

A G E N D A

Community Services Scrutiny Committee

Date: **Monday, 26th March, 2007**

Time: **10.00 a.m.**

Place: **The Council Chamber,
Brockington, 35 Hafod Road,
Hereford**

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

For any further information please contact:

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**County of Herefordshire
District Council**

AGENDA

for the Meeting of the Community Services Scrutiny Committee

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

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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 - 26
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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. HEREFORDSHIRE COMMUNITY SAFETY AND DRUGS PARTNERSHIP	
To receive a presentation from the Chair of the Herefordshire Community Safety and Drugs Partnership. The Chair will be supported by Chief Superintendent Mark Turner, West Mercia Police.	
7. HEREFORDSHIRE ECONOMIC DEVELOPMENT STRATEGY	27 - 32
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PUBLIC INFORMATION

HEREFORDSHIRE COUNCIL'S SCRUTINY COMMITTEES

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

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

The principal roles of Scrutiny Committees are to

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

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PUBLIC INFORMATION

Public Involvement at Scrutiny Committee Meetings

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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.

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(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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COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

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 Council Chamber, Brockington, 35 Hafod Road, Hereford on Wednesday, 20th December, 2006 at 10.00 a.m.

Present:	Councillor Councillor	A.C.R. Chappell (Chairman) H. Bramer (Vice Chairman)
	Councillors	Mrs. S.P.A. Daniels, J.G.S. Guthrie, B. Hunt, J.G. Jarvis and D.C. Taylor
	Co-opted Members	Mrs. E. Newman (Herefordshire Association of Local Councils)

In attendance: Councillor R.V. Stockton (Cabinet Member – Community Services) and Councillor R.M. Wilson (Cabinet Member – Resources)

35. APOLOGIES FOR ABSENCE

Apologies were received from Councillor M.R. Cunningham, Councillor P.G. Turpin, Councillor A.L. Williams and Mr G. Jones.

36. NAMED SUBSTITUTES

There were no named substitutes.

37. DECLARATIONS OF INTEREST

Councillor J.G. Jarvis declared a personal interest in Item 9: 'Community Services Scrutiny Committee Work Programme'.

38. MINUTES

RESOLVED: That the Minutes for the meeting held on 8th November 2006, be approved as a correct record and signed by the Chairman.

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

There were no suggestions from members of the public.

40. REVIEW OF THE SUPPORT FOR MUSEUMS AND HERITAGE CENTRES

The Committee considered the findings of the Museum Review Group following the Review of the Support for Museums and Heritage Centres.

The Chairman began by thanking the many witnesses who had met with and hosted the Review Group whilst it had completed its work. He also expressed his thanks to the Review Group's two principal support officers Lara Latcham and Craig Goodall.

Ms. Latcham explained to the Committee that the Review Group had considered

both independent and local authority operated museums in the County. She reminded Members that a list of all known museums in the County and a list of the Review Groups witnesses had been circulated separately before the meeting.

She informed Members that the Review Group had visited Kington Museum; Butchers Row Museum, Ledbury; the Painted Room, Ledbury; the Judges Lodgings, Presteigne; Hereford Museum and Art Gallery and the Friar Street Resource Centre.

She then took the Committee through each of the Review Group's recommendations explaining the rationale behind them.

- (a) It was felt that the service currently known as Heritage Services should change its name to the 'Museum Service'. This was to help avoid confusion with members of the public who often did not realise that Heritage Services included Museums.
- (b) Nationally Museums, Libraries and Archives are grouped together. It was suggested that the three services in Herefordshire Council were grouped together locally in the same Division to enable easier cross-discipline partnership work. In response to a question it was clarified that the three services had never been grouped together locally. Museums had been linked with both Archives and Libraries but not at the same time.
- (c) It was recommended that all Herefordshire Council Museums, and those independent museums with the capacity to do so, completed the Museums Association Accreditation process. This scheme acted as a quality assurance mark for Museums. Becoming accredited would open up potential funding streams and possibilities of item loans.
- (d) As Heritage Services was a non-statutory service (apart from the preservation of artefacts for future generations) it was potentially more vulnerable to Council budget cuts than other services. Therefore to ensure the long-term future of the service it was felt that the possibility of Heritage Services at Herefordshire Council converting to a single entity Trust be investigated. Converting to Trust Status may also open up new revenue streams which a local authority would be ineligible for.
 - (a) If the recommendation to convert to a Trust was accepted then the Council should award a long-term funding deal to the Trust. Therefore they felt it was prudent for Herefordshire Council to plan along the lines of a 25-year deal.
 - (b) The appointment of a Museum Development Officer was proving to be a successful project and was set to used as a model for heritage and museum work in Europe. As the post was externally funded it was hoped that this funding would continue.
 - (c) Local independent museums had been hit by the withdrawal of the Voluntary Sector Grants Scheme. The Review Group had been advised that Community Grant Funding was available to local independent museums.
 - (d) To enable greater levels of planning to take place it was thought that Community Grant Funding for museums should be made available for longer than the current 12 month maximum.
 - (e) The high cost of insurance was described as prohibitive many times during the Review, especially for smaller independent museums who operated on a tight budget. It was thought that possibly savings could be made if independent museums in the County formed an insurance co-operative. It was thought that the Museum Development Officer would be the best person to investigate this possibility.
 - (f) It was thought that a small hiring collection should be established along the lines of the Reading Corporate Loans scheme. This was where local businesses paid a fee of £1,000 a year to support museum work in schools and in return they could loan an artefact from a designated list. This was seen as a way in which

the Museum Service could generate additional income.

- (g) A formula should be developed to establish the value that heritage provides to the local community in social and economic terms. The Review Group were aware of two formulae currently being developed and suggested that the outcome of each was monitored closely.
- (i) Finally, upon visiting Kington Museum the Review Group were informed that the Museum premises had been struck several times by lorries reversing to a nearby store. As the Kington Museum premises is owned by the Council it was recommended that preventative measures were put in place to prevent serious damage to the building taking place.

The Chairman stated that as a non-statutory service the Review Group had felt that Heritage Services was more vulnerable than other Council services to suffer budgetary restrictions. He felt that if this happened it would be a mistake as Heritage Services provided many valuable services to the people of Herefordshire.

The Head of Economic and Community Services reported that the Council operated and supported number of non-statutory services and Trusts including Parks and Countryside, The Courtyard and Halo. She added that these operations had been expected to share the Council's current budget restrictions and that it would be unfair if Heritage Services, either as a Council Department or as a Trust was exempt from these measures.

In relation to recommendation (e) it was clarified that by a long term funding deal the Review Group were thinking in terms of a 25-year deal for the Heritage Services Trust. The Review Group had heard evidence of a Trust in the UK receiving a funding arrangement of the same length.

The Director of Adult and Community Services stated that Herefordshire Council provided funding to a number of Trusts in the County who would like a similar funding arrangement. He stated that it was unlikely that a Trust would receive anything longer than a three year funding deal from the Council.

The Cabinet Member (Community Services) added that Trust funding was as vulnerable to Council budget cuts as any Council service.

Reservations were expressed about the validity of recommendation (k). A Member of the Review Group responded by saying that whilst he shared the same reservations about the development of formulae to ascertain the social and economic value of Heritage he felt that it was still worthwhile to try and develop the data, as none was available at the current time.

In relation to paragraph 134 of the report the Head of Economic and Community Services commented that every Council service had an income generation target. Any money raised was returned to the Service which had earned/received it. If the income generation target for Heritage Services, which was relatively low anyway, was removed in favour of individual venues retaining all of their on site income then the Service's overall expenditure would need to be reduced.

A representative of Kington Museum thanked the Review Group for their report and for visiting the museum as part of the Review.

The Chairman thanked everyone who had met the Review Group during the course of the Review and reminded Members that there were many interesting museums out in the County that many people were not aware of.

RECOMMENDED:

That:

- (a) consideration should be given to reverting to the title 'Museum Services' to identify the service currently known as Heritage Services;
 - (b) as Museums, Libraries and Archives are grouped together nationally, it should be considered that the three services should be grouped in the same Herefordshire Council division to enable easier cross discipline partnership;
 - (c) all Herefordshire Council Museums and those independent Museums with the capacity to do so in the County should be encouraged to complete the Museum Associations Accreditation process;
 - (d) Herefordshire Heritage Services should research and consider the possibility of converting to single entity trust status;
 - (e) if Herefordshire Heritage Services does convert to a single entity trust then any funding agreement with Herefordshire Council should be long-term;
 - (f) it is to be hoped that the Museum Development Officer project will continue through the support of the West Midlands Hub and Museums, Libraries and Archives;
 - (g) independent museums in the County should be reminded that they can apply for Community Grant Funding;
 - (h) it should be made possible for Museums to apply for longer term Community Grant Funding than the one year agreements currently available;
 - (i) the possibility of a partnership insurance scheme for the Herefordshire Museums Forum members should be explored. This could be pursued by the Museum Development Officer on the Forum's behalf;
 - (j) a small hiring collection should be established to loan objects along the lines of the Reading Corporate Loans scheme;
 - (k) a formula should be developed to measure Heritage's impact on both tourism and also to demonstrate its social and economic impact;
 - (l) preventative measures should be taken to protect Kington Museum from being struck by reversing lorries to a nearby store;
 - (m) the Executives response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive has approved its response;
- and;
- (n) a further report on progress in response to the Review then be made after six months with consideration then being given to the need for any

further reports to be made.

41. ANNUAL REPORT ON RURAL REGENERATION

The Committee was advised of the annual activity in the Cabinet Member Portfolio for Rural Regeneration and Strategy.

The following are the principal points from the ensuing discussion:

- Concern was expressed at the number of empty shops in Ross on Wye and the Cabinet Member was asked what he was doing to improve the situation.

The Cabinet Member shared the concern that the Member expressed and stated that whilst there were some schemes in place to help traders in Ross-on-Wye there were still some empty premises in the town centre.

The Market Towns Officer informed the Committee that there had been 16 applications for shop front grants from traders in Ross-on-Wye which had resulted in the Council approaching Advantage West Midlands for additional funds for the scheme. He also highlighted that Business Rate relief was available to new traders for three months.

A Member of the Committee felt that schemes such as these were insignificant. He felt that Ross-on-Wye was in serious need of complete economic regeneration. He stated that out of town shops were detrimental to the town centre and that planning policies should be amended to prevent further developments.

It was suggested that tourists visiting the Ross on Wye and Monmouth areas were more likely to visit Monmouth than Ross on Wye. He thought that the Committee should consider investigating tourism in the County.

It was noted that there were many empty shops, particularly in Widemarsh Street, Hereford. This was again seen as a serious concern.

The Director of Adult and Community Services added that an Economic Development Strategy for the County would be published soon. He suggested that shops could widen their portfolios by branching out into web sales.

The Head of Economic and Community Services stated that investment was taking place in Hereford. She explained that Marks and Spencer were set to complete a major refurbishment of its Hereford store in the future. It was also noted that Asda was set to increase its opening hours.

- It was noted that Bromyard Town Council was developing a Parish Plan and had recently formed a steering group to facilitate the process.
- The Chairman called for the development of a night-time economy in Hereford City Centre. He felt that the Council could provide grants to City Centre cafes to remain open into the late evening.
- It was noted that the livestock market would probably be the subject of a separate meeting and any questions on the issue could be addressed then.
- In response to a series of questions the Cabinet Member explained that some

small parts of the Council's smallholdings estate had been sold.

He also explained that many of the properties within the Council's ownership would require a lot of maintenance expenditure.

He gave an example of a property which contained a listed wall that would have cost £70,000 to repair. However, it had been possible to sell the property and the £70,000 bill was avoided. He explained that it was his intention to continue with this policy.

In response to a plea not to sell off the Council smallholdings estate as it was a valuable asset the Cabinet Member informed the Committee that whilst the entire estate was worth over £30m it had a relatively low rental income at £400,000 per annum. The majority of this rental income was spent on repairs, then officer costs with a small sum uncommitted. He felt that as the estate did not contribute significant amounts of money then parts of it should be sold when the opportunity arose to fund other projects.

He explained that around half of the estate's tenants had lifetime leases. The majority of these were owned by farmers and the average age of a tenant was 59.

RESOLVED: That, the report be noted.

42. PERFORMANCE MONITORING REPORT

The Committee was informed of the available performance indicators position and provided with information about current performance management work within the Economic and Community Services Division of the Adult and Community Services Directorate.

The Performance Improvement Manager began by explaining that all the indicators in the performance report were not under their target figures but improvements on the previous year. With regard to Best Value Performance Indicator (BVPI) 178, 'The percentage of total length of footpaths and public rights of way which were easy to use by members of the public', the target of 48% had been exceeded so a successful status icon should have been printed in the report. In addition to this BVPI 127a 'Number of violent crimes in Herefordshire' performance in Quarter 2 was 7.5 and not 4 as listed in the agenda papers. A copy of the performance report was appended to the report.

The Committee continued to discuss BVPI 178 regarding footpaths in more detail. In response to a question the Performance Improvement Manager explained that in order to measure success towards the target a small percentage of the County's footpaths were inspected at specific intervals each year.

A Member of the Committee said that, whilst he understood the inspection regime, he felt that more needed to be done to ensure that the County's footpaths remained open. Inspecting a small percentage of the County's footpaths each year did not ensure that all footpaths were accessible to users. The County had many footpaths which were an important feature in its attraction to tourists.

It was noted that whilst the target for footpaths had been met the target set was not particularly high in the first place. According to the performance report only 49% of the footpaths inspected were considered easy to use by members of the public. A Member of the Committee deduced that this meant that the remaining 51% of the

footpaths inspected were considered not easy to use when they were inspected. As this figure only represented a small percentage of the County's footpaths the Committee expressed concern at the potential number of footpaths which may not be easy to use throughout the County if the figure from the inspected footpaths was representative of all footpaths in Herefordshire.

Other Members commented that individual farmers and parish councils had responsibilities to keep footpaths in their jurisdiction open.

The Director of Adult and Community Services informed the Committee that there were significant resource issues which impacted upon the level of footpath maintenance that could take place. He also accepted that to a certain extent the Council was reliant on the work of parish councils in ensuring that footpaths in the County were easy to use by members of the public. He stated that he would circulate a briefing note outside of the meeting concerning the issues raised and the responsibilities of parish councils and footpaths.

The Head of Economic and Community Services explained that there were good relationships in place with many of the County's parish councils who were able to apply for grants to enable them to help maintain their footpaths. The same situation was not true with private landowners who often gave enforcement officers a difficult time and had to be threatened with legal action to ensure they met their statutory obligations.

The Cabinet Member (Community Services) added that footpaths were a very difficult issue to deal with. He commented that any legal issues often took years to resolve and the budgets for maintenance were always overspent..

In relation to Local PI LPSAA2G, 'Average (median) weekly earnings in Herefordshire compared with the average in the West Midlands', it was noted that the average earnings in Herefordshire for 2005/06 was significantly lower than the West Midlands average.

The Director of Adult and Community Services explained that whilst there was low unemployment in Herefordshire the quality of jobs available was not particularly high. This meant that wages were lower. It was part of the Council's Economic Strategy to encourage companies requiring higher skilled and consequently higher paid workers to the County. At the same time schemes were in place to retrain people to increase Herefordshire's skills base.

It was noted that the target regarding the number of respondents who found it easy to access a Post Office was set at 85% and not 58% as set out in the report.

The Cabinet Member (Community Services) added that he was pleased to report that BVPIs 170a/b/c, with regard to Museum usages, were all set to be achieved. In the past these targets had been difficult to achieve. It was explained that the target which counted number of visits to a museum per 1000 of the population counted out of County visitors.

RESOLVED:

That: (a) the Director of Adult and Community Services circulated an information report regarding footpaths in the County including the responsibilities of Parish Councils;

and;

(b) the report be noted

43. COMMUNITY SERVICES SCRUTINY COMMITTEE WORK PROGRAMME

The Committee considered its work programme for the remainder of 2006/07.

It was suggested that the Committee recommend to its successors, following the May elections, that they consider completing a Review of Tourism in the County. The Review should be on two fronts. Firstly, to consider how Tourism is managed in the County. Secondly, on what can be done to attract more visitors to the County.

The Cabinet Member (Community Services) asked the Committee to consider delaying any planned Review of Tourism until the new Destination Management Partnership had become more established. He felt that to review tourism whilst the DMP was still finding its feet could be potentially damaging.

The Chairman added that the Divisional Commander of West Mercia Police was to be invited to the next meeting of the Committee as part of its Community Safety remit.

In response to a question on progress with the recommendations of the Courtyard Review Group the Committee was informed that the Courtyard had still not submitted its response to the Review to Cabinet. The response had been delayed pending the outcome of a consultant's report commissioned by the Courtyard. It was expected that this report would be completed by March which would allow the Committee to be updated on the situation at its next meeting.

Members expressed concern about the length of time it was taking the Courtyard to respond to the Review Group's report and the cost of consultancy work that had been commissioned.

Following earlier concerns expressed about the County's economic position it was suggested that the Committee consider the Council's Economic Strategy.

RESOLVED:

That the following issues raised by the Committee be approved and reported to the Strategic Monitoring Committee:

(a) Review of Tourism;

(b) Community Safety and West Mercia Police;

(c) Response from the Courtyard Centre for the Arts to the Courtyard Review Group;

and;

(d) Herefordshire Economic Strategy.

The meeting ended at 11.40 a.m.

CHAIRMAN

MINUTES of the meeting of Community Services Scrutiny Committee held at The Council Chamber, Brockington, 35 Hafod Road, Hereford on Monday, 8th January, 2007 at 7.00 p.m. and reconvened at The Council Chamber, Brockington, 35 Hafod Road, Hereford on 15th January 2007 at 12.30 p.m.

Present on 7th January 2007:

Councillor	A.C.R. Chappell (Chairman)
Councillors	Mrs. S.P.A. Daniels, J.H.R. Goodwin, J.G.S. Guthrie, J.W. Hope MBE, B. Hunt, J.G. Jarvis, D.C. Taylor, W.J.S. Thomas, W.J. Walling and J.B. Williams
Co-opted Members	Mr A. Blackshaw (Tourism), Mrs J. Evans (National Farmers Union) and Mrs. E. Newman (Herefordshire Association of Local Council's)

Present on 13th January 2007:

Councillor	A.C.R. Chappell (Chairman)
Councillors	Mrs. S.P.A. Daniels, J.H.R. Goodwin, J.G.S. Guthrie, J.W. Hope MBE, B. Hunt, J.G. Jarvis, D.C. Taylor, W.J.S. Thomas, W.J. Walling and J.B. Williams
Co-opted Members	Mr A. Blackshaw (Tourism) and Mrs. E. Newman (Herefordshire Association of Local Council's)

In attendance 7th January 2007: Councillors: Mrs P.A. Andrews, Mrs E.M. Bew, D.J. Fleet, Mrs J.P. French, T.M. James, R.I. Matthews, J.C. Mayson (Cabinet Member – Rural Regeneration & Strategy), Ms. G.A. Powell, Mrs J.E. Pemberton, R.J. Phillips (Leader), Mrs S.J. Robertson, R.V. Stockton (Cabinet Member – Community Services), R.M. Wilson (Cabinet Member – Resources)

In attendance 15th January 2007: Councillors: Mrs P.A. Andrews, Mrs W.U. Atfield, Mrs E.M. Bew, D.J. Fleet, T.M. James, Mrs M.D. Lloyd-Hayes, R.I. Matthews, J.C. Mayson (Cabinet Member – Rural Regeneration & Strategy), Ms. G.A. Powell, Mrs J.E. Pemberton, R.J. Phillips (Leader), Mrs S.J. Robertson, R.V. Stockton (Cabinet Member – Community Services), R.M. Wilson (Cabinet Member – Resources)

44. APOLOGIES FOR ABSENCE

Apologies were received from Councillors H. Bramer, R.B.A. Burke, M.R. Cunningham, P.G. Turpin, A.L. Williams and Mr G. Jones and Mr P. Thomas.

45. NAMED SUBSTITUTES

Committee Member	Named Substitute
Councillor H. Bramer	Councillor J.W. Hope MBE
Councillor R.B.A. Burke	Councillor J.H.R. Goodwin
Councillor M.R. Cunningham	Councillor S. Thomas
Councillor P.G. Turpin	Councillor J.B. Williams
Councillor A.L. Williams	Councillor W.J. Walling
Mr G. Jones	Mr A. Blackshaw
Mr P. Thomas	Mrs J. Evans

46. DECLARATIONS OF INTEREST

Councillors J.W. Hope, D.C. Taylor and J.B. Williams all declared personal interests on 7th January 2007.

Councillor Phillips declared a personal interest, as a Council appointed Director of the Edgar Street Grid Board, at the reconvened meeting on 15th January 2007.

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

No suggestions were received from the members of the public present at the meeting.

48. CALL-IN OF CABINET DECISION ON THE HEREFORD LIVESTOCK MARKET RELOCATION

The Chairman opened the meeting by explaining that the meeting would take place in three parts. Firstly, the Committee would hear from and question a range of witnesses. Once all the evidence had been heard the Committee would adjourn and reconvene at 12.30 p.m. on Monday 15th January 2007 to consider the finances of the livestock market relocation, it was intended that the public and press would be excluded from this part of the meeting. After considering the financial aspects of the relocation the Committee would adjourn again and reconvene at 2.00 p.m. on Monday 15th January 2007 in public where it would review all the evidence heard and consider whether to make any recommendations to Cabinet.

The Chairman acknowledged a number of written statements and questions which had been received from Members of the Public. He explained that he anticipated the majority of the points raised in these submissions would be answered during the debate. A written response to all questions submitted would be sent after the meeting.

The Chairman reminded Members and witnesses that the principle of relocating the Market was not a topic for discussion as this had already been agreed by Council. The remit of the Call-in was:

- To seek confirmation that full and final consultation has taken place and that the public have had every opportunity to have their say.
- To ensure that every alternative site had been examined and that the chosen option is the best solution.
- To ensure that the site is economically viable for a market.
- To ensure that the site represents value for money for the Council.

Before moving to the first witness the Chairman asked the Legal Practice Manager to

explain the Market Charter.

The Legal Practice Manager explained that the City of Hereford was granted a Market by Queen Elizabeth I by Royal Charter in 1597. The Charter outlined the right of the people of Hereford to have a Market on Wednesday, Friday and Saturday each week within the boundaries of the City Walls.

The 1835 Municipal Corporations Act extended the area in which the Market could be located to the then Parliamentary boundaries of Hereford. The current Livestock Market is placed within this boundary.

