included within the Corporate Plan and were reported in line with the Annual Operating Plan requirements. Issues, challenges and concerns relating to the Performance Indicators and services in general were also reported on. The detail of the performance for each Service Block was set out in Appendix 1 to the report. Appendix 2 to the report set out the new set of indicators that corresponded with the Corporate Plan and Local Area Agreement.

On scrutinising the report the Committee noted that in relation to the “% of people who use parks ...” information had been compiled from the Resident's Satisfaction Survey. Work was under way to ascertain any reason for the slight dip in satisfaction against this target. In relation to the increase in performance indicator “alcohol related crime and disorder incidents” it was reported that this was probably due to the increased detection activity of the police rather than the introduction of new licensing legislation.

#### **RESOLVED**

**That**

**(a) the report on Economic and Community Services Performance be noted;**

**(b) areas of concern continue to be monitored;**

**and;**

**(c) the new indicators, attached at Appendix 2 to the report, be noted and adopted.**

The meeting ended at 12.00 p.m.

**CHAIRMAN**





## PERFORMANCE MONITORING

**Report By: Director of Adult & Community Services**

### Wards Affected

County-wide

### Purpose

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

### Financial Implications

2. No direct implications.

### Background

3. The Performance Management Framework of the Council requires reporting to Scrutiny Committee quarterly. This reporting format has been produced to provide coverage and commentary about a selection of Best Value and Local Performance Indicators. The report also identifies issues, challenges and concerns relating to the performance indicators.
4. The majority of indicators are annually calculated and therefore do not have quarterly results (these are listed as “annually calculated” shown as AC on the attached information).
5. Key:

**BVPI** = Best Value Performance Indicator

**LAA** = Local Area Agreement

**Local PI** = These are taken from Directorate and Service plans selected by Service Manager these can include **LPSA** indicators

**Out Turn** = The previous Year End figures

**Target** = Figure to be reached or exceed by the end of Year

### Quarters

Actual Q1 = 1<sup>st</sup> April to 30<sup>th</sup> June

Actual Q2 = 1<sup>st</sup> July to 30<sup>th</sup> September

Actual Q3 = 1<sup>st</sup> October to 31<sup>st</sup> December

Actual Q4 = 1<sup>st</sup> January to 31<sup>st</sup> March

The Figures in the Actual Quarters column can be Percentages, Ratios or actual Numbers, these vary according to the definition of the Indicator.

**Status**

- ☺ = The Current Out-Turn Figure is equal to or greater than the Target figure
- ☹ = The Current Out-Turn Figure is less than the Target figure but an improvement on the previous years Out-Turn
- ☹ = The current Out-Turn figure is less than the previous years Out-Turn figure

**RECOMMENDATIONS**

That (a) the report on Economic and Community Services Performance be noted.

and

(b) areas of concern continue to be monitored.

**Appendix One – Social and Economic Regeneration**

<b>Community Safety</b>									
BVPI	Local PI	Definition	Out-turn 05.06	Target 06.07	Q1	Q2	Q3	Q4	Status
127a	LPSA2G	Number of violent crimes in Herefordshire (violence against the person, sexual offences and robbery as set out in the crime statistics)	2.744	2648	1.0				☹
	LPSA2G	Number of criminal damage incidents in Herefordshire as recorded by West Mercia Police;	2316	2206	AC				☹
	LPSA2G	To reduce the percentage of people who think that: (a) speeding traffic is a problem (b) vandalism, graffiti and other deliberate damage to property or vehicles is a problem (c) people using drugs is a problem (d) people dealing drugs is a problem (e) people being drunk or rowdy in public places is a problem	a.81% b.60% c.60% d.53% e.53%	a.78.6% b.58.3% c.58.2% d.51.5% e.51.4%	AC				☹
<b>Economic Regeneration</b>									
	LPSA2G LAA HCS	Average (median) weekly earnings in Herefordshire compared with the average in the West Midlands	Hfd £351.10 WM £402.50	Hfd 368.76	AC				☹
	√	% of working age in employment (average over year)	81.0%	81.5%	AC				☹
	LPSA2G LAA	No. employed in technology & knowledge intensive industries	9339	9500	AC				☹
<b>Community Regeneration</b>									
	√	% of respondents finding it easy to access: A – Local Shop; C – Post office; H – shop selling fresh fruit & vegetable; N - cultural / recreational facility	A: 89% C: 84% H: 80% N: 55%	A: 90% C: 58% H: 81% N: 56%	AC				☹