This boundary was later confirmed by the 1882 Municipal Corporations Act.

The Market offered needs to be of a sufficient size and ready for anyone to buy and sell. If a market was not provided then that could be legally challenged by anyone having a right to use the Market, or indeed by the Auctioneers. There was a clear legal obligation to hold a Market. This obligation was reaffirmed by a legal precedent from Islington Markets Act of 1835, referred to and approved by the Mayor of Macclesfield's case of 1843.

The Hereford Markets Act 2003 subsequently extended the area in which the Livestock Market could be held to anywhere in the County.

The Butter Market and Farmers Market could also be moved anywhere within the County. The Act however provides that none of these Markets can be relocated without prior consultation with Market traders and other interested people.

The Council could let a third party operate a Market on its behalf.

The Chairman thanked the Legal Practice Manager for his summary of the Markets Act.

The Chairman moved to the first two witnesses:

Councillor J.C. Mayson, Cabinet Member for Rural Regeneration and Strategy, and R.J. Phillips, Leader of the Council.

Councillor Mayson explained that, whilst no site was perfect he considered that the chosen site, known as the Griffiths Land, was the right site. He reminded Members that it was not just the location of the livestock market that was at stake but also the whole future of the Edgar Street Grid development. If the market was not relocated the development could not proceed.

He expressed his thanks to the late Councillor G.V. Hyde who had completed much valuable work on the relocation and the previous leader of the Council, Councillor T.M. James whose administration had initially instigated the relocation.

Following the identification of a preferred site at Stretton Sugwas in 2005 Councillor Mayson clarified that upon inheriting the livestock market relocation from Councillor Hyde he had decided to reopen the investigation into choosing the site for the new market. For this investigation six suitable sites were selected and a series of meetings in the areas where the chosen sites were took place.

During his consideration of the six sites three principal points had been a recurring theme to which he had held particular regard in considering what was the best site:

- Residents

- Traffic
- Long term value of site

He described the extent of the consultation that he had undertaken. This had taken 15 months to complete and included every form of communication possible. He had attended the market every week for six months to assess conditions, visited 7 markets throughout the Country and he had even called in on person to those individuals who lived closest to the now chosen site before the final decision was taken.

In response to a question Councillor Mayson provided a brief synopsis on each of the six sites that had been considered for the relocated market:

Site 1 – Barnsfield Site

- Rent only for part of the land
- Land available to buy was initially available at a high price but this was later reduced but still 25% more expensive than the Griffiths Site.
- Access required over Duchy of Cornwall Land
- Within Helicopter flight path of nearby military base
- Good traffic access

Site 2 – Quarry Site

- Available for rent only
- Recommended against by the Unitary Development Plan (UDP) Inspector
- Large number of protected animal species present on land
- Poor traffic access
- Within helicopter flight path of nearby military base

Site 3 – Morgan Jones Land

- To rent only
- No long term value in site

Site 4 – School Site – Duchy of Cornwall Land

- Site chosen in September 2005
- Can only buy enough land to build a livestock market any additional land would need to be rented
- Duchy input on design
- Close to residents and a primary school
- The best traffic access

Site 5 – Griffiths Land

- Available to buy
- Large site
- Easy to develop and landscape
- Good traffic access
- Cheapest

Site 6 – Hospital Farm

- Poor traffic access
- Close to 150 houses
- Sloping site
- Covenant on land requiring no nuisance from noise for nearby residents at St. Mary's
- In Council ownership – preference of previous Council Administration

The Property Services Manager expanded upon the Covenant in place on the Hospital Farm site. Members were informed that when the land was sold by the Regional Health Authority in 1948 a Covenant was placed on the land which required that any future development taking place on the site could not disturb the residents in the St. Mary's area. This was now an area with approximately 150 residents.

The Legal Practice Manager explained that in order to get the Covenant lifted it would be necessary to get all of the current residents in the St. Mary's area to agree to it being lifted by way of individual negotiation. Any residents in disagreement could be taken to the Land Tribunal in London who would adjudicate any dispute. Presuming that the dispute was resolved in the Councils favour the entire process could take two years to complete.

The Project Manager, Amey Engineers, clarified that access to the Hospital Farm site was hampered by sub-standard visibility on the approach to the proposed site entrance. Major remedial works would be required to take a large cut out of the existing highway close to the current junction. Safety concerns would be further exacerbated by the large number of vehicles arriving and leaving the site which would create queues on the highway.

It was asked why it was being proposed to acquire 48 acres at the Griffiths site. Councillor Mayson explained that more land than was required for a market was being purchased for potential future use. He stated that the new market was being built with a planned life of 80 years and the future was unknown so he felt that it was better to buy a larger site rather than be constrained in the future. The larger site was also required so that ancillary businesses, sufficient car parking and landscaping could be provided. Whilst no direct interest had been shown by businesses asking to relocate to the new market site canvassing had been completed.

He stated that part of the site was subject to flooding but the market would not be located in these areas. There was potential to use the market site to alleviate flooding that currently takes place on the Merton Meadow car park in Hereford which would form part of the Edgar Street Grid.

Councillor Phillips was asked about the effect of the proposed purchase on the Council's budget. He informed the Committee that the relocation of the market would have implications on the Councils budget. However, he reminded Members that if the market was not relocated from its current site then the plans currently in place for the Edgar Street Grid would be unachievable. The current market occupied the prime site in the Grid and was in local authority ownership. The sale of the current market site would pay for the building of a new market and kick start the Edgar Street Grid development both financially and in reality as work could begin on expanding Hereford City Centre. It was important to seize this important opportunity to improve Hereford socially and economically as well reinforce its status as a sub regional focal point.

Councillor Phillips continued by stating that relocating the Market also recognised the role which agriculture plays in the County's life and would provide improved facilities.

Councillor Mayson was asked about the numbers of livestock being traded at the market. He reported that numbers had not yet reached the levels in 2001, before the outbreak of Foot and Mouth disease. However, numbers were steady and rising. On the other hand the retail market appeared to be in serious decline. This decline was not likely to be reversed by the relocation to an out of town site.

Councillor Phillips added that a link between the new market and city could be developed through bus services and park and ride facilities. This would maintain the link between trade at the market and in the City.

In response to a question about the possibility of relocating the market to the south or east of Hereford the Committee was informed that the UDP specifically stated that a new market shall be located in the North West Quadrant just outside of Hereford City near the Roman Road.

Councillor Mayson's efforts to consult were acknowledged. He was asked whether there was anything he would have done differently. He explained that he was satisfied with the consultation that had taken place. He emphasised that the consultation had been genuine and he had listened to anyone who had a point of view. Many of the large public meetings arranged to discuss the relocation had been Chaired by members of the public.

Councillor Phillips paid tribute to Councillor Mayson for the dignified and respectful way in which he completed the consultation work and the integrity that he had shown. Other Members also paid tribute to Councillor Mayson's work.

In reply to a question the Legal Practice Manager informed the Committee that if the market was closed the Council had been informed that the decision would be challenged by market traders and auctioneers.

A question was asked about the potential pollution of the Yazor Gravels aquifer in the area in which it was proposed to relocate the market. The Committee was informed that it was planned to lay a series of membranes beneath the entire new site. Petrol interceptors would also be installed to prevent any pollution entering the water system.

Councillor Mayson emphasised that both Bulmer's and Sun Valley Foods had been approached about the issue and had not registered any concerns.

He added that the Environment Agency were aware of the issue and would need to be satisfied that the water supply could not be polluted. They would also have a future role in monitoring the supply and ensuring that it was not being adversely polluted.

A question was asked about the design of the new market. The Committee learnt that a concept for the new market was being developed. It was planned that the new market would be built from recycled materials, be well landscaped and be carbon neutral. No detailed plans had yet been produced and it was asked that local residents be consulted on the designs before a planning application was made.

The Chairman thanked Councillor Mayson and Councillor Phillips for their evidence and moved onto the second group of the Committee's witnesses.

Councillor T.M. James, Councillor Mrs. P.A. Andrews and Councillor R.I. Matthews

Councillor James by explaining some of the historical background to the relocation. He stated that the issue had first arisen through an independent consultants report to Hereford City Council. It was generally accepted that the market was not viable in its current location and it was later agreed by Council that the market should be relocated. 43 sites were chosen and reduced down by planning officers to two, namely, Hospital Farm, Burghill and a site near to Beeches Business Park. After the 2003 election the search for a new site to the market begun resulting in a site near Stretton Sugwas Primary School being selected before Councillor Mayson began his site selection and consultation.

He explained that he was concerned about the location of the proposed site, cost of the new land and the low rate of return from the site.

He stated that the current market was only 8 acres in size yet it was proposed to buy a 48 acre site. He hypothesised that a large site was being bought to accommodate landscaping and to get a lower price per acre. However, he still thought that too much land was being bought at too high a price. The Council had to be certain that it was a cost effective way to proceed. He indicated that he intended to pursue this point further when the Committee considered the financial aspects of the relocation. He feared the Council taxpayer footing a bill of £6-10 million and, although he had long believed in a market in principle he had some concerns about the possibility of the market becoming unviable at some point in the future noting what was happening with other relocated markets, for example, Brecon. Another Member noted the success of the relocated market at Shrewsbury.

He credited Councillor Mayson for the significant amount of consultation that had gone into choosing the site. However, he regretted the time it had taken to identify a site.

It had taken nearly four years to choose this site following the decision not to use either the Hospital Farm or Beeches Park sites which had been previously identified.

Councillor Mrs Andrews informed the Committee that she feared that circumstances had changed during the time the Council had been seeking to relocate the market and questioned whether the need for the market remained. The market had declined greatly in the last 10 years and to build a new market with a life of 80 years seemed difficult to justify in this context.

She added that as the site was in open countryside then she considered that effective landscaping would be difficult. She also thought that if the Griffiths site was developed then it would increase pressure to use the surrounding land for housing which not be desirable.

The meeting adjourned at 7.30 p.m. and reconvened at 7.37 p.m.

Councillor Matthews thanked Councillor Mayson for the amount of work that he had put into choosing a site since he had been given the responsibility.

He called for Counsel's opinion on the Royal Charter to be made public as many people were sceptical of the advice on the need for a market. He felt that, at the very least, it would be a good public relations exercise to make the advice public.

He felt that there was a question mark over the long term viability of the market as evidenced by the closure of many markets including the one at Gloucester. He reiterated the earlier point that Brecon market was experiencing difficulties. If the new market did close he wanted to know what plans had been made for the site and

the rest of the land which the Council was buying.

He confirmed that the chosen site would have the least impact on the local area and was the most acceptable site to the local parish councils. He called for consultation with local residents on the design plans for the new market at the earliest stage and asked to recommend that there should be further road improvements along the A480 at Stretton Sugwas to its junction with the A438 Brecon Road. He predicted traffic problems on Whitecross Road, Three Elms Road, Roman Road and the Stretton Sugwas Road as and when the new market became operational.

The Legal Practice Manager explained to the meeting that whilst the opinion of Counsel was not available in the public domain the Council's Legal opinion, which took account of the opinion provided by Counsel, was. The Council's Legal opinion was that it is necessary for the Council to provide a market and that the Hereford Markets Act 2003 had been necessary to enable the new market to be constructed outside of the City boundaries.

Councillor James added that he had seen the opinion of Counsel and was happy that the Legal Practice Manager's opinion on the issue was accurate. He stated that the current chosen site was within the City boundaries so the 2003 Act was effectively superfluous but the flexibility that it provided was still desirable.

Councillor Hope stated that trade at some markets was increasing. He quoted from a recent edition of 'Farmers Weekly' that there had been a 7,000 increase in the amount of cattle which had passed through Ludlow market. There had also been a significant increase in the number of sheep which had passed through the market as well. In addition to this a private company was set to build a new livestock market in the South West of England.

Councillor Chappell thanked the Councillors for their evidence and moved to the third group of the Committee's witnesses.

Mr Owen Whittall, Farmer; Mr Andrew Lloyd, Farmer; Mr James Verdin, Country Landowners and Business Association; and Mr R. Grainger, Brightwells Auctioneers

Mr Grainger began by explaining that his organisation had advocated to the Council that the North West of Hereford was the best location for a new market. The North West quadrant was the best place to locate the market as this location would be the easiest to access for those people who used it. Investing in the right location would be an effective use of money as a businessman he had no interest in a site which could not be viable. He believed that a market in the North West quadrant would be profitable.

Currently, during the peak season, between 7-9,000 animals could be expected to pass through the market. With sales taking place for over 1000 vendors being sold to over 1400 purchasers. The size of sales ranged from 1,000+ animals to less than 10. He added that there were far fewer sales of fat cattle at the current time due to the influence of supermarkets.

The preferred site was the easiest to build on, capable of being screened and caused the least disruption to local residents. He was unable to comment on build costs but added that he had no interest in wasting the Council tax payer's money.

He felt that the new market did not need a site of 48 acres. A market plus ancillary features only needed 20-25 acres of land with the market itself occupying 12-15 of those acres.

He informed the Committee that Hereford Market Auctioneers, of which he was Chairman, had contributed £4m to Herefordshire Council over the last 23 years in fees for using the market. He clarified that Hereford Market Auctioneers was in no way subsidised by Herefordshire Council.

He did state that the market was being relocated at a time that could not be described as opportune. He explained that incidences of BSE, TB, Foot and Mouth and Supermarket buying power meant that this was one of the worst times for auctioneers in the last 100 years.

However he was confident that this was the low point and that things would get better. With the current emphasis on food miles and the adverse environmental impact caused by transporting food products from other countries he predicted that this concern would see the increase in popularity of home produced products and thus a revival in local farming and markets.

Mr Verdin of the Country Landowners and Business Association (CLBA) informed the Committee that he CLBA had over 800 Members in the County including the owners of a number of the proposed sites for the new market.

Hereford Market was in the top five markets in the Country and certainly the best market in the County. It was the principle market where sales took place farmer to farmer.

The markets in Ross on Wye and Kington were located on valuable sites which could be sold in the future. If this was to happen the significance of Hereford Market would increase further. Farmers needed a market to ascertain a value for their stock. When all markets were closed during the foot and mouth epidemic the price of livestock had fallen dramatically.

If the market in Hereford was to close farmers would probably change to different methods of production which could have an adverse affect on County's landscape as 25% of the County was currently used as pasture.

The 48 acre site was probably a good investment for the future by the Council. Whilst that amount of land was not required at the current time it would be wise to plan for future growth. This could be illustrated by a market relocation in Ashford, Kent in the 1980's. That market had relocated to a site much larger than it had previously occupied. It had been considered a white elephant by many local residents at the time. However, it was now a hugely successful market in need of more space.

In closing Mr Verdin stated that he was unable to state a preference for any specific site due to more than one of the sites being owned by CLBA Members, however, he did state that the CLBA were happy with the North West quadrant as the location for the new market.

Mr Lloyd informed the Committee that he was a cattle and sheep farmer from Clyro and that he sold stock through Hereford Market.

He reported that over 235,000 animals were sold through Hereford Market last year to over 200 vendors. This illustrated how important the market was to farmers. They needed the market to put a value on their stock. It was the best way to sell livestock due to the need to visually assess animals.

He added that when he came to market on Hereford he would visit other farming

related stores in the area to complete his other business. If these businesses were to relocate to the new market as part of the ancillary features and became a 'one stop shop' for farmers then the chances of the new market succeeding increased. Mr Lloyd informed the meeting that he dealt with 139 separate business and that over 100 of these were within a 20 mile radius of his farm.

In response to a question on the future of farming Mr Lloyd felt that in 50 years time there would probably be less farmers but the same numbers of livestock.

He felt that the Griffiths site was the best location for the new market as it had good road access, was easy to screen and caused the least disruption to local residents.

Mr Whittall informed the Committee that he was a regular user of the market. He stated that he could use other smaller markets but chooses to come to Hereford due to the high levels of livestock which pass through it. He had seen other smaller markets in the county close, for example Ledbury, and commented that trade from these markets more often than not had moved to Hereford.

He commented that the vast majority of stock auctioned at Hereford market came from the west. If markets at Hay on Wye or Kington were to close then the significance of Hereford market would increase.

The picturesque scenes which attracted tourists to the County were created by grazing livestock. The world famous Hereford Cattle Society makes its pedigree sales at Hereford market. These were things which the County needed to retain. If farmers stopped keeping livestock it was possible that they could move to more intensive and less picturesque methods of earning a living.

He explained that livestock could be sold direct to the abattoirs but a market was needed to set the price of each animal otherwise prices, and the attraction of keeping stock, would reduce. The pig industry had been decimated by selling directly to abattoirs.

He added that access to the current market was difficult and time consuming and likened the area to Piccadilly Circus on market day. A relocated market would hopefully reduce traffic problems as there would be no need to enter the City and thus make it quicker and easier to move animals.

He thanked the Council for their persistence in working towards relocating the market and hoped that they would continue to work with Hereford Market Auctioneers to complete the project and that fair tolls would be introduced upon its completion. He was excited by the prospect of the Edgar Street Grid development.

He felt that the proposed site was the best in terms of access and causing the least disruption for local residents.

He finished by saying that a new market was needed to ensure the future of the countryside.

Dr. David Nicholson, Forward Planning Manager at Herefordshire Council was asked for his comments about the relocation of the market and the UDP.

Dr. Nicholson informed Members that there was a detailed policy about the relocation of the market in the UDP which enshrined many features including identifying the North West quadrant as the location of the market and other necessary elements such as design, environmental matters and landscaping.

In response to earlier concerns the Property Services Manager assured the Committee that pre-planning consultation would take place on the designs of the new livestock market with local residents.

The Chairman thanked all of the witnesses for attending the meeting and reminded everyone that the Committee would reconvene on Monday 15th January 2007 in the Council Chamber at Brockington. It was intended that this would first be in confidential session at 12.30 p.m. and then later in public at 2.00 p.m.

The meeting adjourned at 9.25 p.m.

The meeting reconvened at 12.30 p.m. on Monday 15th January 2007 in the Council Chamber at Brockington, 35 Hafod Road, Hereford.

RESOLVED: That under Section 100(A) (4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of exempt information as defined in Schedule 12(A) of the Act regarding information relating to the financial or business affairs of any particular person (including the authority holding the information).

(Whilst Members of the Public and the Press were excluded from this part of the meeting the following is a full minute of the discussion which took place.)

The Chairman opened the meeting and asked the Cabinet Member (Rural Regeneration and Strategy) to explain why the Griffiths Site was the best location for the relocated livestock market.

Councillor Mayson informed the Committee that the Griffiths Site was the cheapest per acre of the two sites which the Council was able to buy. The remaining sites involved long term leases with the landowners which, as he had explained earlier, he had considered unacceptable.

He explained that the driving force behind the market relocation was the Edgar Street Grid Project. If the livestock market was to relocate it would free a large piece of real estate in the heart of Grid and provide an injection of funding once the new market had been paid for. One problem with the Edgar Street Grid site was that a part of what was now the Merton meadow car park was liable to flooding by the Yazor Brook. This had an obvious knock on effect on the value of and the use of that portion of land. The last time it had flooded was in February 2004.

One advantage of the Griffiths Land was that the Yazor Brook ran through the site. This left the potential for a balancing pond of approximately 4-10 acres to be created which would provide flood alleviation to the Edgar Street Grid site thus increasing the value and number of uses for the at risk areas.

He emphasised that this was only a potential scheme at the current time. The Property Services Manager was currently completing a feasibility study on the idea of a balancing pond on the Griffiths Site. It was only possible to achieve flood relief on this and the Barnsfield sites. Flood relief of the Edgar Street Grid was not possible at any of the other four sites being considered.

The Property Services Manager explained that Edgar Street Grid Limited were funding the Environment Agency to complete a modelling exercise on the possibility of incorporating a balancing pond on a section of the Griffiths site to provide flood relief from the Yazor Brook to the Edgar Street Grid. If the balancing pond was likely to be a success then this would increase the value of the land on the Grid and

neighbouring land to the Griffiths site. This was an issue that would be raised with the Church Commissioners, the other landowner involved in the negotiations, as their neighbouring land assets would increase in value if they were protected from flooding.

Councillor Mayson stated that as the Church Commissioners were to benefit from the balancing pond he expected them to contribute towards it.

In reply to a question Councillor Mayson explained that there was a covenant on the Griffiths land which restricted its use for agricultural purposes only and that no buildings were to be constructed on it. Negotiations were currently under way with the Church Commissioners, who were the landowners, to remove this covenant.

A Member commented that it was a traditional Church Commissioners covenant which he anticipated could be successfully rescinded.

In relation to the Hospital Farm site Councillor Mayson accepted that the Council would not have to buy the site there was a potential opportunity lost to sell the land for housing development in 20-25 years time. The Property Services Manager estimated that the site was worth between £16-18m to a housing developer at present.

The Forward Planning Manager added that it was difficult to assess likely areas for future housing development. All land near to Hereford was under pressure for development. The Hospital Farm site was closer to the periphery of Hereford than the Griffiths site which was set in open countryside separate from any housing. In 20 years time the UDP would have been revised and whilst all areas adjacent to Hereford would need to be assessed there was the possibility that land at Whitecross and Bullinghope could be used for housing development first.

In response to a question the Property Services Manager explained that only a market and buildings necessary for its ancillary features would be able to be built on the new site.

Councillor Phillips stated that there were two government agencies who would have a big part to play in the ESG development; the Environment Agency and the Highways Agency.

If a balancing pond was inserted on the same site as the relocated market then it would lift the value of the at risk land on the ESG and allow more types of development to take place on it.

The Griffiths site had the best road access and affected the fewest residents. Moreover, if the market was not to be relocated the current site would need major refurbishment at a cost to the Council. If it were relocated then the cost of the new market would be met in whole by the sale of its current site with money to spare to invest in the ESG.

In response to those Members who felt that the Council should use a site within its ownership, in particular the Hospital Farm site, he explained that the site needed levelling. This would add extra cost to the relocation. In addition to this he felt it made sense that if the land did need to be developed then it should be for residential purposes.

In reply to a question from the Chairman, Councillor Mayson indicated that there were two dwellings located on the Hospital Farm site. One was vacant and in the process of being sold and another that was occupied.

A relocated market was important to Hereford as it would allow significant and important development work to take place on the ESG as well as support the future of agriculture in the County.

He explained that if the market relocation was not resolved soon then there was a possibility that £20m from AWM could be lost. Currently, the timing of the relocation sat perfectly with all aspects of the ESG development plan.

In reply to a question Councillor Mayson confirmed that the restrictions on what could be built on the Griffiths land, the possibility of a balancing pond being constructed and the Church Commissioners covenant were all issues which were in the public domain.