6

## Success Stories

- Recruitment of Marketing Officer to promote work of partnership, deliver crime reduction and harm minimisation messages and recruitment of two Community Development Workers to engage with the community and enable them to tackle community safety issues.
- 3 month Radio campaign raising awareness of domestic violence helpline completed on 31<sup>st</sup> July 2006.
- 81% people receiving assessment by the Drug Intervention Programme.
- Drug Intervention Programme – 95% of adults on the caseload into treatment.
- 100% of the client caseload is engaged with treatment relating to the Drugs Intervention Programme.
- First Phase of Hereford City Centre refurbishment completed in time for the Three Choirs Festival.
- Economic Development Strategy to be taken before Economic Development Strategy Group on 9<sup>th</sup> August 2006 for final approval in mid-September.
- 45 Business Start Up Grants awarded to date.
- AWM commissioned Evan's Easy Space to develop business centre at Leominster Enterprise Park, for work to commence before March 2007.
- 2 Plots sold to developers on the Leominster Enterprise Park– plots 1-6 to Lancroft Developments, and plot 14b to Tenzing, with development started on plots 1-4 by Lancroft Developers on week commencing 17<sup>th</sup> July.
- 2 Community Building grants completed at Kingswood and Bacton Village Halls.
- From beginning April to end July 2006, 181 funding enquiries have been dealt with.
- A parish planning surgery was held at Hereford Town Hall on 26<sup>th</sup> April – this was attended by 11 different Service Providers and 6 different parishes were represented. 4 parish groups were advised on funding.

## Issues, Challenges and Concerns

- Demand for Business Start Up grant greater than capacity to deliver.

## Appendix Two – Parks and Countryside

BVPI	Local PI	Definition	Out- turn 05.06	Target 06.07	Q1	Q2	Q3	Q4	Status
	LAA	% of people who use sports and leisure facilities at least once a month	BVS 04.05 25%	27%	A/C				☹
	LAA	% of people who use parks, open spaces, play areas and other community recreational facilities at least once a month	BVS 04.05 41%	48%	A/C				☹
	√	Usage of Halo facilities			371,806				☹
178		The % of total length of Footpaths and Public Rights of way, which were easy to use by members of the public	52.1%	48%	43.5%				☹

BVS = Data refers to the Best Value Survey undertaken in 03/04. Due to be updated later this year. It is a 3 yearly survey.

## Success Stories

- Implementation of Inspection and maintenance procedures of PROW.
- Mobilisation of grounds maintenance resource was completed in due time to meet the obligations and standards set under HJS contract.
- Annual path clearance work was ordered and took place to programme (April to July).
- Annual ROSPA inspection of play areas was commissioned and took place as per target (May/June 06).
- Walking Festival programme took place in June 2006 with 88% take up of places.
- Decommissioning of winter playing pitches and close season remediation work was completed (July 2006).
- £25k grant from Countryside Agency for Rights of Way Improvement Plan was received and implementation work is now in progress.
- £10k from Aggregates Levy fund to improve infrastructure at Bodenham Lake was received and work is now in progress.
- New access path complete at Queenswood Country Park.
- Refurbished disabled toilet facility at Queenswood Country Park has been completed.
- Doorstep Green Parks project at Hunderton has been completed.
- Agreement for programme of capital improvements for Halo in place with funding underwrite for major capital schemes for Ross, Leominster and Ledbury.

## Issues, Challenges and Concerns

- BVPI 178 forms part of CPA inspection. Current prediction is that we will fail to meet 50% threshold and will struggle to meet BVPI target.