A Member stated that they were not aware of animal tolls being introduced. Councillor Mayson explained that this policy had not been introduced but that he had discussed the idea with local farmers during his weekly visits to the market. By introducing a small charge for each animal sold it could be possible to create an additional £20,000 a year of revenue.

Another Member suggested that instead of introducing a toll per animal the rent for HMA should be increased to provide a similar return. It was also suggested that the rent could be increased on the grounds of the new facilities that were being provided. Councillor Mayson noted these proposals. The Property Services Manager commented that HMA currently paid 0.5% of their turnover as rent to the Council. This was considered to be the going rate in the sector.

Following a question Councillor Mayson explained that HMA had a 25-year agreement to operate Hereford Livestock Market regardless of its location. It had been necessary for the previous administration to offer this deal in order to secure the passage of the Hereford Markets Act through Parliament. He added that HMA could not afford to pay for the relocation. If HMA were to cease trading the Council would simply seek a new operator for the market. It was believed that there would be plenty of organisations ready to operate the market if this should happen. It was also possible for the Council to operate the market itself. The Council had had joint tenants at the market before but they had merged to create HMA. It was up to the market tenant how often markets took place.

Following a suggestion from a Member, Councillor Mayson agreed to investigate ensuring that a full repairing and insuring lease was held by HMA.

RESOLVED: That Members of the Public and Press be re-admitted to the meeting.

The meeting adjourned at 1.51 p.m. and reconvened at 2.00 p.m.

(During the course of the item Councillor Phillips declared a personal interest as a Council appointed member on the ESG Limited Board.)

The Chairman reopened the meeting explaining that it was time for the Committee to review all of the evidence that it had heard and decide whether it was happy with the choice of the Griffiths Site and what recommendations, if any, it wished to make to Cabinet.

The Chairman invited Councillor Mrs S.J. Robertson, Ward Member for Burghill, Holmer and Lyde to present her views to the Committee.

Councillor Mrs S.J. Robertson began by stating that, along with Councillor R.I. Matthews, she had attended all of the consultation meetings organised by Councillor Mayson. She felt that these meetings had proved the unsuitability of the Hospital Farm site. She supported the Griffiths Site so long as local residents, and in particular those residing in Tow Tree Lane, were able to input into the planning process. She also proposed that the Council provide a token market on the Griffiths Site so that its legal obligation could be fulfilled but at a smaller cost to mitigate the Council's financial risk in view of the competition from a new market being constructed at Raglan near Abergavenny.

Councillor Mayson replied that in order to fulfil its legal obligation it was necessary for the Council to provide a facility that was fit for purpose. The new market needed to be capable of processing 250,000 animals per annum plus meet all the necessary legal regulations. If these requirements were not fulfilled then the Council would not be complying with its legal obligation to provide a market and would be at serious risk of challenge.

In response to Councillor Mrs Robertson's concern about the new market at Raglan he stated that he was watching the development closely and had been in discussions with the Leader of Shropshire Council about it. He felt that the catchment area for the market at Raglan was around Monmouth and into Glamorgan whereas trade to Hereford market tended to arrive from Mid-Wales so he did not think the two markets would be competing for the same trade.

The Chairman invited Councillor D.J. Fleet, Central Ward Member and Leader of Hereford City Council, to present his views to the Committee.

Councillor Fleet stated that through a combination of new laws, regulations, health and safety requirements and the ESG project the market was finished in Hereford City Centre.

He stated that he was concerned about the finances of the relocation and felt the idea of a balancing pond on the new site would not work. He felt that the reason the Yazor Brook flooded on the Merton Meadow car park was because of water flowing up stream from the River Wye rather than excess water flowing down on its way to the Wye.

Councillor Phillips responded by explaining that the market was currently very busy and that this level of activity was expected to continue. If the market relocated then an opportunity for the City would be created and significant funds from AWM released.

In reply to the query about the flow of flood water in the Yazor Brook the Property Services Manager commented that the Environment Agency were examining the flows of the Brook as part of their modelling exercise. This exercise was costing £45,000.

Councillor Mrs Lloyd-Hayes supported the relocation of the market and hoped that it would become a centre of excellence for organic food. She felt that as more people became vegetarians the number of farmers and livestock would decline. Therefore she felt that less money should be spent on the site in anticipation of this decline.

Councillor Mayson responded by stating that meat consumption was rising. Farmers preferred to buy animals in person. Whilst it was possible to buy fat cattle over the internet this was not a suitable way of trading other types of livestock.

In response to a question Councillor Phillips stressed that no housing would be built

on the Griffiths site. Councillor Mayson reiterated this point by explaining that only a market plus ancillary features would be built on the Griffiths site. The Forward Planning Manager further reinforced this by informing the Committee that the market and the necessary ancillary features were included in the UDP as an exception to planning policy. Therefore only those features enshrined in the UDP could be constructed on the chosen site.

Councillor Matthews stated that the report presented to the Committee by My Byatt contained every issue he had ever raised about the market relocation. He welcomed the fact that Cabinet had revised its decision to relocate the market to a site near Stretton Sugwas school. He continued by saying that the Griffiths Site was the preferred site of the local parish councils. He asked that all road improvements be carried out on all access routes to the proposed site.

Mr Blackshaw informed Members that he believed this was a win-win situation for the County. A relocated market would create an agricultural asset for the County and allow Hereford City to be redeveloped. He asked if the possibility of funding from DEFRA or the European Union had been considered.

Councillor Phillips replied by stating that talks had only taken place with AWM over the ESG development. He believed that there was no European Union money available for such projects, AWM was already providing a large sum of money for the ESG development so it was not thought likely that they would provide additional sums to relocate the market as well.

Mrs Newman said that local parish councils preferred the Griffiths site. It was now important that the Parishes were involved in pre-planning consultation and that defined HGC routes and adequate signage were put in place before the new site opened. She also expressed concern regarding traffic accessing the new site from the bridge in the East.

Councillor T.M. James explained that he supported having a market in Hereford and was more comfortable with the choice of the Griffiths site after the evidence which had been heard by the Committee, including the prospect of a balancing pond on the new site. However, he still had some concerns. He was worried about the cost of the project, particularly with the reputation Local Authorities had for under estimating costs. He was also afraid that the Environment Agency would find problems in the proposed relocation and associated schemes.

In response to a question the Property Services Manager informed the meeting that it was not intended to relocate the retail market alongside the livestock market. He stated that the retail market provided little income.

Councillor S. Thomas felt that the Griffiths site was the best choice for the relocated market. He accepted that 48 acres was required to accommodate the market, ancillary features and balancing pond.

Councillor Jarvis revisited the reasons the Committee used to call in the decision. He felt that full and final consultation had taken place; that every site had been examined and the best location selected; the site was economically viable in terms of the Council's overall balance sheet; and that the site represented value for money.

The Committee unanimously agreed that the Griffiths site was the best site for the new market. In view of the evidence heard a series of additional recommendations were made as outlined below.

Councillor Phillips confirmed that the Committee's recommendations would be

considered shortly by Cabinet.

The Chairman thanked witnesses, Members and Officers for attending and contributing at the meeting. He reminded members of the public that meetings of Cabinet were held in public if they wished to hear Cabinet's considerations of the Scrutiny Committee's recommendations. He also reminded the Cabinet Members that they would be held to account for any further decisions they made regarding the livestock market relocation.

RESOLVED:

That:

- (a) The Griffiths Site (Site 5) be considered the best site of the final six sites considered as the new location for Hereford Livestock Market;**
- (b) Road improvements be carried out at Stretton Sugwas on roads leading to the A438 Brecon Road;**
- (a) All potential highway problems be assessed and remedied before the new market opens including designated HGV routes and adequate signage;**
- (b) The possibility of increasing the rent paid by Hereford Market Auctioneers should be investigated;**
- (c) Local residents and Members should be involved in pre-planning consultation.**
- (d) High quality buildings be constructed on the new site;**
- (e) Appropriate landscaping of the new market site take place;**
and;
- (f) Appropriate transport links from the new site to Hereford City Centre be put in place.**

The meeting ended at 3.27 p.m.

CHAIRMAN

HEREFORDSHIRE ECONOMIC DEVELOPMENT STRATEGY**Report By: HEAD OF ECONOMIC AND COMMUNITY SERVICES****Wards Affected**

Countywide

Purpose

To update Members on the focus of the Economic Development Strategy with specific reference to intervention work in Ross-on-Wye.

Financial Implications

No direct financial implications.

Background

1. The current Economic Development Strategy for Herefordshire was produced in February 2005, commissioned by the local authority and its partners with funding from Advantage West Midlands. In 2006 this was updated before being finally published and a summary, printed document, produced.
2. The Strategy was based on detailed research and consultation, and takes a 20-year approach to creating a competitive and thriving economy. It also emphasises that in order to achieve the ambitions of the strategy, organisations will need to work in partnership towards common goals.
3. A key message coming out of the Strategy is that Herefordshire has a great deal to offer as a place to live and work. However, there are some key indicators that show that the County is struggling to compete, for example:
 - A slightly smaller share of the workforce (25%)* hold degree level qualifications compared to the national average.
 - Herefordshire has a lower share of individuals employed in higher-level occupations than nationally, and this relates to average gross weekly pay for residents of Herefordshire being significantly below the national average.
 - 60% of businesses employ less than 4 people, and despite the population being older than the national average, the amount of people who are economically active is similar to the national position.
 - The employment rate is high at 81%*, but between 1999 and 2002, total employment in Herefordshire declined by 4.1% which contrasted to an increase nationally of 2.9%. This decline was felt strongest in manufacturing and construction, both of which experienced a decline of over 10%.

- Service sector activities are broadly under-represented in Herefordshire along with technology and knowledge intensive industries, yet both areas have seen an increase in growth nationally.

4. Key priorities to address these issues fall into 4 areas:

The Productivity Challenge

Productivity is measured through Gross Value Added (GVA) as it captures the value added through production with Herefordshire's GVA below the national and regional averages. The challenge is not only to raise Herefordshire's overall level of GVA, but also to strengthen efforts to attract and grow higher value services, such as technology within the local economy;

The Entrepreneurship Challenge

The challenge is to increase the number of new businesses in the County, but also to encourage the development of small/micro businesses and social enterprises that could play a key role in a 'sustainable business development' approach and diversification of the economy;

The Knowledge and Technology Challenge

Currently the share is significantly lower than regional and national averages and markedly lower than neighbouring counties. Knowledge rich locations are more productive, more innovative and can continue to draw in higher levels of investment. The challenge therefore, is to increase the proportion of jobs within the Herefordshire economy in high tech and knowledge based sectors;

The Skills Challenge

Analysis shows that, despite a strong performance at GCSE and 'A' level, Herefordshire has a lower share of people employed in higher-level occupations than the regional average and many highly skilled Herefordshire residents work outside of the County. The challenge is to create a 'step-change' in the current levels of workforce skills and create a labour market that will retain more of the young people that perform well at school and in post-16 further education.

5. To meet the challenges actions are focused on:

Sustainable Development – recognise and build on the County's asset as a rural County in promoting sustainable development, knowledge and practice.

Business and Enterprise - increase the business birth rate in the County, both through diversification and entrepreneurship, and support these and other indigenous businesses in their development and in the use of sustainable working practices. The focus will be on growth sectors covering tourism, creative industries, food and drink, health and care, as well as on sustainable development and environmental sectors.

Skills and Workforce Development - improve learning opportunities for residents and businesses across the County. These include completing the Learning Village initiative and developing the County's Higher Education offer further. Niche training and learning specialisms in growth sectors will be developed and the provision of community based training and learning will see improvement.

Communications and Infrastructure – provide flexible business space and shared facilities in the Market Towns is needed to reinforce efforts to attract small and micro

firms in 'life-style', growth and higher value sectors, with improvement to the road and technology infrastructure.

Inclusion and Community Cohesion - enhance opportunities for developing social and community enterprise – particularly in transport, childcare and community based financial services – and to fully understand and address affordable housing and other issues associated with urban disadvantage.

6. Specific and key projects being forwarded:

Edgar Street Grid Development - complete regeneration of a 100 acre site in Hereford City as a focus for retail, leisure and recreation, housing and local services.

Rotherwas Futures - increased opportunity to attract inward investment and business development through a phased redevelopment of Rotherwas as the key industrial area in the County.

Herefordshire Learning Village - a multi-million pound scheme to improve access and opportunity to learning with a single campus bringing together Higher and Further Education provision.

Enterprise Centres - a 'hub and spoke' network of managed workspace centres in the County to support the growth of small to medium enterprises providing valuable work and production space with on-site support and learning.

7. The schemes listed above will have a benefit County wide, and combined will significantly impact on the growth of the economy. However, the strategy also focuses requirements of specific geographic areas of Herefordshire recognising the County is made-up of its individual parts. This "spatial element" considers the development needs of Hereford City and its hinterland; market towns; rural heart lands (the horseshoe shape which stretches from the border with Monmouthshire in the west to Bromyard in the east; and the eastern corridor (the area along the M5 frontier). Ross-on-Wye is recognised as doubly important as a market town and part of the eastern corridor with good access to infrastructure, proximity to markets and scope to benefit from the extension to the Central Technology Belt.
8. In this strategic framework the Council works closely with the Ross-on-Wye Regeneration Partnership to deliver an action plan for the town based upon their vision to '*see Ross-on-Wye as a thriving market town at the heart of a uniquely attractive rural area*'. This is financially supported by the Advantage West Midlands to deliver their regional priorities. Schemes that have been developed or will be progressed over the next 2 years include:
- Model Farm - development of Model Farm as an Enterprise Park which will include an "Enterprise Centre" funded by AWM and linked to a network of centres across the region. This will create additional employment, locations for businesses who want to become established in the area, and local firms that are ready to expand. This is due to be established by the end of the financial year 2008/9.
 - Live / Work Development – facilitating the creation of a Live/Work development in Ross-on-Wye that supports the growing integration of family and work life, encourages the development of 'home-grown' micro businesses and provides networking and development facilities for a large self-employed sector.

Additionally, it would provide a niche development for the town and attract quality jobs and knowledge-based investments. The scheme will be of sufficient critical mass (around 35 units and networking hub) to foster real economic benefits to the town and create an anchor point for further regeneration. It is likely that this development will be of significant interest nationally as a pathfinder project.

- Shop Front Enhancement Scheme – grant available to improve shop frontages improving the shopping experience in the town
- Rate Relief Scheme – the Council has piloted a New Trader Rate Relief Scheme as an incentive to new retail businesses to establish in the town centre enabling business to take the first step in developing a retail outlet. Benefits of the pilot are currently being analysed.
- Tourism - Ross-on-Wye and its surrounding areas is key to the tourism offer of the County and promoted as such. Also businesses / organisations fully participates in the Walking Festival, h.art, Flavours of Herefordshire, and Herefordshire Food Festival.
- Better Welcome Programme - A sum of £25,000 is available for tourism schemes in Ross on the production and agreement of an action plan in partnership with Heart of England Tourism. The plan will be based on a number of tourism audits and visitor surveys to highlight those areas in need of improvement.
- Community Pride Scheme – Encourage a sense of community and civic pride through small community grants pot.
- John Kyrle High School – development of Adult and Community Learning Centre at the school and being used to provide a wide range of training courses for the local community eg IT, health and safety and languages.
- Events programme - International Sheep Dog Trials (2005) and Ross Live! annual festival and arts outreach programme.
- Retail - mitigating the challenge of supermarkets through cooperation in areas such as marketing, advertising and retail events
- Parish plan – the Town Council working closely with Herefordshire Council and Herefordshire Association of Local Council's to develop a Parish Plan for the town.
- Coach Park – addressing the need for coach parking in the town by making access to the existing coach park more accessible to coaches.
- Newly forming group of key organisations and individuals with a remit to drive forward economic regeneration in Ross and likely to form the basis of a post-MTI vehicle – perhaps developing into a development trust or similar type community-driven regeneration organisation.

RECOMMENDATION

THAT, subject to any comments Members may wish to make, the report be noted.

BACKGROUND PAPERS

- Herefordshire Economic Development Strategy

REVIEW OF HEREFORD CITY PARTNERSHIP

Report By: Hereford City Partnership Review Group

Wards Affected

County-wide.

Purpose

1. To consider the findings of the Hereford City Partnership Review Group following the Review of Hereford City Partnership.

Background

2. At the meeting of the Community Services Scrutiny Committee on 6th June 2006, the Committee agreed to undertake the review and also agreed the Scoping Statement (terms of reference) and the membership of the Review Group.
3. The Review Group's report setting out its approach to its task, its findings and conclusions is attached.

RECOMMENDATION

THAT (a) the Committee considers the report of the Hereford City Partnership Review Group and determines whether it wishes to agree the findings for submission to Cabinet.

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

and;

(c) a further report on progress with respect to the Review be made after six months with consideration then being given to the need for any further reports to be made.

BACKGROUND PAPERS

- None identified



Review of Hereford City Partnership

Report by the Hereford City Partnership Review Group

March 2007

**As presented to the Community
Services Scrutiny Committee**

- ...Putting** people first
- ...Promoting** our county
- ...Providing** for our communities
- ...Protecting** our future

Quality life in a quality county

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1 Introduction

The purpose of the Review was to undertake an examination of the Hereford City Partnership (subsequently referred to as HCP), which is supported by several partners, one of which is Herefordshire Council. HCP was set up as a company limited by guarantee in May 2000 and brings together public, private and voluntary sector partners who have an interest in the economic and environmental wellbeing of the City of Hereford.

- 1.1 A scoping statement including terms of reference was approved by the Community Services Scrutiny Committee at its meeting on 6 June 2006, a copy of which can be found at Appendix 1.
- 1.2 It was agreed that the Review Group would consist of four Members from the Community Services Scrutiny Committee: Councillor H. Bramer, (Chairman) Councillor J.G.S. Guthrie, Councillor B. Hunt, and Councillor D.C. Taylor plus three Co-opted Members to be appointed by the Review Group including one Member of Hereford City Council, one representative from the retail sector, and one representative from the private sector.
- 1.3 Councillor Mrs. P.A. Andrews was appointed as the Hereford City Council representative. The retail sector representative was Mr. M. Jones of Philip Morris and Sons, and the private sector representative was Mr. W. Jackson of Bill Jackson International.
- 1.4 In order to ensure that the Review was truly independent it was required that all Herefordshire Council Review Group Members had had no previous involvement with HCP. This was achieved by appointing Committee Members from the wider County. However, for the Co-opted Members it was concluded that they were likely to have had some contact with HCP through their respective roles. Therefore it was agreed that a Co-opted Member would be permitted to join the Review Group so long as they were not a currently serving or previous HCP Board Member.
- 1.5 The Review was undertaken between June 2006 and December 2006, and this report summarises the key findings of the Review Group concluding with its recommendations to the Community Services Scrutiny Committee and Cabinet.
- 1.6 The Review Group would like to express its thanks to the many people who have presented evidence to the Group, and those who have provided further information as required. The Review Group would particularly like to thank the Members of HCP and Mrs Cynthia Spaul, the Hereford City Manager, for all their assistance in the Review.

2 Methodology

- 2.1 The Review Group agreed that a number of meetings needed to be held to collect the evidence to complete the review.
- 2.2 It was decided that interviews would take place with representatives of Hereford City Partnership, Herefordshire Council Members and Officers, a Hereford City Council Member and representatives of other key organisations and businesses based in Hereford, including Edgar Street Grid (ESG) Limited

2.3 Discussions took place about the necessity of visiting cities elsewhere to investigate how their City Partnerships were run. It was decided that as the Review needed to be a short, intensive piece of work, the cost of arranging visits outweighed the possible benefits, and a desktop exercise looking at comparative cities would suffice.

3 Interviews

3.1 A series of questions were proposed through discussions by the Review Group, based on the key questions in the scoping statement, linked to the key outcomes for the Review. These questions are given in Appendix 2. Some of the factual questions were answered through the Review Group's initial research. However, the majority of questions were answered through the interviews which were then conducted after the initial research.

3.2 Interviews were undertaken with representatives of the HCP Board and Management Committee, Hereford City Manager, Officers and Council Members of Herefordshire Council, a retail sector representative, and the Chief Executive of ESG Herefordshire Limited, the company responsible for the regeneration of the Edgar Street Grid area. The information gathered from researching the answers to the questions and the interviews is broken down by subject matter rather than being attributable to any particular individual. The list of interviewees is given in Appendix 3.

4 Background

4.1 Hereford is experiencing a period of considerable change and new development; this is creating challenges for everyone concerned with the City, and the County as a whole

4.2 A review of HCP was considered timely in relation to the new initiatives, to investigate the purpose, management, and work programme of HCP to ensure best value for the investment made by partners. The intention was to undertake a review which was short, intensive, and very focussed in its purpose and outcomes. HCP has been operating for a number of years, and the Review was also considered timely in relation to other initiatives which are emerging for the city, such as the Edgar Street Grid, city centre refurbishments, the £10m refurbishment of Marks and Spencers, Rotherwas Futures, and the South Wye Development Trust.

5 History of HCP

5.1 Prior to the setting up of HCP in 2000, Hereford was supported by a Herefordshire Council employed Town Centre Manager who also managed Ross on Wye. However, the view was expressed by Herefordshire Council and Hereford City Council that Hereford required a Manager of its own. This was also supported by businesses and other organisations.

5.2 Good practice elsewhere supported the formation of a City Partnership as there was a lack of suitable funding to provide a full time local authority funded manager. Successful examples of this practice at the time included the Worcester City Centre Forum set up in 1995 through a voluntary partnership of businesses, and Bath City Centre Management Partnership established in 1999 after local government reorganisation. Further details of other city partnerships are given in Section 13 below.