## Appendix Three – Cultural Services

BVPI	Local PI	Definition	Out-turn 05.06	Target 06.07	Q1	Q2	Q3	Q4	Status
	LAA	% of people who use Theatre and Concert Halls at least once every 6 months	BVS 04.05 32%	33%	A/C				☹
	✓	Number of visitors to the tourist information centres.	305,932	306,500	90,272				☹
	✓	Usage of Courtyard Centre of the Arts			18,552				☹
170a		Number of visits to and usage of museums/heritage centres per 1,000 population	774	790	215				☹
170b		Visits To and Use of Museums: visits in person	693	700	199				☹
170c		Visits to museums and galleries in organised school groups	3810	6250	1904				☹
	✓	Number of library visits per 1,000 population	4690	4750	A/C				☹
	LAA	% of people who use libraries at least once a month	BVS 04.05 32%	32%	A/C				☹
220		Compliance Against the Public Library Service Standards (PLSS)	2	2	A/C				☹
	✓	Numbers taking part in the Sports Referral Programme	76	60	13				☹
	✓	% of existing LIFT Exercise Referral clients completing the programme.	46%	50%					☹

BVS = Data refers to the Best Value Survey undertaken in 03/04. Due to be updated later this year. It is a 3 yearly survey.

Further information on the subject of this report is available from  
Andrew Hasler, Improvement Manager on (01432) 260555



## Success Stories

- For Village Art Markers project all eight public art / heritage projects have completed the workshop, consultation and design work stages – artists have started to produce five of the designs. One planning application has gone in for Brockhampton and probably one to go in for Eywas Harold once the local permissions process has been resolved. One piece completed for Whitchurch & Ganarew - carved oak bell tower by David Jones, which houses the old school bell.
- Refurbishment of Kington Library due to complete by 30<sup>th</sup> October 2006
- Participation and promotion of National Summer Reading campaign - Reading Mission for 4-12 year olds
- Signed up as participants in BBC Breathing Spaces
- Mobile library scheduled period of consultation concluded on 21<sup>st</sup> August 2006
- Full programme of events being planned for Adult Learners Week October 2006
- Red Cross community exhibition organised for Ledbury Heritage Centre May 2006
- First stage of redisplay for the permanent exhibition at Broad Street completed
- Running into early July Heath Robinson exhibition was on display which attracted over 4,000 visitors.
- Children's workshops for the exhibition were fully booked and received excellent feedback.
- Travellers Life education sessions continue at Bromyard.
- A new system for tracking clients for LIFT referral scheme has been introduced which will follow up people at more regular intervals - figures will be available 6 monthly when clients will have completed their second assessment.
- A new route for Sports Referral Programme has been developed through Connexions linked to local sports clubs/facilities.

## Issues, Challenges and Concerns

- Limited public knowledge of new routes for Mobile Libraries could lead to reduction of use and attendance.
- Health conditions are a high contributing factor to the retention rate for LIFT Referral scheme for clients on the programme.
- Referrals to Sports Referral Programme are increasing, which is putting increasing pressure on the individual case load for the co-ordinator.
- Funding for the Sports Referral Programme is only available until Aug 07 therefore other sources of funding need to be researched and sought.

BVPI	Local PI	Definition	Out- turn 05.06	Target 06.07	Q1	Q2	Q3	Q4	Status
	✓	The number of working days/shifts lost annually to sickness absence per full time equivalent	10.5	9	7.45				☹
	✓	% annual staff turnover	Not available	9%	-				☹

**CALL-IN OF JOINT CABINET MEMBER (COMMUNITY SERVICES AND RESOURCES) DECISION TO RELOCATE LEDBURY TOURIST INFORMATION CENTRE****Report By: Director of Corporate & Customer Services****Wards Affected**

County-wide

**Purpose**

1. To consider the Cabinet Members for Community Services and Resources joint decision to relocate Ledbury Tourist Information Centre, which has been called in by three Members of the Committee, namely: Councillor A.C.R. Chappell, Councillor H. Bramer and Councillor J.G. Jarvis.

**Reason For Call-In**

2. In accordance with Standing Order 7.3.1 and the Scrutiny Committee Rules set out at Appendix 2 of the Constitution, the joint decision of the Cabinet Members for Community Services and Resources has been called in for consideration by this Committee.
3. The stated reason for the call-in is:  
  
*'In view of public concern to seek confirmation that appropriate consultation has been carried out about the proposed relocation of the Tourist Information Centre and that the proposal is feasible, financially viable, value for money and the best solution.'*
4. The draft decision notice (Ref No. 2006 Community Services 016JOINT2006 Resources 008), together with the report by the Head of Economic and Community Services and the Property Services Manager are appended to this report.
5. It is for the Committee to decide whether it wishes to accept the decision of the Cabinet Member or to refer the decision back to the decision maker for further consideration and if so what recommendations, if any, it wishes to make.
6. In view of the large amount of evidence likely to be presented to the Committee on the evening once all the invited witnesses have been interviewed the meeting will adjourn. The meeting will then reconvene at 12.45pm on Friday 20th October 2006 in the Council Chamber at Brockington, Hereford where it will review the evidence and consider whether it wishes to make any recommendations to Cabinet.
7. The meeting on Friday, 20th October 2006 will also be open to members of the public and press.

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Further information on the subject of this report is available from  
Natalia Silver, Head of Economic & Community Services on (01432) 260732 and  
Colin Birks, Property Services Manager on (01432) 261980

**BACKGROUND PAPERS**

- None Identified

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Further information on the subject of this report is available from  
Natalia Silver, Head of Economic & Community Services on (01432) 260732 and  
Colin Birks, Property Services Manager on (01432) 261980

**COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL**

Reference No: 2006.COMM SERV 019 JOINT RES.010

**WRITTEN STATEMENT OF A KEY DECISION**

**CABINET MEMBER (COMMUNITY SERVICES) AND CABINET MEMBER (RESOURCES)**

<b>ITEM:</b>	<b>LEDBURY TOURIST INFORMATION CENTRE</b>
Date of Decision:	25th September 2006
Exempt:	No
Confidential	No
This is a key decision because	It is significant in terms of its effect on communities living or working in Herefordshire in an area comprising one or more wards.
The item was included in the Forward Plan	Yes
A notice was served in accordance with section 15 of the Local Authorities (Executive Arrangements) (Access to Information) Regulation 2000	No Notice served, as this item was included in the Forward Plan.
Purpose:	To approve the moving of Ledbury Tourist Information Centre.
<b>Decision:</b>	<p><b>THAT</b></p> <p>(a) <b>necessary repairs and alterations be undertaken to St Katherine's in order to accommodate the Tourist Information Centre;</b></p> <p>(b) <b>work be completed by December 2006; and</b></p> <p>(c) <b>the TIC be transferred to St Katherine's prior to the start of the next tourism season.</b></p>
Reasons for the Decision:	The Tourist Information Centre is currently located within a rented building on the Homend and the lease expires in the summer of 2007. In order to achieve revenue savings it is proposed to move the Tourist Information Centre into St Katherine's. This building is becoming an eyesore within the main car park and if it continues to deteriorate will be a detriment to the town. The cost of leasing 4 Homend is £27,350. While part of the area is sub-leased and an income of £6,350 is received the cost is still high.
Options Considered:	The only alternative option is to remain in the current building.
Declaration of Interest:	

**COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL**

Reference No: 2006.COMM SERV 019 JOINT RES.010

Date the key decision is due to take effect:	29th September 2006
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<b>COUNCILLOR RV STOCKTON</b> .....	Date: 25th September 2006
<b>CABINET MEMBER (COMMUNITY SERVICES)</b>	
<b>COUNCILLOR RM WILSON</b> .....	Date: 25th September 2006
<b>CABINET MEMBER (RESOURCES)</b>	

# LEDBURY TOURIST INFORMATION CENTRE

## REPORT BY HEAD OF ECONOMIC AND COMMUNITY SERVICES AND PROPERTY SERVICES MANAGER

REPORT TO CABINET MEMBER FOR COMMUNITY SERVICES AND CABINET  
MEMBER RESOURCES

DATE REPORT WILL BE CONSIDERED: 18TH SEPTEMBER, 2006 & 20TH  
SEPTEMBER, 2006

PROPOSED DATE OF DECISION: 25TH SEPTEMBER, 2006

DATE OF IMPLEMENTATION: 29TH SEPTEMBER, 2006

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### Wards Affected

Ledbury, Hope End, Frome

### Purpose

To approve the moving of Ledbury Tourist Information Centre.

### Key Decision

This is a Key Decision because it is significant in terms of its effect on communities living or working in Herefordshire in an area comprising one or more wards.