- 5.3 HCP was formed in May 2000. The formation was facilitated by Herefordshire Council, following requests from a number of City businesses. An invitation was sent to all businesses in the City and other interested parties, including City and County Council members, to attend a meeting to discuss City Centre management. At this meeting a number of organisations and businesses offered their services to assist with attracting funding and putting together a properly constituted partnership.
- 5.4 HCP was set up as a legally constituted body, with the status of a company limited by guarantee and not having share capital.
- 5.5 HCP's principal objective as set out in its Memorandum and Articles of Association is: "to promote and improve the economic, social and environmental wellbeing of the City of Hereford".
- 5.6 To this end, a City Manager was appointed by HCP in May 2001. The focus for the Manager was to undertake a major regeneration of the City Centre with a specific focus on skills. Proposals were prepared to develop a vision for Hereford as a "City of Living Crafts". The main aim of the project was to help to physically and economically regenerate Hereford City through infrastructure improvements and training in crafts skills. The project was to be funded through the Rural Regeneration Zone, a sub-regional funding programme to support regeneration in rural areas.
- 5.7 A feasibility study for this project was undertaken by BCP consultants, who were appointed by HCP. It involved substantial consultation (at a cost of £100,000), funded by Advantage West Midlands (AWM), and private sector partners. However the Department for Trade and Industry subsequently changed their funding criteria which prohibited AWM from funding the regeneration scheme. The project was subsequently cancelled, but elements of the feasibility study have since been used to inform developments in the City such as the regeneration of Hereford Cathedral Close.
- 5.8 The failure of the City of Living Crafts project had a serious impact on HCP, with a loss of impetus and enthusiasm on the part of the Directors and the wider City community.
- 5.9 The City Manager subsequently left in March 2003 and the post was vacant until the current postholder, Ms Cynthia Spaul, was appointed in May 2004. In the intervening period the core function of supporting the City of Living Crafts feasibility study was undertaken by Herefordshire Council Officers seconded to HCP.
- 5.10 HCP receives £16,000 per year from Hereford City Council, plus £3,000 and in kind support including desk space, ICT equipment and support from Herefordshire Council for the Hereford City Manager. There are plans to roll out a business membership scheme which will produce revenue funding for HCP; details of this are in the business plan. A copy of the draft business plan for HCP is available on request.
- 5.11 HCP's boundaries extend to the City limits to enable participation of the business community in Holmer Road, Whitecross Road and Belmont Road. However, Rotherwas Industrial Estate is not within the remit of the Partnership.

5.12 HCP has a Board of 15 Directors, from which a Management Committee of four is drawn. The Management Committee also includes representation from Herefordshire Council via the Social and Economic Regeneration Manager, and the Board has Herefordshire Council representation from the Leader of the Council who holds the Economic Development Portfolio. A full list of Board and Management Committee members is given in Appendix 4

6 The Role of HCP

6.1 The September 2006 Draft Business Plan identifies six key objectives; these are:

- Working in Partnership
- Communication
- Marketing and Promotion
- City Environment
- Funding Opportunities
- Management and Leadership

6.2 Within the business plan are aims and actions to meet the objectives of HCP. These have key personnel and dates attached. These key personnel include members of HCP and outside agencies.

6.3 HCP is independent of both Herefordshire Council and Hereford City Council, but has representatives from both authorities on the Board and Management Committee.

6.4 The City Manager produces a quarterly newsletter for over 400 businesses in Hereford to keep them informed about the work of HCP.

7 Work of the Partnership and decision-making

7.1 Currently the Board of HCP meet on a quarterly basis. The Review Group heard that the frequency of meetings is to be increased to a bi-monthly timetable to enable more regular performance review of its work. The aims and actions in the HCP business plan are reviewed at each meeting. The City Manager reports to every Board meeting. The Review Group welcomed the increased frequency of meetings to enable closer performance monitoring for HCP.

7.2 The Management Committee of HCP meets on a six weekly basis prior to Board meetings. Work targets for the City Manager are set and monitored by the Management Committee.

7.3 All funders, which currently comprise Boots, Chadds, Maylord Orchards Shopping Centre and the Chamber of Commerce, are invited to attend the AGM and receive the business plan and minutes of meetings of the HCP Board and Management Committee. These funders also include Herefordshire Council and Hereford City Council.

7.4 Regular retail group meetings are held to gauge the views of the business community in the city.

7.5 Discussions about initial ideas and costings take place between the Chairman of the Board and the City Manager prior to proposals being put to the HCP Board. Proposals for events and activities are considered at Board meetings up to six months in advance of them taking place.

7.6 The Review Group welcomed the election of Mrs Bobbie Heavens as Chair of HCP. Her experience and knowledge of the tourism sector is seen by the Review Group as invaluable in continuing to drive forward the work of the organisation.

8 Funding arrangements

8.1 As mentioned earlier the City Manager is funded by Hereford City Council and Herefordshire Council to the tune of £16,000 and £3,000, plus aforementioned in kind support, respectively. It is important to note that HCP receives no other direct revenue funding apart from these contributions towards the Hereford City Manager's salary.

8.2 Whilst £19,000 of funding is provided directly to HCP this does not even cover the salary of the Hereford City Manager. The Hereford City Manager is required to raise the remaining portion herself. The Review Group heard that the post-holder is hampered by having to raise money to pay the rest of her salary and has on occasions to choose between being paid or running a project. The Review Group strongly believe that the time the Hereford City Manager spends raising money to cover salary costs would be used much more effectively if it could be concentrated on achieving HCP's priorities rather than covering its basic costs.

8.3 The Review Group was concerned that Herefordshire Council contributes what appears to be a small amount of funding and support to HCP. The Review Group heard that this arrangement is historical from when Herefordshire Council only had funding to support a part time post rather than a full time Officer for the City.

8.4 It was felt by the Review Group that there were advantages to the Hereford City Manager being independent of both Herefordshire Council and Hereford City Council as this allowed her to focus on HCP's priorities and operate objectively between the two authorities. Whilst Herefordshire Council does not provide full time officer support to Hereford City examples were cited by Review Group Members of the Market Towns in the County where full time officers are employed by Herefordshire Council to support the respective Towns through funding provided by Advantage West Midlands via the Market Towns Initiative (MTI). The MTI currently provides funding for economic regeneration projects in Leominster and Ross on Wye, having previously supported over a three-year period community and economic regeneration projects in Kington, Bromyard and Ledbury.

8.5 The Review Group heard that the centre of Hereford was ineligible for grants through many of the major funding streams such as LEADER+, Rural Regeneration Zone and MTI. The eligibility criteria for funding are based upon many factors but the principal factor expelling Hereford City from LEADER+ and MTI is the size of its population which is too big. Even though Hereford has a larger population and is one of the major focal points for the County it is not eligible for grants to provide it with Officer support similar to that provided to the Market Towns via the MTI. However, support has been received through funding programmes for South Wye via the Single Regeneration Budget over a seven-year period, and for developments on the Rotherwas Industrial Estate. Specific projects in Hereford have received major funding through the National Lottery, including the Courtyard Centre for the Arts, and Hereford Cathedral.

- 8.6 The Review Group felt that HCP needed to be able to generate or obtain more income to develop as an organisation. Therefore the Review Group considered ways in which HCP could raise additional income itself.
- 8.7 One potential source of income for HCP identified was Street Trading Consents. It was suggested that HCP could begin to administer and issue Street Trading Consents for stalls in Hereford City Centre and retain the associated fees charged for their issue. Currently Street Trading consents are granted by Herefordshire Council through the Trading Standards Department, with an Officer Group running the scheme under the Council's scheme of delegation. The City Manager is invited to meetings and can comment but not vote on consents. Other organisations are represented at meetings when required, for example, West Mercia Police. A list of officers on the Panel is given in Appendix 5.
- 8.8 Member involvement for Street Trading consents is by consultation on a ward-by-ward basis for each pitch. In Hereford, Hereford City Council is informed of regular pitches, but not informed of the one-day pitches; one-day pitches are notified to the relevant ward Herefordshire Council Member but usually at short notice.
- 8.9 In addition to issuing Street Trading Consents it was suggested to the Review Group that HCP could increase the price of pitches as the current price was substantially lower than their real value. It was thought it would be considered reasonable to increase the current fees dramatically and still maintain the viability of the businesses which purchased them. An example was presented to the Review Group from Plymouth, where the income from Street Trading Consents is used to help finance the Plymouth City Partnership, but the Plymouth City Partnership is funded directly via the City Council.
- 8.10 Further investigation by the Review Group established that Street Trading Consents can only be issued by a local authority under the auspices of the Local Government Miscellaneous Provisions Act 1982, and not by any other body. Income levels are set through agreed formulae, and are bench-marked against other local authorities within the New Unitary Benchmarking (NUB) Group a list of the authorities in this Group is included at Appendix 6. Herefordshire Council's fees would now stand up to legal scrutiny and processes were scrutinised by the Local Government Ombudsman in 2001 and found to be appropriate.
- 8.11 Income raised from the issuing of Street Trading Consents is used to support the salaries of staff plus administration and enforcement of the scheme. However, the Review Group thought the fees were comparatively low compared to the value of the pitch location and the associated income that it would bring in. The Review Group felt that there was scope to review the fees currently paid for Street Trading Consents with the view to increasing them to their real value.
- 8.12 In kind support is offered to HCP by Herefordshire Council Trading Standards through income from specific consents, such as the carousel in High Town which generates income for the Christmas Lights Switch On and through the waiving of fees for events including the Motor Show. This means that HCP does not need to pay for such events, and the officer time supporting them. £6,000 of funding for HCP is also received from the pre-Christmas trading in the City Centre.
- 8.13 Another potential source of income which was highlighted to the Review Group was the precept set by Hereford City Council. It was noted that the City Council levied a relatively low precept compared to the other Market Towns in the

County, and could potentially raise more money for expenditure in the City with an increase in the precept. The Review Group agreed that this could potentially be a future source of income for HCP.

- 8.14 The Review Group noted from HCP's draft business plan that there are plans to introduce a Retail Membership Scheme from April 2007. The Review Group welcome this Membership Scheme and suggest that different levels of Membership are introduced so that all businesses, no matter how large or small, will be able to buy into the scheme at an appropriate level. Currently HCP are implementing a membership scheme called Retail Plus which costs £10 per month (£120 pa). The scheme involves support for retail businesses through the Hereford City Manager and the Chamber of Commerce, and will ensure the continued funding of £2,000 per year from the Chamber of Commerce towards the work of HCP.
- 8.15 There is no regular budgeting process for HCP but there are full income and expenditure accounts by HCP.
- 8.16 The Review Group were told by witnesses that HCP needed an injection of funding in the short term to help the immediate work of the Hereford City Manager and provide administrative support. The Review Group agreed that this approach would help to increase the profile of HCP and enable specific projects to be undertaken.
- 8.17 It was agreed by the Review Group that a short term programme of funding should be provided for three to five years to enable HCP to gain a firm footing with existing and planned projects, and then be able to liaise more appropriately with ESG and other programmes planned for the City. This funding should support the post of Hereford City Manager and administrative support prior to the emergence of a whole City vision and the fulfilment of ESG.
- 8.18 The Review Group felt that Herefordshire Council should match the revenue funding provided by the smaller Hereford City Council and provide £16,000 of funding towards HCP as well as maintain the existing additional in kind support. This extra income, along with the Hereford City Council money, would fund the whole of the Hereford City Manager's salary which would then allow her to concentrate on other tasks rather than have to raise money to pay her own salary, as well as allowing some extra money to fund administrative support and other activities. However the Review Group felt it was important that income generation is maintained by HCP to enable activities and events to continue and develop.

9 Work programme for City Manager

- 9.1 The Review Group were pleased to hear from many sources that it was widely felt the Hereford City Manager does an excellent job and has developed good relationships with City Centre businesses and retailers. However, the Review Group heard that the work of the City Manager is often diverted to immediate problems and issues in the City and the longer-term work programme is not being fulfilled. The lack of administrative support means that the City Manager has to undertake all administration functions which the Review Group heard is not the best use of her time. This situation should be reviewed.
- 9.2 The City Manager is seen as the first port of call for problems, but confusion can arise as to the role of the City Manager. The Review Group also heard that there

is confusion over whom the City Manager works for; the postholder is perceived as working for Herefordshire Council on some occasions, and for the City Council on others.

9.3 The work programme for the City Manager is led by the HCP business plan. Work targets are set and monitored by the Management Committee. The City Manager reports to the Management Board at each meeting and provides a written report on all their activities.

9.4 The City Manager is line managed by the Chairman of HCP Board. An annual staff review and development structure is in place with a review in March each year, and work programmes are developed in line with the business plan. The Review Group discovered that whilst the Hereford City Manager post has a Job Description no Person Specification for the position exists. The Review Group would like to suggest that one is developed.

9.5 The accommodation supplied for the Hereford City Manager is at the Herefordshire Council offices in Plough Lane. This means that the Hereford City Manager spends considerable time travelling between the City Centre and Plough Lane. There is also limited accessibility to the Hereford City Manager by HCP Members as a result of this. The Review Group heard that an office in the City Centre would aid the work of the Hereford City Manager in terms of time management and accessibility to businesses and organisations. The Review Group agreed that this would help in raising the profile of the City Manager and enable more time to be spent in the City rather than travelling to and from Plough Lane. Therefore the Review Group would like to recommend that the Herefordshire Council relocates the Hereford City Manager to one of its City Centre Office spaces.

10 Herefordshire Council Representation

10. 1 The Hereford City Manager regularly provides updates on the work of HCP to Hereford City Council, and the Leader of Herefordshire City Council sits on the HCP Management Committee. Currently updates are not formally provided to Herefordshire Council and no one has been identified to receive the updates. Concern was expressed by the Review Group that no direct feedback is given to Herefordshire Council Members about the work of HCP.

10.2 The Review Group heard that Herefordshire Council representation was through the Leader who sits on the Board of Directors. The Leader sits on the Board as he currently holds Cabinet Member Portfolio responsibility for Economic Development. However the Review Group felt that the Leader of the Council was not the most appropriate Executive Member to sit as a Director of HCP due to the many varied pressures and time commitments placed on the Leader of the Council through his role as set out in Herefordshire Council's Constitution.

10.3 The Review Group appreciated the circumstances which had led to the role of the Leader picking up the Economic Development Portfolio but were still concerned that as the role is so complex it is difficult to devote sufficient time to HCP. The Review Group felt that consideration should be given to Herefordshire Council's Executive representation on the Board. Considerable time has elapsed since the Economic Development Portfolio was held by a specific Cabinet Member. Current and forthcoming developments in Hereford City are of such significance in both financial and economic terms that the Review Group felt the reinstatement of the post of Cabinet Member for Economic Development would be timely. This would also

reduce the number of activities expected to be completed by the Leader of the Council.

10.4 Projects such as the Edgar Street Grid development are going to require many hours of dedicated and detailed consideration which are key to the development of Hereford as a sub-regional centre. To ensure that this project delivers economic prosperity to Hereford and Herefordshire is going to require careful management and consultation with a whole host of interested parties, stakeholders and the public. The ESG project is ambitious and will require a strong and equally ambitious Herefordshire Council focal point to carry the project through to delivery through current and future Local Government initiatives and reviews including the proposed development of the Public Service Trust.

10.5 The economic well being of Hereford will always cause a ripple effect on the wider County so reappointing a Cabinet Member for Economic Development will not have an adverse affect on the residents of the wider County, and indeed, will have a positive impact in ensuring the strategic vision for the County is enhanced through better direct involvement of the City of Hereford.

10.6 If as the Review Group recommends the potential extra funding for HCP from Herefordshire Council is made available over the next three years means that there will be an increased stake in the work of HCP. This needs to be closely supported and monitored. The Review Group felt that the reinstatement of a Cabinet Member post for Economic Development would be able to offer this support.

10.7 It was felt by the Review Group that a mechanism needed to be implemented to enable feedback to reach Herefordshire Council at both Member and Officer level so that support for the City Manager can be made available. At Member level the Review Group suggest that that contact should be the Executive Member appointed to HCP, with reappointed Cabinet Member for Economic Development the recommended post holder. At Officer level the Review Group suggest that the Hereford City Manager corresponds with Heads of Service who can then cascade information and decisions to other Officers. This would mean that the Hereford City Manager does not need to spend time diverting enquiries and problems to a wide range of Herefordshire Council officers.

11 Partnership working and shared objectives

11.1 The Review Group heard that representation on the HCP Board of Directors, and consequently its Management Committee, has changed considerably since HCP was established. This was due to issues around the failure of the City of Living Crafts project, and natural turnover of personnel.

11.2 However, the Board and Management Committee has become more stable recently and has worked to produce a business plan for HCP which will form the basis of work for the next two years.

11.3 The Review Group heard that there was no major national retail representation on the HCP Board or Management Committee at present. Representation comes from local businesses and organisations. The Review Group believe that the lack of major retail representation puts HCP at a disadvantage. HCP needs such representation to support its work. This would put HCP on a similar footing to other City Partnerships, and potentially attract further financial support.

11.4 HCP has a series of key objectives which have led to the development of an action plan and timetable in the Business Plan. However, the Review Group heard that the action plan is very wide ranging and felt that work needed to be done to focus on specific projects within the city.

11.5 The Review Group heard that there is considerable confusion from outside organisations and individuals about the employment status of the Hereford City Manager. The Review Group felt that relationships between HCP and Herefordshire Council could be improved, and a means of communicating the City Manager's reports to appropriate Herefordshire Council staff needed to be sought.

11.6 The Review Group felt the reappointment of the Cabinet Member for Economic Development would improve the relationship between Herefordshire Council and HCP.

11.7 Furthermore, the significant developments taking place and planned for the City over the next few years will require a strong lead from Herefordshire Council, and the presence of a Cabinet Member for Economic Development would raise the profile of both the City and the County, and act as a spokesperson for the millions of pounds worth of regeneration.

12 Vision and Strategic Plan for Hereford City

12.1 The Review Group repeatedly heard from witnesses that HCP does not appear to have a strategic vision for Hereford.

12.2 However, the Review Group also heard from other witnesses that the HCP should not be responsible for the strategic management of Hereford City Centre but rather it should retain its current day to day involvement with the City Centre. There are specific programmes in place for regeneration in South Wye, Rotherwas and the Edgar Street Grid (ESG), and these will require liaison rather than direct involvement.

12.3 Currently liaison between ESG and HCP is through the Leader of Herefordshire Council, who sits on both Boards. However, the Review Group heard that time pressure on the role of the Leader prevents full involvement in HCP.

12.4 The Review Group heard that HCP were unclear about their role in the vision for Hereford, but looked to Herefordshire Council for the lead for strategic planning and vision for the City.

12.5 The Review Group heard that the Hereford City Manager is sidetracked by day-to-day issues rather than being able to look at strategic developments in the City. The Review Group agreed that this was a serious issue, but questioned the need for a strategic approach by the Hereford City Manager, feeling that a better means of strategic planning was through Herefordshire Council, with the Hereford City Manager dealing with day-to-day issues. HCP would welcome strategic guidance from Herefordshire Council.

12.6 However, the Review Group also heard views that Herefordshire Council did not always give sufficient attention to the City. It was felt that the City and County could not be divorced, but needed to be seen as parts of a whole, as the economy of the City relies on the support it receives from the rural hinterland.

- 12.7 The potential impact of ESG development on the City was noted by the Review Group. Links between ESG and HCP are via Board level representation by the Leader. On hearing the evidence, the Review Group felt that the vision and strategic plan for Hereford City should be coming from Herefordshire Council, with support from organisations such as HCP.
- 12.8 The Review Group felt the appointment of a Cabinet Member with Portfolio responsibility for Economic Development would enable the strategic overview for the City to be integrated into the overall vision and strategic planning for the County.

13 Gloucester, Worcester and Shrewsbury: partnership arrangements

- 13.1 Gloucester City Centre Management Partnership was created in 1996, and has evolved into the Central Gloucester Initiative (CGI). CGI involves businesses, residents and other companies. CGI is supported directly by Gloucester City Council, and has a number of core funders including the City and County Councils, Gloucestershire Constabulary, the University of Gloucestershire, The Mall Eastgate, Boots the Chemist, Marks & Spencer, Kings Walk Shopping Centre, Sainsburys, Cheltenham and Gloucester plc, Lincoln Financial Group, SW RDA/Gloucester Docks, Quick Print, Highstar Developments and the Gloucester Chamber of Commerce and Trade. CGI has three staff members, including an administration officer. The main objective is “Improving Gloucester’s economy, environment and image for the benefit and enjoyment of residents, visitors, workers and businesses”.
- 13.2 Worcester City Centre Forum began in 1995. The vision for the Forum is that “the city centre will be at the heart of Worcester which is a cosmopolitan city where lifestyles blend in an exciting mix – every citizen feels like a tourist, and every tourist feels like a citizen”. The Forum is now a voluntary grouping of around 40 private, public and voluntary organisations. The Forum employs a City Centre Manager, who is funded by Boots the Chemists, Chamber of Commerce Herefordshire and Worcestershire, Crowngate, Lychgate Shopping Centre, Marks & Spencer, and Worcester City Council. In addition, the City Council provides office space and accounting services for the City Centre Forum. The Forum was succeeded in October 2006 by VisitWorcester, a new independent company, which is a single point of focus for all activities in the City centre and promotes the City, covering the same area as Worcester City Council.
- 13.3 As from the 1st April 2005 Destination Shrewsbury, as a business unit within Shropshire County Council, took over many of the roles and responsibilities previously undertaken by Shrewsbury Town Centre Management Partnership (STCMP). This change emerged as a result of the Council's wish to achieve a more co-ordinated approach to town centre activities. The result of the emergence of Destination Shrewsbury is that STCMP is no longer in existence in its original form. As well as Destination Shrewsbury, a brand new collective has been formed to draw the 700 retailers in the town centre group together. The aims of the group are to contribute to marketing the town as a prime retail destination, develop seasonal campaigns and events, work with local councils to make serious improvements to the street environment and to provide a network with business neighbours. The Management Board come from a broad cross section of retailers and meet bi-monthly to discuss seasonal campaigns, compare notes with other businesses, liaise with Destination Shrewsbury on promotional activities and review transport and access issues with the County Council (the Highways Authority for the town centre).

14 Strategic links

- 14.1 The Review links with the Herefordshire Community Strategy under the priority for Economic Development and Enterprise which aims to: 'improve business, learning and employment opportunities in Herefordshire enabling sustainable prosperity for all'.
- 14.2 The Review also links with the Herefordshire Economic Development Strategy 2005-2025, produced by Herefordshire Council. A major theme within this is Business and Enterprise, with objectives to develop Hereford City, both in terms of environment and facilities available, to increase its attractiveness to entrepreneurs and provide a boost for local businesses, and to develop Hereford City into a major regional centre in terms of environment, services, retail and leisure facilities.

15 Conclusions

15.1 The Hereford City Manager does an excellent job, but the role is dominated by 'fire fighting' and day-to-day issues.

15.2 The Hereford City Manager needs additional officer support.

15.3 It is good that the Hereford City Manager is not an Officer of Herefordshire Council although there is some confusion over the post. However, the Hereford City Manager sometimes finds it difficult to communicate with some Council Officers.

15.4 In addition to this the Hereford City Manager has to spend time raising money to pay her own salary and has to find additional funding for events and activities.

15.5 The Hereford City Manager should have an office in the City Centre rather than be located in the Herefordshire Council Offices at Plough Lane.

15.6 The Hereford City Manager is well known to the majority of all retailers in the City and is their first port of call in many situations, particularly when there is a problem.

15.7 The HCP Board and Management Committee are run by volunteers, some of whom are very enthusiastic.

15.8 However, the HCP Board appears to lack leadership and expertise and fails to provide a strategic vision to the City and the Hereford City Manager.

15.9 The Review Group believe that the HCP is not in a position to provide a strategic vision, and needs to be consulted rather than take the lead. The Strategic Vision for Hereford should be provided by Herefordshire Council with HCP as one the principal partners in its development and implementation.

15.10 HCP lacks major retail Board and Management Committee members which is detrimental to its overall effectiveness.

15.11 There was an issue of whether or not HCP should be able to administer street trading licences and retain any income.

15.12 It was asserted that income from Street Trading could rise considerably which could then go towards funding additional HCP employees and other activities.

15.13 The Review Group found that it would not be legally possible for HCP to administer Street Trading Consents but the Review Group felt that there was scope for the fees to increase.

15.14 The Review Group believe that it is essential to refocus the remit of HCP to concentrate on the City Centre retail core.

15.15 Herefordshire Council does not give enough attention to the City or HCP. A means needed to be sought to strengthen the link between Herefordshire Council and HCP, and also develop a stronger link between HCP and ESG. It is believed that due to time constraints on the role of the Leader, the leader was not the best Herefordshire Council representative to have on HCP Board and that a Member who can devote more time to HCP be appointed.

15.16 The Review Group would also like to see the Cabinet Member Portfolio for Economic Development reinstated. In view of the importance of Hereford City to the wider County and as a sub-regional centre it is believed that the Cabinet Member for Economic Development will enable the profile of the regeneration work happening in the County to be raised. This Portfolio would have an important long-term role to play in developing the economic and environmental wellbeing of the City Centre as well as play a key role in the Edgar Street Grid proposals, with the capability of retaining an overall understanding of the strategic vision for the regeneration of Hereford City and wider County.

15.17 In order to develop and improve the work of HCP a medium-term funding package for its development over the next 3-5 years needs to be produced so that HCP can play a full and important role whilst long term plans for the City's redevelopment are drawn up.

15.18 Herefordshire Council should increase the level of its funding for HCP to £16,000 per annum in line with the contribution made from Hereford City Council to develop this medium term plan. Hereford City Council should also consider increasing its Parish Precept to provide further funds to HCP. In addition to this HCP should continue to maintain, develop and explore ways to provide its own independent revenue stream.

16 Next Steps

16.1 The Review Group anticipate that, if approved by the Community Services Scrutiny Committee, this report will be presented to Cabinet for consideration. The Review Group hope that the findings contained in this report will form the basis of any future agreement with HCP.

16.2 The Review Group recognises the achievements HCP has made to date, and feels that there are opportunities for future development of the organisation.

16.3 The Review Group anticipates that if the report is approved, HCP and Cabinet acts upon the recommendations and suggestions made in the report, summarised in section 17 below.

16.4 The Review Group also expects Cabinet to report back to the Community Services Scrutiny in six months time with a detailed action plan reporting on activity taken in view of the Review Groups recommendations.

17 Recommendations

17.1 That Herefordshire Council reinstates the Cabinet Member Portfolio with responsibility for Economic Development This Cabinet Member should take the lead on a strategic vision for Hereford City with support from partner organisations such as HCP and ESG, and ensure links with the wider County. (10.30)

17.2 That Herefordshire Council representation on the HCP Board is revisited and a member representative with potentially more time to support the work of HCP is appointed. If the recommendation for the reinstatement of the Cabinet Member for Economic Development is accepted then that Portfolio Holder should assume this appointment. (10.2)

17.3 That reporting mechanisms are put in place to enable the Hereford City Partnership manager to report to the Cabinet Member (Economic Development) on a regular basis. (10.1)

17.4 Herefordshire Council relocates the Hereford City Manager to one of its City Centre Office spaces, rather than being based at Plough Lane. (9.5)

17.5 That the Hereford City Manager's job particulars have a person specification prepared to go with the job description. (9.4).

17.6 The Hereford City Manager be provided with administrative support. (9.1)

17.7 The Membership of Hereford City Partnership be reviewed to ensure that all areas of the City are represented including the addition of major retailers as Members. (11.3)

17.8 That additional funding is put into HCP to support the Hereford City Manager and administrative support be provided in the short term prior to the emergence of a whole city vision and the development of ESG. (10.6)

17.9 That the annual funding of £16,000 which is put into HCP by Hereford City Council is matched by Herefordshire Council over the next three years, plus HCP maintains its existing funding and infrastructure support commitments to continue and develop its activities and events. (10.6).

17.10 That Hereford City Council investigate the possibility of increased support for HCP through the level of precept levied in the city. (8.13).

17.11 That Hereford City Partnership commence regular budgeting procedures and produce income and expenditure accounts. (8.15).

17.12 That Hereford City Partnership concentrate their main activities on the City Centre's economic and environmental wellbeing. (5.11).

17.13 That Hereford City Partnership liaise with other key partners with an interest in the City, including Hereford City Council, Herefordshire Council, Edgar Street Grid, South Wye Development Trust, and Rotherwas Futures. (10.4).

17.14 That mechanisms are put in place by Herefordshire Council enable the Hereford City Manager to report to Officers at Head of Service level. (10.7).

17.15 That the Street Trading Panel procedures are reviewed to enable direct reporting to the Cabinet Member (Economic Development). (8.11).

17.16 That Hereford City Partnership fully instigates the proposed retail membership scheme with varying levels of membership to generate income. (8.14).

Appendix 1 Terms of Reference for Review of Hereford City Partnership

REVIEW:	Review of the City Partnership	
Committee:	Community Services Scrutiny Committee	Chair: Councillor Bramer
Lead support officer:	Clare Wichbold MBE, Regeneration Co-ordinator	

SCOPING

Terms of Reference
<p>Specifically this review will cover:</p> <ul style="list-style-type: none"> ▪ An understanding of the purpose and objectives of the City Partnership and the work of the City Partnership Officer ▪ To assess the management arrangements and decision making process ▪ To review the work programme and strategic plan
Desired outcomes
<ul style="list-style-type: none"> • To gain an understanding of the role of the City Partnership • To outline a shared, strategic vision for Hereford City • To ensure the Council's support is used to best value and fulfilling the corporate objectives • To work with partners on an agreed way forward in relation to new initiatives coming to fruition in the City and the activities of new emerging groups • To look a method for performance management, with specific targets, milestones and outcomes
Key questions
<ul style="list-style-type: none"> • What is the role of the City Partnership? • How does the partnership work and make decisions? • What are the funding arrangements for the partnership and is there opportunity for additional external funding? • What is the work programme for the year in relation to the activities of the City Centre Manager? • How does the mutual support and understanding of partners operate – are there a shared or conflicting objectives? • What is the strategic plan for the next five years? • What should be the key points in creating a vision for Hereford City?

Corporate Plan Priorities

Economic Development, community well being and enterprise

Timetable (NB this was revised with the agreement of the Review Group)	
<i>Activity</i>	<i>Timescale</i>
Agree approach, programme of consultation/research/provisional witnesses/dates	June 06
Collect current available data	June and July 06
Collect outstanding data	September 06
Analysis of data	September 06
Final confirmation of interviews of witnesses	June 06
Carry out programme of interviews	July 06
Agree programme of site visits	June 06
Update to Economic and Community Scrutiny Committee	October 06
Final analysis of data and witness evidence	August 06
Prepare options/recommendations	September 06
Present Final report to Economic and Community Scrutiny Committee	October 06
Present options/recommendations to Cabinet	November 06
Cabinet response	December 06
Implementation of agreed recommendations	January 07 onwards
Members	Support Officers
Cllr Mrs PA Andrews - Hereford City Council Representative Mr W Jackson - Private Sector Representative Mr M Jones - Retail Representative Cllr H Bramer Cllr J G S Guthrie Cllr B Hunt Cllr D C Taylor	Clare Wichbold MBE – Regeneration Coordinator Craig Goodall – Democratic Services Officer

Appendix 2 Questions for Review Interviewees

1. When was HCP formed?
2. Who was it formed by?
3. What status does HCP hold? Is it a legally constituted body?
 - a. Can we have a copy of constitution/any legal docs on HCP outlining its role?
4. Who are the Members of HCP?
 - a. How do they benefit from being a part of HCP?
 - b. How do Members join the Board?
 - c. Is there a Membership fee?
5. How is HCP funded?
 - a. How much?
 - b. From whom?
 - c. For how long?
 - d. Future fund raising plans? Any external funding opportunities?
 - e. What financial commitments does HCP have? eg wages
 - f. Can we see a copy of accounts?
6. What are the main aims and objectives of HCP?
7. What geographical area does HCP cover?
8. What is the work programme of the Board?
9. What is the work programme of the Hereford City Manager?
10. Are there any future events planned?
11. What is the strategic plan for the next five years?
12. What are the achievements of HCP to date?
13. How would you judge the success or otherwise of HCP to date?
14. What should be the key points in creating a vision for Hereford City?
15. Can you describe the decision making process of HCP and how an idea forms from inception through to delivery?
 - a. Can we have an example of this?
16. How is HCP monitored and evaluated?
 - a. How could this process be improved/strengthened?
17. How does HCP report back to its funders?
 - a. Are there any feedback mechanisms?
18. How does the mutual support and understanding of partners operate?
 - a. Are there any shared or conflicting objectives?

19. Is there a staff review and development structure in place for HCP employee?
20. Do other cities have similar Partnership arrangements?
 - a. Which cities?
 - b. What do they do?
 - c. Similarities/differences compared to HCP?

Appendix 3 List of interviewees

Name	Representing
Cllr David Fleet	Hereford City Council
Bobbie Heavens (Chair)	Association for the Promotion of Herefordshire
Penny Jones	Herefordshire Council
Gary Woodman (Vice-Chair)	Hereford Chamber of Commerce
Kirsty Chadd	Chadds
Luke Conod	Denim Nation Group Ltd (DNG)
Cllr Alan Williams	Hereford City Council
Paul Hodgson	Cross & James
Alan Ronald	Herefordshire Council
Cynthia Spaul	HCP
Juliet Coard	HCP
Jane Lewis	Herefordshire Council
Jonathan Bretherton	ESG Herefordshire Ltd
Nick Romans	Marks & Spencer plc, Hereford Store
Cllr Roger Phillips	Herefordshire Council

Appendix 4 Hereford City Partnership – Board of Directors and Management Committee Membership

Board of Directors

Name	Representing
Adrian Blackshaw	Visit Herefordshire
Donna Burgess	Gabbs Solicitors
Kirsty Chadd	Chadds
Luke Conod	Denim Nation Group Ltd (DNG)
The Dean – The Very Reverend Michael Tavinor (ex-officio)	Hereford Cathedral
Frankie Devereux	The Hereford Haven
Cllr David Fleet	Hereford City Council
Bobbie Heavens	Association for the Promotion of Herefordshire
Paul Hodgson	Cross & James
Ernie McVay	Eign Enterprises
Cllr Roger Phillips	Herefordshire Council
Simon Pullen	Maylords
Lewis Rogers	Young & Co
Cllr Alan Williams	Hereford City Council
Gary Woodman	Hereford Chamber of Commerce

Management Committee

Name	Representing
Cllr David Fleet	Hereford City Council
Bobbie Heavens (Chair)	Association for the Promotion of Herefordshire
Penny Jones	Herefordshire Council
Lewis Rogers	Young & Co
Gary Woodman (Vice-Chair)	Hereford Chamber of Commerce

Appendix 5

Members of the Street Trading Panel

Name	Post
Mike Pigrem (Chairperson)	Trading Standards Manager
Jeff Owen	Markets & Fairs and Street Trading Manager
Kevin Price	Licensing Officer, Street Trading
Dave Osborne	Senior Technical Engineer, Highways
Fred Spriggs/Jane Acaster	Licensing Officer, Street Trading
Geoff Hardy	Principal Lawyer
Penny Jones	Community and Economic Regeneration Manager
Alan Ronald	Economic Regeneration Officer
Paul Nicholas	Environmental Health Manager – Commercial
Cynthia Spaul	Hereford City Manager (Non-Voting)

Appendix 6 New Unitary Benchmarking Group members

Bath and North East Somerset Council
Darlington Borough Council
East Riding of Yorkshire Council
County of Herefordshire District Council
County of Isle of Wight Council
North Lincolnshire Council
North Somerset Council
South Gloucestershire Council
Telford and Wrekin Council
West Berkshire Council

REVIEW OF HOW TO RETAIN 18-35 YEAR OLDS IN HEREFORDSHIRE AND ATTRACT THEM TO IT

Report By: 18-35 Review Group

Wards Affected

County-wide.

Purpose

1. To consider the findings of the 18-35 Review Group following the Review of 'How to retain 18-35 year olds in the County and attract them to it'.

Background

2. At the meeting of the Community Services Scrutiny Committee on 13th June 2005, the Committee agreed to undertake the review and also agreed the Scoping Statement (terms of reference) and the membership of the Review Group.
3. The Review Group's report setting out its approach to its task, its findings and conclusions is attached.

RECOMMENDATION

THAT (a) the Committee considers the report of the 18-35 Review Group and determines whether it wishes to agree the findings for submission to Cabinet;

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

and;

(c) a further report on progress with respect to the Review be made after six months with consideration then being given to the need for any further reports to be made.

BACKGROUND PAPERS

- None identified

How can Herefordshire retain 18-35 year olds in the County and attract them to it?

March 2007

**For presentation to the Community
Services Scrutiny Committee**

- ...Putting** people first
- ...Preserving** our heritage
- ...Promoting** our county
- ...Providing** for our communities
- ...Protecting** our future

Quality life in a quality county

Contents

1. Introduction
2. Method of Gathering Information
3. The Statistical Position
4. The Factors Influencing the Figures
5. Conclusions
6. Recommendations

ANNEXES

- I Review Group Scoping Statement
- II Herefordshire's Population Trends (Herefordshire Council Research Team 12th July 2005)
- III Information gained from Higher Education Statistics Agency
- VI "Most Important aspects in deciding where to live for young people in Herefordshire" – Herefordshire Council Research Team.

1. Introduction

- 1.1 The purpose of the Review was to establish the reasons why 18 to 35 year olds leave the County. The common perception was that people from within this age range were moving outside the County or, if already living outside, did not consider Herefordshire a viable location to live.
- 1.2 In addition the Review would consider what measures the Council could put in place to retain 18 to 35 year olds within the County, or attract them to it. The Review also considered what role the Council's partner organisations, and the County as a whole could take to assist in the achievement of the above aim.
- 1.3 The Review's aim was to propose a range of options for Cabinet to consider that would retain or attract 18 to 35 year olds to the County.
- 1.4 A scoping statement for the Review, including Terms of Reference, was approved by the Community Services Scrutiny Committee at its meeting on 13th June 2005. It was agreed that all Members of the Committee would form the Review Group. A copy of the Review Groups scoping statement is attached at Annex 1.
- 1.5 The Review was undertaken between August 2005 and June 2006. This report summarises the key findings of the Review, details to the processes followed, and contains a number of recommendations.
- 1.6 The report would focus on a number of themes deemed most likely to affect the retention and attraction of people aged between 18 and 35. The main themes were – Employment; Housing; Leisure; Education and Skills; Transport; and Image. Initially it was decided to concentrate efforts on the first three of these themes.

2. Method of Gathering Information

i. Statistical Data

2.1 The Review Group commenced the Review with a brief overview of the statistical data pertinent to the age range and focus of the Review. This was enhanced at the following meeting with a more detailed explanation of the current statistical information and population trends, this document can be viewed at Annex 2. Much of the statistical information was provided by the Herefordshire Council Research Team, using a variety of sources, but primarily demonstrated through their reports on "Herefordshire's Population Trends" published in July 2005, and the West Midlands Regional Lifestyle Survey undertaken by the West Midlands Regional Observatory in 2005.

2.2 Additionally the Review Group were able to obtain statistical information from the Higher Education Statistics Agency which provided specific information with regard to the locations of Universities attended by Herefordshire students and where they chose to work after finishing their degree courses.

ii. Focus Groups

2.3 To obtain an indication of the reasons behind the apparent outward migration of young people from the County the Review Group felt it important to canvass the views and opinions of people from within the 18 to 35 year old age range. All Herefordshire Council employees within the age range were invited to join a series of focus group meetings aimed at obtaining direct evidence on their opinions on the Reviews themes. From this invitation a Focus Group comprising of 16 staff members was formed and fed their views into the process.

2.4 Additionally the Review Group called a meeting of several employers of varying sizes, education providers, and business support agencies to gain evidence relating to the Employment theme of the Review.

ii. Written evidence

2.4 Written comments and views on The Attraction and Retention of 18 to 35 Year Olds were invited from members of the public at the beginning of the Review via articles in the local press and interviews, and news items on BBC Hereford & Worcester radio.

3. The Statistical Position

i. General Population figures

3.1 Population figures were analysed from a variety of sources including the West Midlands Regional Observatory, and the Herefordshire Council Research Department. Census and survey data gave absolute figures that could be used to represent a particular point in time. Combining these figures with an analysis of population trends could produce forecasted predictions on future population trends and figures.

3.2 In 2004 the estimated population of Herefordshire was 177,800. Although between 1991 and 2001 Herefordshire's population had grown faster than the national average, this growth in population was due to inward migration rather than an increase in births in comparison to deaths.

3.3 Herefordshire is currently underrepresented in the 15 –24 age range and over represented in the 50+ age ranges. The population figures show that 15 – 24 year olds represented only 10% of the County's population compared with 13% of the population of England and Wales as a whole.

3.4 Taking into account current migration trends and applying them to future forecasts, the 15 to 24 age range was set to increase by 13% by 2011, 17,800 people in 2003, to 20,000 people in 2011. Even with this increase, the County would still be underrepresented in this age range when compared with the average for England and Wales. In 2011, 20,000 people would represent 11% of the County's population, compared with 12.9% of the population for England and Wales.

3.4 Using NHS re-registration data it was possible to demonstrate that in the 15 to 24 age range Herefordshire showed a net loss of people – approximately 450

people. This represents 3% of the population within that particular age range in the County.

3.5 Using the same data it was demonstrated that all the other age ranges showed a net gain of people into the County. The largest net inflows were in the 35–39 and 55–59 age ranges, where the County had a net gain of approximately 200 people in each age range. In addition these inward migration figures did not take into account people who had moved into the County from outside England and Wales.

3.6 In July 2005 the Herefordshire Council's research team produced a report detailing Herefordshire's population trends. The report concluded that:

- Herefordshire had an older age structure than England and Wales as a whole.
- Negative natural increase (i.e. there are less births than deaths) means that population growth is entirely fuelled by net in-migration, and that the largest proportion of these immigrants come from London and the South East.
- Despite popular opinion, not all immigrants were retired, the annual net increase of people over 65 being approximately 200.

ii. Comparison Authorities

3.7 The net loss of young people from the County was not a problem that was unique to Herefordshire. For example Rutland, Malvern Hills, West Dorset, and Kennet District council's all experienced a higher percentage of outward migration from within the 15 to 24 year old age range than Herefordshire.

3.8 In comparison, Local Authorities whose young person population increased included Westminster, Wandsworth, Hammersmith, Fulham and Islington, all inner London Boroughs, and Nottingham from outside London.

3.9 From the data available, it is obvious to conclude that rural Authorities are losing young people, whereas the larger cities experienced a net gain. Rather tellingly census data records people at University as resident in their location of study rather than at, for example, their parents address.

iii. Information from HESA (Higher Education Statistics Agency)

It was suggested to the Review Group that one reason why young people left the County was to study at a higher education institute.

3.10 HESA supplied information regarding the chosen University of those Herefordshire residents entering Higher Education. In addition further interrogation of the information demonstrates how many of these students returned to Herefordshire when in employment.

3.11 This information can be viewed in Annex 3 (tables 1 through to 3) demonstrating the most popular destinations for Herefordshire based students and how many of them returned to work in the County.

3.12 It is apparent that the vast majority of the most popular University destinations are within cities and towns that could be deemed to be located

close to Hereford, with Worcester, Cardiff and Gloucester being in the top 3 most popular locations in at least 2 of the 3 years.

- 3.13 Within the top ten results in all tables, only Exeter (in 2003/04) is outside of a 2-hour car journey from Hereford, and the majority of these most popular destinations, across all three years, are within an hour to an hour and a half journey time by car.
- 3.14 It is also evident that a higher percentage of people from the smaller cities return to work in the County. For example in 2004/05, Worcester (61%), Newport (67%) and Gloucester (43%) had high levels of people returning to work, while Cardiff (14%), Bristol (17%) and Birmingham (36%) saw relatively low levels of people returning to the County.
- 3.15 Over time the amount of people returning from University to work in the County has increased. In 2002/03 240 of 853 (or 28%) people returned, by 2003/04 this figure had increased to 260 of 900 (29%), and had further increased in 2004/05 to 296 of 926 (or 32%).

v. Economic Data

- 3.17 The 2001 Census showed that Herefordshire had a lower percentage than the national average of people with degree level qualifications and people in higher-level occupations. In addition there is a shortage of skilled and semi skilled workers.
- 3.18 A separate survey of employers showed that 31% of employers felt that there was a significant gap between school leaver's qualifications and the qualifications that were required for work.
- 3.19 A study by the Joseph Rowntree Foundation found that Herefordshire was one of the least affordable areas in the Country for first time buyers.
- 3.20 This study had shown that in the West Midlands on average 3.8 times the average income was required by a first time buyer to buy a home. In Herefordshire this figure was 4.8 times the average income, and again, in London the figure was 4.7, although here the average wage was much higher.

4 The Factors Influencing the Figures

- 4.1 It is apparent from the statistics that Herefordshire has a problem retaining its young people within the County. Large numbers of them move away to University and fail to return, with large cities proving to be the most popular destinations.
- 4.2 Although the statistics identify the scale of the problem they do not identify the reasons behind the problem. The Review Group undertook a number of focus groups to identify the issues behind the migration out of the County and to determine whether there was one single factor, or a collaboration of factors responsible.

4.3 In addition to the focus groups the Review Group used a Survey conducted by the West Midlands Regional Observatory, which was produced during the lifetime of the Review, as further evidence as to the reasons for the outward migration. This report, the Regional Lifestyle Survey 2005 (RLS 2005), was undertaken to explore the attitudes of adult residents (18 years old and over) towards lifestyle, environmental and wider quality of life issues.