### Recommendations

- THAT**
- (a) necessary repairs and alterations be undertaken to St Katherine's in order to accommodate the Tourist Information Centre;**
  - (b) work be completed by December 2006; and**
  - (c) the TIC be transferred to St Katherine's prior to the start of the next tourism season.**

### Reasons

The Tourist Information Centre is currently located within a rented building on the Homend and the lease expires in the summer of 2007. In order to achieve revenue savings it is proposed to move the Tourist Information Centre into St Katherine's. This building is becoming an eyesore within the main car park and if it continues to deteriorate will be a detriment to the town. The cost of leasing 4 Homend is £27,350. While part of the area is sub-leased and an income of £6,350 is received the cost is still high.

### Considerations

1. The Tourist Information Centre has been on the same site since 1995, catering for in person, telephone, fax and email correspondence (81,035 in person visitors for 2005/6 financial year). The Tourist Information Centre is operated 6 days a week for 42 weeks of the year and 7 days a week for 10 weeks a year (covering the main summer period). The total cost of the rent of the TIC is £27,350 with an income from

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Further information on the subject of this report is available from Natalia Silver, Head of Economic and Community Services on (01432) 260732 and Colin Birks, Property Services Manager on (01432) 261980.

the upstairs premises which is sub-let £6,350 p.a. The rental is only a proportion of the cost of operating the service with the total cost including staffing of £96,790. The income generation for sales amounts to £12,271 and therefore the net cost is £84,519. The TIC has a good reputation for its high quality of customer care, which is evident in correspondence and general feedback.

2. The net annual operating costs of the TIC in its current location in Ledbury High Street are £84,519 (a rent review is due in August, 2007 and this figure is likely to rise).
3. In the proposed new location at St. Katherine's the net annual operating costs would be £73,519. There is therefore a new annual saving of £21,000 which could be achieved by moving the TIC to St. Katherine's.
4. The lease is due to expire on 31st August 2007, and the landlord may increase the rental costs as this is the market trend for other rented property.
5. The relocation of the TIC would offer the opportunity to make use of St Katherine's as a Grade 2\* listed building as a public facility whilst at the same time improving the visual appearance of the building. St Katherine's is not on the public high street, but has the advantage of being at one of the main car parks in Ledbury, near coach dropping off and can provide links to the Info facility currently in the building.
6. A funding allocation from the capital budget for creating a temporary library in St Katherine's is available to meet the cost of the move of the TIC and improve the premises. These costs are:
  - £5,000 for transferring the fixtures and fittings
  - £40,000 for internal and external improvements
  - £10,518.28 for IT requirements
  - £3,000 signage
7. The savings from rent income will be reinvested in promotion of tourism in general and specifically the new TIC site.
8. The refurbishment of the building would need to include the provision of adequate signposting for the TIC for pedestrians and drivers.
9. Public consultation on the proposed relocation commenced at a Local Area Forum on 13th June, 2005. The Community Services Scrutiny Committee received a report on the proposed relocation at its meeting in Ledbury on 5th October, 2005 and agreed to note the proposals. The issue of the TIC moving was raised at the Ledbury and District Civic Society AGM of Friday 21<sup>st</sup> April along with a general discussion regarding the Master's House. The meeting was attended by 120 local people with Councillor Stockton and Jane Lewis, Cultural Services Manager in attendance to answer questions. Correspondence has also taken place with Ledbury Town Council, Ledbury and District Civic Society and Ledbury Tourism Association.
10. Some local residents have indicated they wish the TIC to remain in its current prominent position. A suggestion aired in the press was that the centre should be run by local businesses. However, to maintain the quality of service, opening hours and range of services there would need to be considerable investment by the local business sector. Seven letters were received from the public regarding the move of



the TIC. 5 were generally against, 1 was in favour and the other felt it made no difference but something needed to be done to St Katherine's. The main objections were around losing the very prominent position of the centre, the location being ideal for coach drop-offs, and St Katherine's not providing a shop-window for local shops.

## **Alternative Options**

The only alternative option is to remain in the current building.

## **Risk Management**

Some adverse public opinion in favour of retaining the current location of the tourist information centre, although there has been consultation on this matter.

Continuation of vandalism of the site, though occupation and regular use of the site will alleviate this to some degree.

Financial risk of not moving TIC – the opportunity would be lost to reduce running costs.

## **Consultees**

Ledbury Tourist Association  
Ledbury Civic Society  
Ledbury Town Council

## **Background Papers**

None