4.4 The first question asked in the survey was ‘**When making a decision about where to live, which three things are most important to you?**’. An analysis of this report was conducted by the Herefordshire Council Research Team and included an analysis of the responses to this question from young people (18 to 34 year olds) in Herefordshire compared with the responses across the region and for all ages.

4.5 Please see Annex 4 for a copy of this report, the main findings appropriate to this Review are summarised below.

4.6 Respondents to the survey were asked to choose 3 factors (from a list of options), which were the most important to them when making a decision about where to live. Table 1 shows the ‘top 10’ options for Herefordshire among those aged 18 to 34.

Table 1 – Responses from the 18 – 34 year old age group in Herefordshire.

Most important things when deciding where to live	Percentage	Rank
A safe area with low crime	37.9%	1
Close to family or friends	31.9%	2
Close to where you work	29.0%	3
Affordable housing	27.8%	4
A quiet area	21.5%	5
Good local schools	20.2%	6
A nice, clean environment	19.9%	7
Accessible to the countryside	17.4%	8
Knowing the area	16.1%	9
The right type of housing	12.6%	10

4.7 The main points from this research can be summarised below:

- A safe area with low crime and proximity to family and friends is the most common factor in the county and the region for 18 to 34 year olds
- A significantly greater proportion of 18 to 34 year olds respondents from Herefordshire consider a quiet area and accessibility to the countryside to be amongst the most important aspects when deciding where to live compared to regionally for this age group.

- However proximity to place of work was the 3rd most common response for Herefordshire's 18 to 34 year olds (29%), higher than the proportion from this age group in the region (21%, 6th most common response).
- Affordable housing was important for this age group in Herefordshire and the region, with a higher proportion of 18 to 34 year olds choosing this in Herefordshire (28% compared to 22% in the region).
- Good public transport links was one of the most common 10 factors for those in the region as a whole (14% of respondents) but ranked 12th for those from this age group in Herefordshire (8%).

Responses from Focus Groups.

4.8 The Review considered a number of themes that might be important factors in a young persons decision whether to remain in, or relocate to Herefordshire. In particular it was the view of the people participating in the Focus Group that the themes concentrating on Employment, Education and Skills, Housing, and Leisure should be given most consideration.

4.9 The following paragraphs give an indication of the main points brought out from discussions held within the Focus Groups. The responses are grouped loosely into the different themes determined at the beginning of the Review.

4.10 Employment

4.11 Evidence gained from employers stated that they had employees who had left for better paid jobs elsewhere once they were more experienced. One public sector organisation stated that they had no trouble recruiting trainees, the problem was retaining them.

4.12 This evidence from employers was backed up with evidence from the Staff Focus Group. Comments from members ranged from stating that they intended to 'move out of the County due to low wages and lack of career progression'; through to that 'it was difficult to gain a similar salary to that which they could earn elsewhere'. The responses were wholly negative towards local salaries.

4.13 One public sector organisation felt that organisations and businesses needed to offer progression to young people to prevent them moving away to progress themselves once they had received training. Another organisation was of the opinion that graduate employment would need to be developed in order to retain those people who did actually study within the County.

4.14 From an employee's perspective, one member of the Staff Focus Group mentioned that they had never seen an advert for a Graduate Placement post for a local firm. Although perhaps a generalisation the other members of the Group recognised that graduate placements within Herefordshire were very rare positions.

4.15 The issue of training, both vocational and academic, was pertinent to both employers and young people. The employers recognised that a higher skilled workforce would help to encourage other employers into the County. It was commented that large local employers needed to work with local

training providers so that courses reflected the needs of the local employment market.

- 4.16 Herefordshire is lacking in 'knowledge industries' such as allpay.net. The current employment pool in Herefordshire is considered too small by major employers to consider locating to the County. Combined with poor road infrastructure and a shortage of people with NVQ's at higher levels, Herefordshire is an unattractive location option for firms looking to relocate.
- 4.17 Evidence from both employers and employees indicated that people were prepared to move out of the County in search of better-paid employment once qualifications had been gained, or training courses completed.
- 4.18 Although there is a need for an enhanced training provision, there is currently much good training work being done within the County by organisations such as Herefordshire Group Training Association, much of which is being directed towards addressing the current problems in the manufacturing sector.

4.19 Housing

- 4.20 The Review Group looked at the various elements of the housing sector that would impact on young people. This included both the affordability of buying houses and the availability and quality of the rental market.
- 4.21 It is generally accepted that individually young people find it virtually impossible to buy a house within the County, even those properties at the bottom level of the housing market. At the time of the Review the average house price in Herefordshire was £196,000, this was a higher average than Shropshire or Worcestershire. Against this figure, income levels in the County were 20% below the regional average.
- 4.22 House prices are relatively cheaper than some other areas of the Country, especially the South East, this may explain why the proportion of inward migration was so high from this region, 65% from London and the South East. Despite the relative cheapness of Herefordshire's housing compared to other areas, Herefordshire does lack affordable low cost housing.
- 4.23 Young people in Herefordshire are making a conscious decision to rent rather than buy houses due to affordability issues. Mortgage costs when compared to renting costs were considered prohibitively expensive.

4.24 Leisure

- 4.25 The general opinion of people between 18 and 35 who were interviewed as part of the Review was that the County's Leisure facilities were of mixed standards. They also linked leisure provision with how the County was promoted and it's image to those within the 18 to 35-age range.

i. Sports and Recreation

- 4.26 Sports facilities within the Country were not considered to be very good. Training facilities, depending on the type of sport, might not be available within the County.

4.27 Herefordshire has an outdoor image, and this has been promoted extensively through certain mediums, Herefordshire's Walking Festival for example, however it was young people's opinion that no outdoor culture actually existed.

ii. Music and the Night-time Economy

4.28 It was considered by the people interviewed that the County needed additional live music venues. It was noted that various pubs did often host "live" acts but this prevented people under 18 attending. Hereford Leisure Centre had hosted nationally renowned "live" bands in the past and there was a general agreement that the recommencement of this capability would be widely appreciated by young people.

4.29 It is considered that Hereford has a limited offer, in terms of nighttime entertainment, with much of the offer being traditional pubs and clubs. This contributed to a lack of variety in the type of places people could go out to with a comparatively low level of contemporary bars, restaurants, and clubs.

4.30 Most people in the 18 to 35 year old age range travelled to other Cities such as Birmingham and Cardiff for a night out, often just to experience a 'different' night out.

4.31 Whilst young people wanted more choice in terms of leisure and entertainment facilities, it was widely acknowledged that this would not necessarily constitute large-scale changes. Those interviewed realised that changes to the nature of the City Centre would be unacceptable to many, and indeed were not necessary. A small increase in types of venue would provide the choice and variety that could be found in some of the larger cities.

4.32 Good leisure facilities were not seen as enough of a pull factor, on their own, to encourage young people to stay in the County, or indeed attract them in, it was however felt that they would be a contributing factor.

4.33 Education

i. A Herefordshire University.

4.34 The Review Group considered the concept of a University in Herefordshire. It was widely thought that a University would attract young people to the area. In addition, a University can act as a regeneration catalyst, especially when an element of a wider regeneration strategy, Lincoln is one such example where a University has helped to revitalised the City.

4.35 Despite the perceived benefits a University would bring to Herefordshire, due to the current surplus of University places a new higher education facility is not considered a viable option.

4.36 Without a University for the foreseeable future, it was essential that the Hereford Learning Village should be supported to develop the range of degree and NVQ qualifications available within the County. The best method of gaining a 'University of Herefordshire' was to encourage all local higher education providers in the County to join together in forming a 'Virtual University'.

4.37 Even with a University, Herefordshire would experience difficulties in retaining students, as employment opportunities within the County are not likely to meet the aspirations of graduates.

4.38 Image

4.39 There is a general perception among young people that the County has an “old” feel to it with not many things for young people to do. This has contributed to the decision for some people to move on from the County once other opportunities presented themselves.

4.40 The lack of leisure opportunities was detrimental to the County in terms of retaining young people. With one theatre and a one screen cinema, the City does not compare favourably with the competing towns of Worcester and Shrewsbury, or other larger cities such as Birmingham and Cardiff.

4.41 Road entrances to the City were considered to portray a negative image. Combined with recurring traffic problems, the City is seen as stagnating and backward in it’s efforts to reduce congestion.

4.42 Hereford has a number of under utilised resources that could be used to enhance the image of the City. The river borders the south of the City Centre although almost no use of it is made, either for business or leisure activities. In addition Castle Green could be used for a variety of activities but is currently seen as little more than a park.

4.43 Connected to employment issues, the fact that Herefordshire has little or no ‘young’ industries, for example IT, electronics’, or media based, gives the impression that the County is not forward thinking in it’s approach to business and employment. This was felt to be a huge missed opportunity for the County to capitalise on it’s natural advantages.

5. Conclusions

5.1 At an early stage in the course of this Review it was apparent that the factors and influences impacting on exactly why young people decided to move away from, or indeed move into, the County were many and varied. Many of the points coming out of the Focus Groups and from the statistical information were related to central government policies or determined by national economic factors.

5.2 This can be ably demonstrated by examining the Housing situation. It was identified through both statistical data and Focus Groups that local house prices were preventing young people from getting on the housing ladder. However this is a national problem and one that would only be alleviated by increasing the supply locally of lower priced accommodation. To accommodate this would involve developer agreement, possibly the release of land not currently zoned for housing, and probably be driven by a public sector organisation with associated costs.

5.3 Despite identifying factors out of their control, the Review Group were keen for the Review to uncover as much statistical information as possible to determine any patterns or trends that could help rectify the problem of

outward migration. As a consequence this has resulted in bringing forward the information from HESA.

5.4 It also became apparent that to identify the reasons behind young people moving out of the County the Review would need to contact these people. This presented severe constraints around exactly how these young people could be identified and contacted. It was determined that to pursue the identification and surveying of young people would prove to be a task outside of the scope of this review given the cost and resource implications.

5.5 Despite the reduction in the scope of the information gathering exercise and the identification of factors outside the Councils sphere of influence, many important conclusions were able to be drawn from the Review.

i. Statistical Conclusions

5.6 Herefordshire “lost” 450 people aged between 15 and 24, each year to outward migration.

5.7 In contrast the County “gained” 200 people aged between 35 and 39 each year from inwards migration.

5.8 The loss of young people is not a problem unique to Herefordshire but prevalent across most rural areas.

5.9 Universities within cities and towns geographically close to Hereford are the most popular locations of choice for Herefordshire students.

5.10 The larger cities retain more of their Herefordshire originated students compared to smaller towns.

ii. Variations in the 18 to 35 year old age range

5.1 It is apparent that there are at least two distinct sub divisions of the age range the Review is considering. There is a net outward migration for those young people under 25, yet there is a net inward migration of young people aged between 25 and 35.

5.2 The suspected explanation is that the net outflow of people aged between 18 and 25 is caused by these young people going to University and being counted as resident in their location of study. It is thought that these people study away from Herefordshire, perhaps start a career outside the County and then move back into Herefordshire when looking to start a family, thus explaining the net inward migration from 25 to 35. This would indicate that lifestyle choices are important to those looking to come back to the County.

iii. No overall push factor

5.3 The evidence would suggest that there is no one factor behind the unpopularity of Herefordshire as a location for young people to live, rather, all the reasons studied by the Review Group form part of the overall negative perspective for young people; low wages, high cost of housing, no career progression, lack of leisure and entertainment facilities.

5.4 Together these issues form a reason for a young person to decide not to stay in the County, or not to relocate to Herefordshire, separately they are not significant enough to influence someone's decision to move.

iv. Little Changes

5.5 It is apparent that small scale changes, both physical and in people's attitudes could make significant differences to the lives, or opinions of young people. Herefordshire's image is not good with young people, many seeing the County as a backwater with little or no change. Simply by encouraging 'new' industries to relocate in the County would send out the signal that the County was attempting to be proactive and forward looking.

5.6 Similarly small scale changes to the leisure and recreational facilities would prove beneficial. More choice in terms of night time entertainment, not in terms of numbers of venues, but in terms of style and type, would provide young people with a range of opportunities.

5.7 The provision of a multi screen cinema is again an example of a small change that would make significant differences. Not having a multi screen cinema not only has a negative impact for film viewers but again, sends out a negative portrayal of Hereford's image.

6. Recommendations

- (a) That young people are involved in the shaping of major regeneration schemes and developments, specifically looking at how these can incorporate their recreational, cultural, and employment needs. This should include detailed and targeted inward investment promotion and working with property agents and developers to influence private investors and brand name companies.**
- (b) Due to the over provision of University places generally within the Country, avenues exploring other methods of retaining and attracting college graduates and young people to Herefordshire are pursued.**
- (c) Given that the figures demonstrate that there is an outflow of young people aged between 18 and 24, yet a net influx of people aged 25 to 35, available resources are concentrated on improving the County's Social and Economic offer to this age group.**
- (d) That the Business Start-Up programme is promoted to young people to support entrepreneurship within the age group.**
- (e) That the Council continues a programme of affordable housing linked to major developments.**

REVIEW:	Retaining or attracting 18-35 year olds to Herefordshire	
Committee:	Community Services Scrutiny Committee	Chair: Councillor A.C.R Chappell
Lead Support Officer:	Nick Webster	
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

Population & Migration in Herefordshire

Data on population & migration is only available for 5-year age groups, as quoted here. It is not possible to break them down further to identify 18, 19 and 35 year-olds.

Current Population

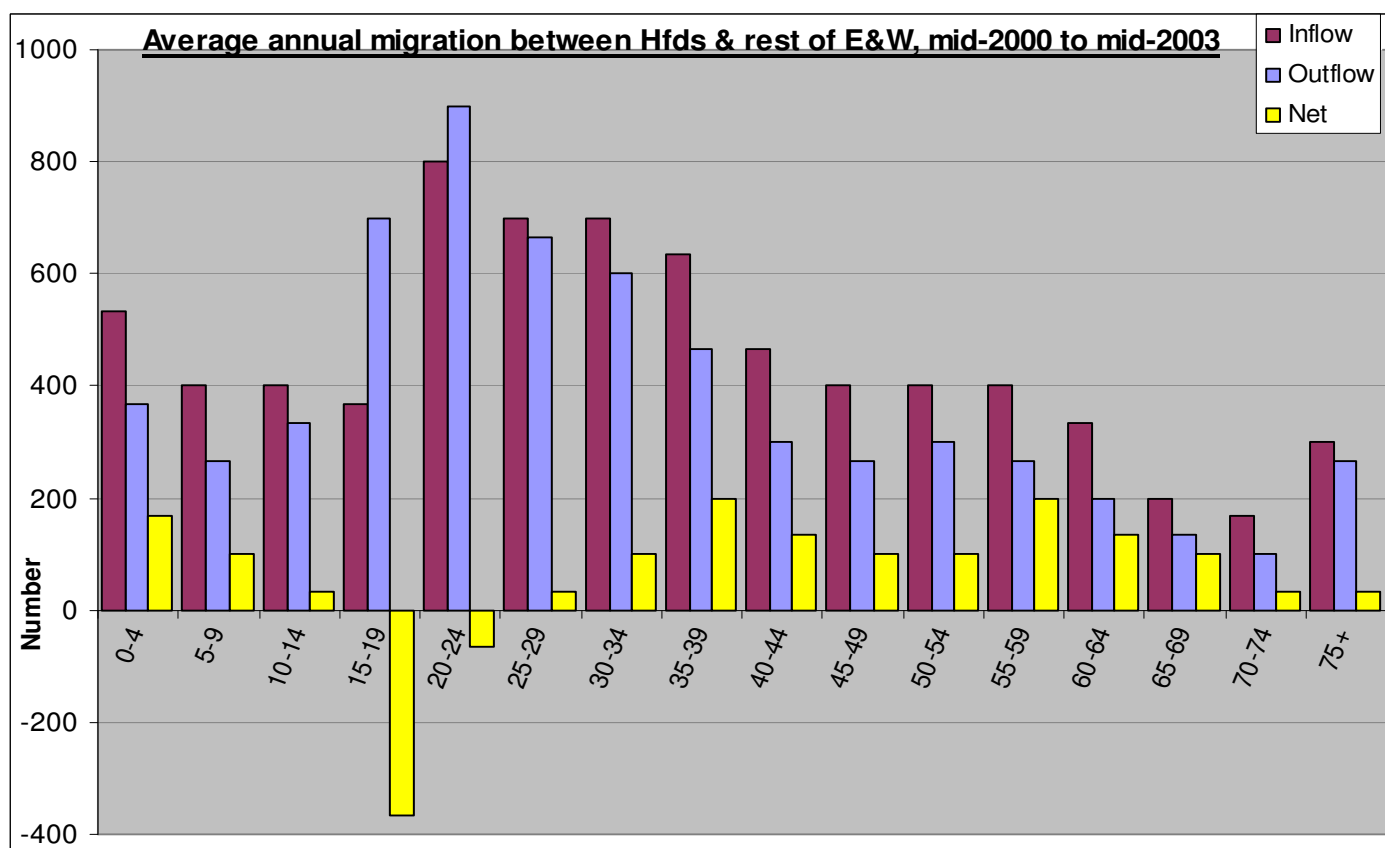
Age group	Herefordshire		England & Wales
	Number	Proportion	Proportion
15-19	10,500	5.9%	6.4%
20-24	7,300	4.1%	6.2%
25-29	7,900	4.5%	6.2%
30-34	10,800	6.1%	7.4%
All ages	176,900	100%	100%

Source: Office for National Statistics Mid-year Estimates of Population, 2003

Migration between Herefordshire & E&W

Average annual movements between Herefordshire and the rest of England & Wales, (from ONS estimates using NHS re-registration data, for the 3 years mid-2000 to mid-2003):

- Largest flows (in & out) are in the 20-24 age group
- Net in-flow of all age groups except 15-19 & 20-24
- Largest net out-flow: 15-19 year-olds
- Largest net in-flow: 35-39 and 55-59 year-olds



Source: ONS, using NHS patient re-registration data.

Economic Activity of Migrants between Herefordshire and the rest of the UK; 2001 Census

NB. A migrant is someone who changed their address in the year before the Census

ECONOMIC ACTIVITY	% of all people in Hfds (whether migrant or not)	% of migrants moving INTO Hfds from UK	% of migrants moving OUT OF Hfds to UK
All people	174,871	6,334	5,517
<i>Economically Active</i>	48.6%	52.7%	53.6%
Employee - part-time	9.7%	6.9%	5.1%
Employee - full-time	25.8%	31.7%	32.3%
Self employed - part-time	2.3%	2.5%	1.7%
Self employed - full-time	7.5%	5.4%	5.1%
Unemployed	1.9%	4.5%	3.7%
Full-time student	1.4%	1.6%	5.8%
<i>Economically inactive</i>	22.8%	23.5%	27.2%
Retired	11.5%	8.7%	4.5%
Student	2.0%	3.6%	14.2%
Looking after home/family	4.4%	6.4%	3.7%
Permanently sick or disabled	3.1%	2.3%	2.2%
Other	1.7%	2.6%	2.6%
<i>Not classified</i>	28.6%	23.8%	19.3%
Under 16	19.5%	18.5%	14.9%
Over 75	9.1%	5.4%	4.3%

Source: 2001 Census © Crown Copyright

- Net inflow of 817 people to Herefordshire from the rest of the UK in the year before the Census

For further information contact:

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INFORMATION FROM HIGHER EDUCATION STATISTICS AGENCY

Table 1: Top 10 Universities that 18-35yr olds from Herefordshire went to – 2002/03.

	University	No. of Herefordshire Students	No. returning to work in Herefordshire
1	Worcester	104	59 (57%)
2	Gloucester	42	14 (33%)
3	Cardiff	35	9 (26%)
4	Birmingham Uni	33	12 (36%)
5	UCE Birmingham	28	0 (0%)
6	Open University	24	6 (25%)
7	Swansea	23	5 (21%)
8	UWI Cardiff	19	9 (47%)
9	Newport	17	11 (65%)
10	Bristol Uni	16	2 (13%)

853 people within the age group left Herefordshire in 2002/03 to go to University. In total 28% came back (240) to be employed in the County.

Table 2: Top 10 Universities that 18-35 yr olds from Herefordshire went to – 2003/04.

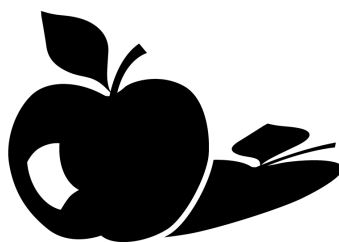
	University	No. of Herefordshire Students	No. returning to work in Herefordshire
1	Worcester	92	61 (66%)
2	Bristol UWE	58	14 (24%)
3	Gloucester	33	13 (39%)
3	Birmingham	33	9 (29%)
5	Cardiff	29	9 (31%)
6	Open University	26	11 (42%)
7	Bristol	25	2 (8%)
8	Cardiff WEI	20	6 (30%)
9	Exeter	17	1 (5%)
10	Aberystwyth	16	6 (37%)

900 people within the age group left Herefordshire in 2003/04 to go to University. In total 29% came back (260) to be employed in the County.

Table 3: Top 10 Universities that 18-35 yr olds from Herefordshire went to – 2004/05.

	University	No. of Herefordshire Students	No. returning to work in Herefordshire
1	Worcester	134	82 (61%)
2	Cardiff	55	8 (14%)
3	Gloucester	51	22 (43%)
4	UWE Bristol	48	10 (21%)
5	Newport	27	18 (67%)
5	Open University	27	15 (56%)
7	Bristol	24	4 (17%)
8	Swansea	22	6 (27%)
8	Birmingham	22	8 (36%)
10	Aberystwyth	19	7 (37%)

926 people within the age group left Herefordshire in 2004/05 to go to University. In total 32% came back (296) to be employed in the County.



HEREFORDSHIRE
COUNCIL

*Report for Community Services Scrutiny Review Group
of 18 to 34 year olds*

**Most important aspects in deciding where to live for
young people in Herefordshire**

15TH June 2006

FINAL

Herefordshire Council Corporate Policy & Research Team
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Most important aspects in deciding where to live for young people in Herefordshire (West Midlands Regional Lifestyle Survey)

Introduction

The Regional Lifestyle Survey 2005 (RLS 2005)¹ was undertaken to explore the attitudes of adult residents (18 years old and over) towards lifestyle, environmental and wider quality of life issues.

The first question asked in the survey was '**When making a decision about where to live, which three things are most important to you?**', which will be useful for the Community Services Scrutiny Review Group on Young People. This report includes an analysis of the responses to this question from young people (18 to 34 year olds) in Herefordshire compared with the responses across the region and for all ages.

The full report of all results from the Regional Lifestyle Survey for Herefordshire is due for release early July 2006 from Herefordshire Council Research Team.

Response rates

The overall response rate for the County of Herefordshire was 34% with 1,910 of the returns that could be weighted and used in subsequent analysis. The response rate for the 18-24 year olds (5.8%) was similar to that across the region (6.0%), however this means just 110 people from this age group responded from Herefordshire. The response rate for the 25-34 year olds was 10.8% in Herefordshire (compared to 12.1% across the region), equating to 207 people. Therefore the analysis of the survey results of younger age groups from Herefordshire just give an indication of influencing factors rather than representing a robust measure of all young people in Herefordshire.

Most important factors influencing a decision about where to live: All Ages

Respondents to the survey were asked to choose 3 factors (from a list of options) which are most important to them when making a decision about where to live. Table 1 shows the proportion of residents in Herefordshire and the West Midlands (all ages) who chose each of the options. The 'top 10' for Herefordshire are highlighted in bold font.

- A safe area with low crime and proximity to family and friends are the most common factor influencing a decision about where to live from respondents in Herefordshire and across the region. (A higher proportion of respondents chose this option in the region as a whole compared to Herefordshire).
- A significantly greater proportion of respondents from Herefordshire consider a quiet area and accessibility to the countryside to be amongst the most important aspects when deciding where to live.
- People in Herefordshire are more likely to consider how close their place of work is when deciding where to live than regionally.
- A lower proportion of people in Herefordshire chose 'good public transport links' as an important factor compared with regionally.

¹ Done by the West Midlands Regional Observatory (WMRO), in partnership with the West Midlands Public Health Observatory (WMPHO), supported by a range of partner organisations across the region including Herefordshire Council and Primary Care Trust.

Table 1: Proportion of respondents choosing each factor as one of the 3 most important in making a decision about where to live, ALL AGES in Herefordshire and the West Midlands

Most important things when deciding where to live	Herefordshire		West Midlands	
	%	Rank	%	Rank
ALL AGES				
A safe area with low crime	41.6%	1	48.7%	1
Close to family or friends	29.9%	2	31.0%	2
A quiet area	28.9%	3	21.7%	5
Accessible to the countryside	26.8%	4	14.6%	11
A nice, clean environment	19.7%	5	22.9%	3
Close to where you work	19.5%	6	16.5%	8
Knowing the area	18.8%	7	22.2%	4
Affordable housing	17.3%	8	16.1%	9
Good local schools	14.9%	9	17.3%	7
The right type of housing	14.7%	10	15.5%	10
Good public transport links	10.7%	11	18.7%	6
No problems with parking	8.0%	12	7.7%	13
A strong sense of community	7.6%	13	5.8%	17
Access to health centres and chemists	6.9%	14	9.3%	12
Low levels of traffic congestion	5.9%	15	4.6%	18
<i>Range and quality of shops</i>	5.3%	16	6.9%	15
<i>Access to employment opportunities</i>	4.9%	17	3.7%	20
Close to major road links	4.7%	18	6.7%	16
Local parks and open spaces	4.5%	19	7.3%	14
<i>Good pubs and bars</i>	4.3%	20	4.2%	19
<i>Access to leisure facilities</i>	3.5%	21	2.9%	22
<i>Activities for children/young people</i>	3.5%	22	3.6%	21
Access to museums, theatres, galleries etc	2.0%	23	1.7%	24
<i>Close to college or university</i>	1.2%	24	1.9%	23
<i>A lively, busy area</i>	0.7%	25	1.2%	27
Not provided	0.8%	26	0.4%	25
<i>Cosmopolitan/multicultural area</i>	0.5%	27	1.0%	26
None of the above	0.4%	28	0.2%	29
Other	0.3%	29	0.3%	28
Don't know	0.2%	30	0.2%	30
Close to place of worship	0.1%	31	0.2%	30

NOTE:

- Figures are rounded to 1 decimal place
- **Bold font** denotes the 'top 10' factors for Herefordshire
- *Italic font* denotes some of the aspects considered by the Review Group in relation to aspects of life that may influence the decisions of young people

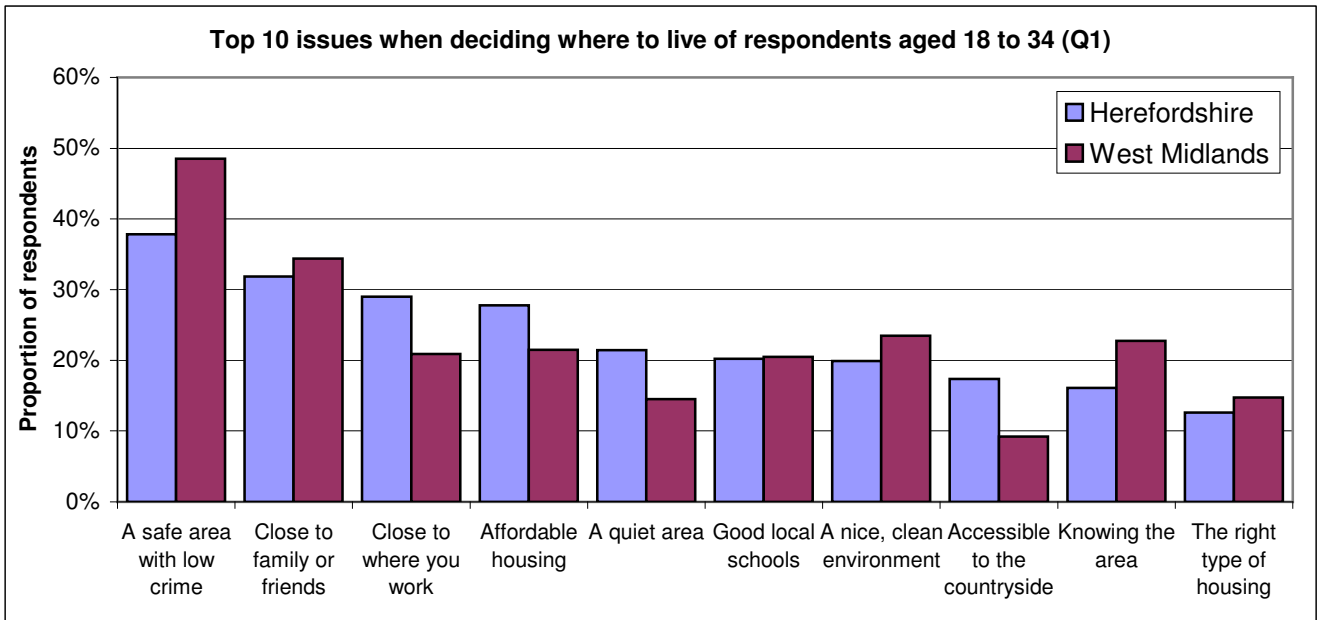
**Most important factors influencing a decision about where to live:
18 to 34 year olds**

The question responses from 18 to 34 year olds in Herefordshire and the West Midlands as a whole were analysed, with a focus on the most common 10 responses from those in Herefordshire. The main points and a chart are shown below.

- A similar pattern to all age groups is reflected in the top 2 factors in Herefordshire and the region. A safe area with low crime and proximity to family and friends are also the most common factor in the county and the region for 18 to 34 year olds
- A significantly greater proportion of 18 to 34 year olds respondents from Herefordshire consider a quiet area and accessibility to the countryside to be amongst the most important aspects when deciding where to live compared to regionally for this age group.
- However proximity to place of work was the 3rd most common response for Herefordshire's 18 to 34 year olds (29%), higher than the proportion from this age group in the region (21%, 6th most common response).
- Affordable housing was important for this age group in Herefordshire and the region, with a higher proportion of 18 to 34 year olds choosing this in Herefordshire (28% compared to 22% in the region).
- Good public transport links was one of the most common 10 factors for those in the region as a whole (14% of respondents) but ranked 12th for those from this age group in Herefordshire (8%).

See Appendix 1 for a table showing the proportion of responses from this age group for Herefordshire and the West Midlands.

Chart 1: Top 10 responses to the most important factors in making a decision about where to live for 18-34 year olds in Herefordshire and the West Midlands



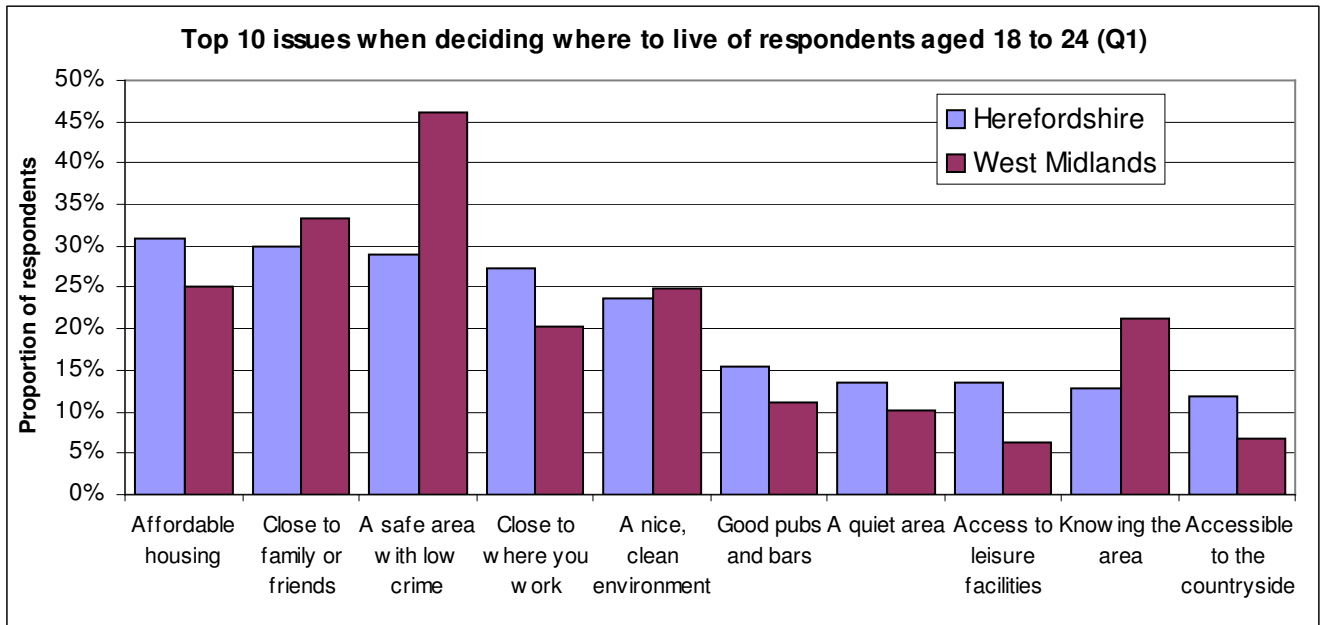
**Most important factors influencing a decision about where to live:
18 to 24 year olds**

The question responses from 18 to 24 year olds in Herefordshire and the West Midlands as a whole were analysed, with a focus on the most common 10 responses from those in Herefordshire. The main points and a chart are shown below.

- The patterns of the responses from this age group differed from the overall population. The most common response in Herefordshire was affordable housing (31%) followed by proximity to family and friends (30%) and a safe area with low crime (29%). The most common factor from this age group across the region was a safe area with low crime (46%), then proximity to family and friends (33%) and affordable housing (25%).
- A greater proportion of 18 to 24 year old respondents from Herefordshire considered proximity to work (27%) an important factor compared with this age group in the region as a whole (20%), which is a similar pattern to that of the 18 to 34 year old age group.
- Other differences in responses from this age group in Herefordshire compared to the region are shown in the chart below, notably 'good pubs and bars', 'a quiet area', 'access to leisure facilities', 'knowing the area' and 'accessible to the countryside'.
- Close to college or university was one of the most common 10 factors for those in the region as a whole (11% of respondents) but ranked 14th for those from this age group in Herefordshire (8%).

See Appendix 2 for a table showing the proportion of responses for all factors from the 18-24 year age group for Herefordshire and the West Midlands.

Chart 2: Top 10 responses to the most important factors in making a decision about where to live for 18-24 year olds in Herefordshire and the West Midlands



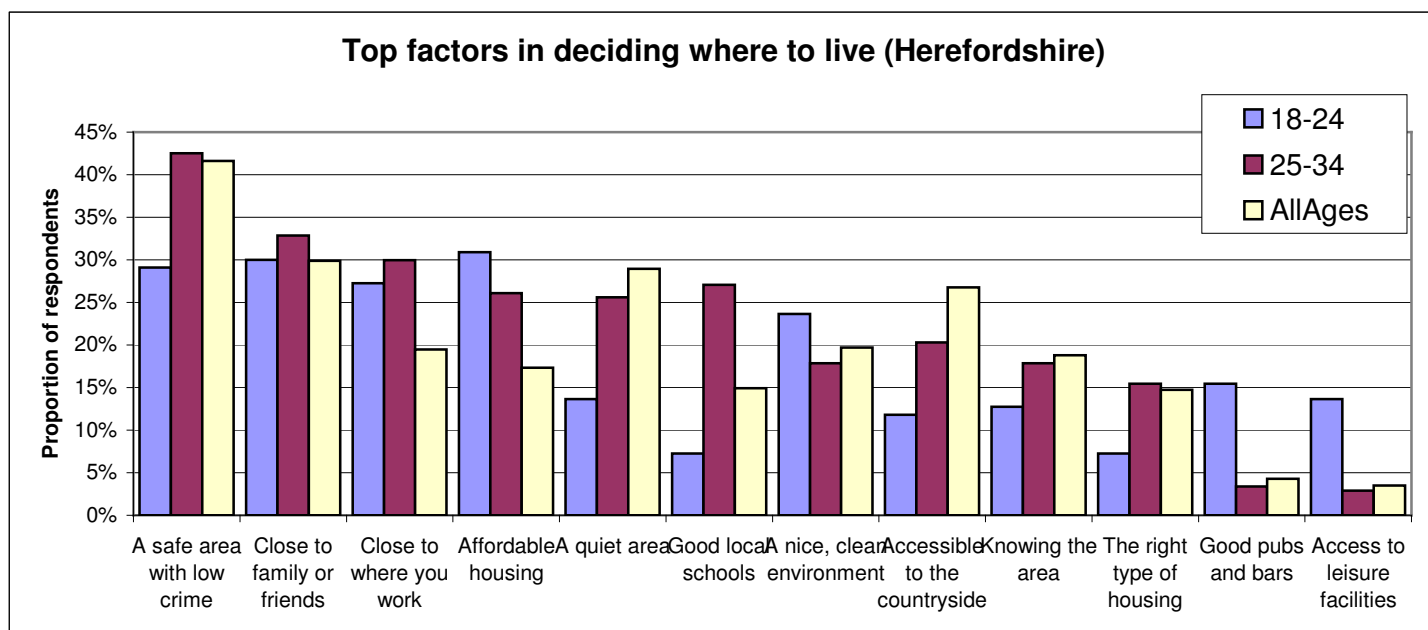
**Most important factors influencing a decision about where to live:
18 to 34 year olds, 18 to 24 and 25 to 34 year olds**

- The 10 most common responses for the 25 to 34 year olds are similar for the overall 18 to 34 year old age group, except for 'a quiet area' and 'good local schools' which have higher proportions in the 25 to 34 age group, as shown in Table 2 and Chart 2.
- The responses from 18 to 24 year olds differ to the overall 18 to 34 age group and the 25 to 34 age group as shown in Table 2 and Chart 2. In particular 'a safe area with low crime', 'good local schools' and 'accessible to the countryside' were less important to 18 to 24 year olds compared to 25 to 34 year olds; with 'good pubs and bars' and 'access to leisure facilities' more important to the younger age group (although not the most common factors).

Table 2: Comparison of the Top 10 responses within the 18-34 age group in Herefordshire

Most important things when deciding where to live	18- 34		18 - 24		25 - 34	
	Rank	%	Rank	%	Rank	%
A safe area with low crime	1	37.9%	3	29.1%	1	42.5%
Close to family or friends	2	31.9%	2	30.0%	2	32.9%
Close to where you work	3	29.0%	4	27.3%	3	30.0%
Affordable housing	4	27.8%	1	30.9%	5	26.1%
A quiet area	5	21.5%	7	13.6%	6	25.6%
Good local schools	6	20.2%	15	7.3%	4	27.1%
A nice, clean environment	7	19.9%	5	23.6%	8	17.9%
Accessible to the countryside	8	17.4%	10	11.8%	7	20.3%
Knowing the area	9	16.1%	9	12.7%	9	17.9%
The right type of housing	10	12.6%	16	7.3%	10	15.5%
Good pubs and bars	13	7.6%	6	15.5%	20	3.4%
Access to leisure facilities	16	6.6%	8	13.6%	21	2.9%

Chart 3: Comparison of the Top 10 responses within the 18-34 age group in Herefordshire



Appendix 1 Responses from the 18 to 34 year old age group in Herefordshire and the West Midlands

Most important things when deciding where to live	18 – 34 age group			
	Herefordshire		West Midlands	
	%	<i>Rank</i>	%	<i>Rank</i>
A safe area with low crime	37.9%	1	48.5%	1
Close to family or friends	31.9%	2	34.4%	2
Close to where you work	29.0%	3	20.9%	6
Affordable housing	27.8%	4	21.5%	5
A quiet area	21.5%	5	14.5%	9
Good local schools	20.2%	6	20.5%	7
A nice, clean environment	19.9%	7	23.5%	3
Accessible to the countryside	17.4%	8	9.2%	11
Knowing the area	16.1%	9	22.8%	4
The right type of housing	12.6%	10	14.7%	8
No problems with parking	10.1%	11	8.6%	12
Good public transport links	8.2%	12	14.2%	10
<i>Good pubs and bars</i>	7.6%	13	7.4%	13
<i>Access to employment opportunities</i>	7.6%	14	4.9%	16
Local parks and open spaces	7.3%	15	6.6%	14
Access to leisure facilities	6.6%	16	4.0%	21
Low levels of traffic congestion	6.0%	17	3.5%	22
<i>Activities for children/young people</i>	5.7%	18	4.1%	19
A strong sense of community	5.0%	19	4.0%	20
<i>Range and quality of shops</i>	4.7%	20	4.9%	17
Close to major road links	4.4%	21	6.1%	15
<i>Close to college or university</i>	3.2%	22	4.7%	18
Access to museums, theatres, galleries etc	2.5%	23	1.6%	26
<i>A lively, busy area</i>	1.9%	24	1.9%	23
Access to health centres and chemists	1.9%	25	3.5%	24
<i>Cosmopolitan/multicultural area</i>	0.6%	26	1.6%	25
Close to place of worship	0.6%	27	0.3%	28
Other	0.3%	28	0.2%	29
Don't know	0.3%	29	0.1%	30
Not provided	0.3%	30	0.2%	31
None of the above	0.0%	31	0.3%	27

NOTE:

- Figures are rounded to 1 decimal place
- **Bold font** denotes the 'top 10' factors for Herefordshire
- *Italic font* denotes some of the aspects considered by the Review Group in relation to aspects of life that may influence the decisions of young people

Appendix 2 Responses from the 18 to 24 year old age group in Herefordshire and the West Midlands

Most important things when deciding where to live	18 – 24 age group			
	Herefordshire		West Midlands	
	%	<i>Rank</i>	%	<i>Rank</i>
Affordable housing	30.9%	1	25.1%	3
Close to family or friends	30.0%	2	33.2%	2
A safe area with low crime	29.1%	3	46.1%	1
Close to where you work	27.3%	4	20.3%	6
A nice, clean environment	23.6%	5	24.8%	4
Good pubs and bars	15.5%	6	11.1%	9
A quiet area	13.6%	7	10.3%	11
Access to leisure facilities	13.6%	8	6.3%	16
Knowing the area	12.7%	9	21.3%	5
Accessible to the countryside	11.8%	10	6.7%	15
<i>Access to employment opportunities</i>	11.8%	11	6.8%	14
Good public transport links	10.9%	12	18.5%	7
Local parks and open spaces	8.2%	13	4.9%	18
<i>Close to college or university</i>	8.2%	14	11.1%	10
Good local schools	7.3%	15	7.8%	13
The right type of housing	7.3%	16	11.7%	8
No problems with parking	6.4%	17	8.7%	12
<i>A lively, busy area</i>	5.5%	18	3.6%	22
A strong sense of community	4.5%	19	4.1%	20
<i>Range and quality of shops</i>	4.5%	20	6.3%	17
Low levels of traffic congestion	3.6%	21	2.8%	24
<i>Activities for children/young people</i>	3.6%	22	3.3%	23
Access to museums, theatres, galleries etc	3.6%	23	2.4%	25
Access to health centres and chemists	3.6%	24	3.6%	21
Close to major road links	2.7%	25	4.4%	19
Close to place of worship	0.9%	26	0.3%	28
Cosmopolitan/multicultural area	0.9%	27	2.2%	26
Not provided	0.9%	28	0.4%	27
Don't know	0.0%	29	0.1%	31
Other	0.0%	30	0.2%	30
None of the above	0.0%	31	0.3%	29

NOTE:

- Figures are rounded to 1 decimal place
- **Bold font** denotes the 'top 10' factors for Herefordshire
- *Italic font* denotes some of the aspects considered by the Review Group in relation to aspects of life that may influence the decisions of young people

SUMMARY OF ACTION IN RESPONSE TO SCRUTINY COMMITTEE RECOMMENDATIONS

Report By: Head of Legal and Democratic Services

Purpose

1. To note progress against recommendations made by the Committee.

Background

2. One of the key challenges set for the scrutiny process is to produce outcomes which make a difference and add value to the Council's work. Scrutiny is also an ongoing process and it is important that progress in response to recommendations made by the Scrutiny Committees is monitored.
3. The major recommendations made by the Scrutiny Committees have on the whole been generated by Scrutiny Reviews. The Council's scrutiny process has always recognised the need for progress against these recommendations to be monitored.
4. The process was recently strengthened by formalising it with the following recommendations made as part of each review.
 - the Executive's response to the Review including an action plan reported to the first available meeting of the Committee after the Executive has approved its response.
 - a further report on progress in response to the Review then be made after six months with consideration then being given to the need for any further reports to be made.
5. However, monitoring of progress against other recommendations has not been formalised in the same way. In preparing for the current round of meetings some Chairmen requested a round up of all the recommendations made in addition to those made as part of scrutiny reviews. It seemed logical to apply this request to all of the Scrutiny Committees.
6. A list is attached which attempts to give effect to this request. The list does not include all the issues considered by the Committee. Nor does it include requests made by the Committee for reports which are covered as part of the compilation of the work programme. Rather the report seeks to summarise instances where the Committee has requested that specific action be taken and the response to that request. The list is split into two specific sections. Firstly recommendations made by the Committee as whole (Appendix 1) and secondly recommendations that have arisen as a result of one of the Committee's Review Group's (Appendix 2).
7. This is the first time such a report has been produced. Subject to the views of the Committee on this approach it would be proposed that in future a report will appear on each quarterly meeting as an appendix to the Work Programme.

RECOMMENDATION

THAT the report be noted subject to any comments Members wish to make.

BACKGROUND PAPERS

- None identified

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations Requiring Action 2003-2007

Item & Recommendations	Response
<p>04.09.03 - Adult Learning Inspection of Herefordshire Council's Adult and Community Learning Service</p> <p>RESOLVED:</p> <p>That</p> <p>(b) the report be noted and at a future meeting, the Committee consider the post-inspection Action Plan, Adult Learning Inspectorate report, Adult Learning Plan for March 2003 and proposals for internal restructuring with a view to making recommendations, as appropriate, to the Cabinet Member (Community and Social Development) and;</p> <p>(c) prior to that meeting, the views of external bodies be sought and, if required, arrangements be made for those bodies to present information to the Committee at its meeting.</p>	<p>Proposals for internal restructure proposed.</p> <p>The views of external bodies were sought through a formal consultation on the future/roles/structure of the service. This framed the proposals for the changes to the team which were carried out within the formal restructuring process and were debated and agreed with the Cabinet Member.</p> <p>A new structure is now in place.</p>
<p>02.10.03 Regeneration Funding Streams within Herefordshire</p> <p>RESOLVED: that the report be noted and copies of the overview, together with the examples of the co-ordinated approach, be sent for information to all Members of the Council. NB the Overview was attached in the agenda papers</p>	<p>Information circulated and seminar held for Members on examples of external funding programmes in the County.</p>

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations Requiring Action 2003-2007

Item & Recommendations	Response
<p>05.02.04 – Update on the Progress of the Community Youth Service Towards New Standards</p> <p>RESOLVED: That the report be noted and the Chairman and Vice-Chairman meet youth representatives to discuss issues of concern and report on their findings in due course.</p>	<p>Completed, the responsibility for scrutiny for the Youth Services has now transferred to the Children’s and Young People’s Scrutiny Committee.</p>
<p>05.02.04 – Consideration of the Economic Position of Hereford</p> <p>RESOLVED: That</p> <p>(a) the report be noted and that it be referred for consideration by the Cabinet Members for:</p> <ul style="list-style-type: none"> * Economic Development, Markets and Property; * Community and Social Development; * Environment; * Highways and Transportation; and * Rural Regeneration and Smallholdings. <p>(b) this issue be reviewed at an appropriate future meeting.</p>	<ul style="list-style-type: none"> • Investment in High Town as a joint project with Highways and Transportation to increase viability of Hereford. • Development of the Edgar Street Grid project as a cross service initiative. • Economic Development Strategy produced with a linked approach across services. Reported to the Scrutiny committee 26th March 2007.

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations Requiring Action 2003-2007

Item & Recommendations	Response
<p>11.06.04 – South Wye SRB – Forward Strategy</p> <p>RESOLVED:</p> <p>(c) that Cabinet Members be recommended to actively seek to progress the work done by the SRB scheme after March 2006 when funding ceased.</p>	<p>A Forward Strategy with an action plan for continued regeneration post SRB has been developed with key stakeholders and endorsed by Herefordshire Partnership and Corporate Management Board.</p> <p>The post of South Wye Regeneration Manager has been established and funded by the Council from February 2006 for three years, to ensure a continued focus on South Wye and take forward the actions in the Forward Strategy. The membership of the South Wye Regeneration Partnership has been reviewed, with representatives at a senior level from key organisations, joining the Board.</p> <p>Financial support has been allocated to Kindle, a newly formed Development Trust, as a follow-on to the SRB scheme to support community led regeneration in the area. This will be based at the community facilities secured as part of the planning agreement for the Asda site. As part of this planning agreement, health facilities have also been secured at the site.</p>
<p>24.09.04- Position Statement on the implementation of the CROW Act 2000</p> <p>RESOLVED:</p> <p>THAT</p> <p>(b) the Committee be advised of future developments following the proposed Leaders briefing on corporate progress.</p>	<p>All statutory duties contained within the Act are being undertaken.</p>

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations Requiring Action 2003-2007

Item & Recommendations	Response
<p>03.12.04 – Herefordshire Plan Ambition Groups</p> <p>RESOLVED:</p> <p>THAT (a) the report be noted;</p> <p style="padding-left: 40px;">and</p> <p style="padding-left: 40px;">(b) the Head of Community and Economic Development circulate details on the membership, structure and achievements of the Herefordshire Plan Ambition Groups to the Committee.</p>	<p>Achieved.</p>
<p>03.12.04 – Best value Review of Tourism Services</p> <p>RESOLVED:</p> <p>THAT</p> <p style="padding-left: 40px;">(b) the Cabinet Member (Community and Social Development) produce a final report on the Best Value Review of Tourism Services actions/targets which are unlikely to be achieved for the next meeting of the Committee.</p>	<p>Final report on Best Value Review for Tourism presented on 3rd December 2004 and the report was approved by Scrutiny.</p>
<p>14.12.05 - Tourism Development in Herefordshire</p> <p>RESOLVED:</p> <p>That</p> <p style="padding-left: 40px;">(b) the Committee suggests that the Cabinet Member</p>	

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations
Requiring Action 2003-2007

Item & Recommendations	Response
<p>(Environment) considers ensuring that appropriate Council facilities, including car parks and public conveniences, are available to visitors at appropriate times during the Three Choirs Festival;</p> <p>and;</p> <p>(c) the Committee suggests that the Cabinet Member responsible for Economic Development considers encouraging local businesses to vary or extend their trading hours to cater for visitors during the Three Choirs Festival.</p>	<p>Achieved</p> <p>Hereford City Manager encouraged restaurants to increase their hours.</p>
<p>11.01.06 – Widemarsh Street Pedestrianisation</p> <p>RESOLVED:</p> <p>That the Cabinet Member (Highways & Transportation) consider the range of views expressed by the Community Services Scrutiny Committee at its meeting on 11th January 2006 and reconvened on 13th January 2006, and has particular regard to its two principal conclusions, that:</p> <p>(a) the Committee supports a form of pedestrianisation in Widemarsh Street, Hereford;</p> <p>and;</p> <p>(b) that taxis, buses and coaches should <u>not</u> be granted special access to Widemarsh Street if a form of pedestrianisation is approved.</p>	<p>Achieved. Full pedestrianisation between 10.30 pm and 4.30 pm.</p>

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations Requiring Action 2003-2007

Item & Recommendations	Response
<p>24.03.06 – Community Services Performance Monitoring</p> <p>RESOLVED:</p> <p>That:</p> <p>(c) correct details with regard to staff absence within the Parks and Countryside section be provided to the Committee by e-mail;</p> <p>and;</p> <p>(d) further detail be included with regard to performance management data in subsequent reports</p>	<p>Staff absences recorded as part of the Divisional figures. Staff absences recorded as part of the end of year performance data.</p>
<p>16.06.06 – Call In of Decision to Relocate Ledbury TIC</p> <p>RESOLVED:</p> <p>THAT it be recommended that the Cabinet Member (Community Services) and the Cabinet Member (Resources) consider:</p> <p>(a) the relocation of Ledbury Tourist Information Centre to the Masters House be deferred for twelve months and the lease on the Centre's current premises in the Homend be extended until 28th February 2008;</p> <p>and;</p> <p>(b) that 50% of the cost towards the development of a business plan, up to a maximum of 15,000, be granted to the Ledbury and Area Development Trust</p>	<p>A – agreed by Cabinet Member and extension in place.</p> <p>B – Herefordshire Council contributing £15,000 via Heritage Lottery funding to commission an Audience Development Plan which will be part of a Business Plan for the Masters House in Ledbury.</p>

Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations Requiring Action 2003-2007

Item & Recommendations	Response
<p align="center">to the Ledbury and Area Development Trust.</p>	
<p>08.11.07 – The Brian Hatton Collection</p> <p>RESOLVED:</p> <p>That the Cabinet Member (Community Services) review the role of the Hatton Family as Trustees of the Hatton Collection and their future involvement with the Trust and management of the Hatton Collection.</p>	<p>A member of the Hatton Family is now advising the Council on the management and display of the Hatton Collection.</p>
<p>20.12.06 – Community Services Performance Monitoring</p> <p>RESOLVED:</p> <p>That: (a) the Director of Adult and Community Services circulated an information report regarding footpaths in the County including the responsibilities of Parish Councils;</p>	<p>Being presented at Committee meeting on 26th March 2007.</p>
<p>08.01.07 – Livestock Market Call-in</p> <p>RESOLVED:</p> <p>That:</p> <p>(a) The Griffiths Site (Site 5) be considered the best site of the final six sites considered as the new location for Hereford Livestock Market;</p> <p>(b) Road improvements be carried out at Stretton Sugwas on roads</p>	<p>The Griffiths Site (site 5) has been confirmed has the preferred location. The other recommendations will be taken into consideration in progressing the relocation.</p>

**Community Services Scrutiny Committee (formerly the Social & Economic Development Scrutiny Committee) Recommendations
Requiring Action 2003-2007**

Item & Recommendations	Response
<p>leading to the A438 Brecon Road;</p> <p>(c) All potential highway problems be assessed and remedied before the new market opens including designated HGV routes and adequate signage;</p> <p>(d) The possibility of increasing the rent paid by Hereford Market Auctioneers should be investigated;</p> <p>(e) Local residents and Members should be involved in pre-planning consultation.</p> <p>(f) High quality buildings be constructed on the new site;</p> <p>(g) Appropriate landscaping of the new market site take place;</p> <p>and;</p> <p>(h) Appropriate transport links from the new site to Hereford City Centre be put in place.</p>	

**Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007**

Review Recommendations	Response
<p>27.11.03 – Festivals Review</p> <p>The key finding from the Festival Review Group is that festivals are valuable for their economic, cultural and social benefit. The current level of funding for all the festivals should be retained, but with the additional recommendations:</p> <ol style="list-style-type: none"> 1. <u>Subject</u> to scaling down of the Ross-on-Wye International Festival to ensure its long term viability, with specific concentration of its production and management costs, that an <u>appropriate</u> amount of funding should be considered for its survival. That could be combined with exploring alternative ways of managing the Festival. 2. Encourage Town Council involvement and support for festivals, specifically in Ross-on-Wye. 3. That formal, regular meetings between the festivals is facilitated by Cultural Services to address options of shared resources in areas such as marketing, box office and administration, and to exchange ideas and share good practice, including extended invitation to Hay Literature 	<p>Advance payment made to Ross-on-Wye International Festival, however the festival was unable to continue.</p> <p>Achieved.</p> <p>Initiated by only one festival interested in exploring the sharing of resources.</p>

Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
 Recommendations 2003-2007

<p>practice – including extended invitation to Hay Literature Festival</p> <p>4. To establish with the festivals common performance indicators and measures of success based on qualitative and quantitative data, to enabling benchmarking and ability to assess impact of the festivals.</p> <p>5. All of the festivals under review to be funded by the local authority on three year service level agreements, as opposed to annual community grant funding</p> <p>6. That advancement is made to the Cabinet Members for Economic Development and Environment to support infrastructure on which festivals depend – e.g. a direct rail link form Birmingham Airport to Hereford, increase public transports schemes to support festivals.</p>	<p>Achieved through the Service Level Agreement process to arts organisations.</p> <p>All festivals invited to tender for Service Level Agreements with 2 year funding. Mixed success by the festivals involved in the review.</p> <p>Support linked to existing schemes to improve public transport.</p>
<p>31.01.05 – Courtyard Review Group</p> <p>20.2 The Council’s financial contribution to The Courtyard should not be exempt from any efficiency savings being made within the Policy & Community Directorate.</p>	<p>Reduction in funding to the Courtyard for 2005/6 to meet efficiency savings.</p>

**Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007**

<p>20.3 The Education Directorate are invited to assess the benefits provided by The Courtyard to their service area and consider contributing a higher level of funding which is more representative of the value of service received in order to reduce the current onus on the Policy & Community Directorate.</p> <p>20.4 The suggestions for additional income generation measures and improving financial viability contained in this report are considered and actioned by The Courtyard where they are considered financially prudent.</p> <p>20.5 The Courtyard is offered an interim 1-year funding agreement from March 2005, while proposals for additional income generation and improved financial viability are progressed.</p> <p>20.6 The Courtyard be invited to report back to the Social and Economic Development Scrutiny Committee in November 2005 to provide an update on the organisation's financial position and progress on addressing the suggestions and recommendations raised in this report.</p> <p>20.7 On receipt of a satisfactory report, The Courtyard is offered a 5-year commissioning agreement in April 2006.</p> <p>20.8 At the end of the 1-year agreement if the recommendations have not been satisfactorily addressed, then a further 1-year period should be considered, to give The Courtyard further time to demonstrate its proposals for improved financial viability.</p>	<p>Service Level Agreement with Children and Young People's Services continued based on the budget allocation.</p> <p>Changes made to the catering arrangements to maximise income and further work continuing to improve income opportunities.</p> <p>2 year funding agreement honoured.</p> <p>The Courtyard returned to the Scrutiny Committee on 6th June to received the outcome of the second review.</p> <p>2 year agreement in place.</p> <p>1st year agreement still in place.</p>
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**Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007**

<p>22.03.05 – Courtyard Response to the Courtyard Review Group</p> <p>RESOLVED:</p> <p>That (a) a written response be provided to the Courtyard regarding a number of points made in their response</p> <p>(d) the Review Group be reconvened later in the year to undertake a follow up review.</p>	<p>Achieved</p>
<p>06.06.06 – Second Report of the Courtyard Review Group</p> <p>The turnover of the Courtyard Trading Company should be higher than the income for admissions at the arts centre. (Para 5.15)</p> <p>Tenders should be sought for franchisees to operate a retail shop within the current Courtyard Complex. (Para 6.8)</p> <p>That the Courtyard should investigate the possibility of operating a separate commercial gallery in addition to the current gallery sponsored by the Arts Council. (Para 6.12)</p> <p>That the Courtyard seeks to develop a dedicated cinema space within the centre even if the venue does not extend. (6.19)</p> <p>That the leaks in the office space be repaired as soon as possible. (Para. 6.26)</p> <p>That the outside arts organisations housed at the Courtyard pay a fair market rental value for the space in line with other City Centre Office space including the real costs of utilities and services or be relocated to another premises in order to release</p>	<p>These recommendations considered as part of a detailed Review of the operation of the Courtyard. That report to be presented to Scrutiny in Summer 2007.</p>

Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007

much needed space at the Courtyard. (Para. 6.27)

That the Alloy Jewellers housed at the Courtyard pay a fair market rental value for the space in line with other City Centre workshop space including the real costs of utilities and services or be relocated to another premises in order to release much needed space at the Courtyard. (Para. 6.29)

The Courtyard should proceed with a more mainstream programme in order to generate more income to address the budget deficit. (Para 6.52)

That strict financial monitoring systems and maintained and reviewed on a monthly basis. (Para 6.53)

The feasibility of sharing certain core costs with another charitable organisation be investigated. (Para 6.54)

That tenders be invited from commercial catering operators with regard to taking up the operation of the facilities provided by the Courtyard Trading Company. (Para 6.66)

The Friends of the Courtyard be asked about the possibility of them staffing the bar area. (Para 6.68)

That methods be investigated on how to attract customers back to the Courtyard Trading Company during the day including the possibility of refunding car parking tickets. (Para 6.73)

**Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007**

<p>06.06.06 – Additional Committee Recommendations Concerning the Courtyard Review Group</p> <p>THAT:</p> <p>(b) a copy of the Courtyard's Response to the report of the Courtyard Review Group presented to Cabinet be forwarded to all Members of the Community Services Scrutiny Committee;</p> <p>and;</p> <p>(c) the Cabinet Member (Community Services) report back to the Committee at later date on any taken as a result of the Review Group's report;</p>	<p>The Courtyard's Response to be presented to the Scrutiny Committee in Summer 2007.</p>
<p>20.12.06 – Museum Review Group</p> <p>RECOMMENDED:</p> <p>That:</p> <p>(a) consideration should be given to reverting to the title 'Museum Services' to identify the service currently known as Heritage Services;</p> <p>(b) as Museums, Libraries and Archives are grouped together nationally, it should be considered that the three services should be grouped in the same Herefordshire Council division to enable easier cross discipline partnership;</p> <p>(c) all Herefordshire Council Museums and those</p>	<p>Recommendations being considered as by the Cabinet Member Community Services.</p>

Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007

independent Museums with the capacity to do so in the County should be encouraged to complete the Museum Associations Accreditation process;

(d) Hereford Heritage Services should research and consider the possibility of converting to single entity trust status;

(e) if Hereford Heritage Services does convert to a single entity trust then any funding agreement with Herefordshire Council should be long-term;

(f) it is to be hoped that the Museum Development Officer project will continue through the support of the West Midlands Hub and Museums, Libraries and Archives;

(g) independent museums in the County should be reminded that they can apply for Community Grant Funding;

(h) it should be made possible for Museums to apply for longer term Community Grant Funding than the one year agreements currently available;

(i) the possibility of a partnership insurance scheme for the Herefordshire Museums Forum members should be explored. This could be pursued by the Museum Development Officer on the Forum's behalf;

(j) a small hiring collection should be established to loan objects along the lines of the Reading Corporate Loans scheme;

(k) a formula should be developed to measure Heritage's

Community Services Scrutiny Committee (formerly Social & Economic Development Scrutiny Committee) Review Group
Recommendations 2003-2007

impact on both tourism and also to demonstrate its social and economic impact;

(l) preventative measures should be taken to protect Kington Museum from being struck by reversing lorries to a nearby store;

(m) the Executives response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive has approved its response;

and;

(n) a further report on progress in response to the Review then be made after six months with consideration then being given to the need for any further reports to be made.

PROGRESS REPORT FOLLOWING THE CONCLUSION OF THE REVIEW OF THE COURTYARD

Report By: Director of Adult and Community Services

Wards Affected

County-wide

Purpose

1. To consider the position on the Courtyard's response to the findings of the Committee's review of their operations and activities.

Financial Implications

2. There are no direct financial implications for the Council.

Background

3. The Community Services Scrutiny Committee has undertaken a significant review of the Courtyard's operation and activities. An initial review was completed in January, 2005 and generated a number of recommendations. A further review was undertaken in 2006 to review progress since the initial review.
4. The Courtyard were presented with the recommendations from the second review in June, 2006. It was agreed that the Courtyard would respond to the Council's Cabinet and that Cabinet would then agree a number of recommendations which would be monitored by the Committee.
5. In order to respond properly to the issues raised by the review the Courtyard Board agreed to bring in independent expertise to review the whole operation of the Trust.
6. Clarie Middleton, an Arts Management Consultant and Producer has been undertaking a piece of work on behalf of the Board reviewing the Trusts entire operation. Her detailed review has looked at the Courtyard's programming and audience profile, its staffing arrangements, trading arrangements, education and community activities, marketing and audience development, partnerships and its internal management finance, planning and communication arrangements.
7. A thorough and detailed piece of work has been completed which is supported by detailed three year budget proposals which if adopted by the Courtyard Board should see the Courtyard's financial position significantly strengthened.
8. The Courtyard's management and staff have been consulted. It is anticipated that the Courtyard Board will adopt the recommendations with an action plan at their next meeting.

9. Given the timetable for undertaking this independent consultancy work, it has not been possible for the Courtyard to develop its full response to the review for consideration at this meeting.
10. It is proposed that following adoption of the proposals by the Courtyard Board the Courtyard will finalise their response to the Committee's recommendations and that a report and presentation will be made at the earliest available opportunity to the Council's Cabinet on the establishment of the new administration and that the Community Services Scrutiny Committee will then review progress in implementing the emerging recommendations.

RECOMMENDATION

THAT **the current position on the Courtyard's response to the review be noted.**

PERFORMANCE MONITORING REPORT**Report By: DIRECTOR OF ADULT AND 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 = 1st April to 30th JuneActual Q2 = 1st July to 30th SeptemberActual Q3 = 1st October to 31st DecemberActual Q4 = 1st January to 31st 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

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Community Safety									
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) <i>Low is good</i>	14.7	15.2	3.5	4	1.09		☹
	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				☹
Economic Regeneration									
	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				☹
Community Regeneration									
	√	% 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				☹

Success Stories

Community Safety

- Drug Intervention Programme –85.9%. of adults on the caseload into treatment (July to November 2006).
- DASH - Developing a leaflet for promoting drug services to clients. Due to be printed and distributed February 2007.
- National Drug Treatment Monitoring System report issued in January 2007, with positive report and performance good against targets.
- A Planning meeting held 26.01.07. to discuss a Promotional Event being planned for Alcohol Concern Week (w/c 07.05.07) in High Town to reduce harm caused by alcohol and raise awareness of alcohol related crime. To be accompanied by Media promotion.

Economic Regeneration

- Live/Work units in Ross-on-Wye - Supplementary Planning Document agreed to be drawn up for site. Interviews for Design consultant to be undertaken at end of February 07.
- Rotherwas Access Road - Contract with road developer signed and work due to start in March 07.
- Redundant Building Grant Scheme. - Full application approved by AWM. RBG to get additional £1.5million to implement scheme across Shropshire and parts of Worcestershire.
- Leominster Enterprise Park - Planning application submitted by AWM for Enterprise Centre. First company moved into site premises January 07.

Community Regeneration

Significant progress is being made by the Local Compact Working Group (LCWG) for Herefordshire, charged with developing a Local Compact across Herefordshire Partnership. A thirteen week consultation period will commence shortly on a draft document based on the Alliance Compact. This is subject to agreement by the Alliance Board.

Herefordshire Partnership is working with local statutory, voluntary and community sector organisations to develop a number of multi-use facilities in the County. The aim is to make it easier for people living in rural areas to access the services they need through the development of local facilities.

Following the help, advice and involvement of the Council's Project Development team some 76 groups and organisations were successful in applying for grants in the financial year 2005/6 with the total funding into the County being boosted by some £1.5million.

Life Long Development Unit

LLDU are exploring the opportunity to make a bid to the New Opportunities Fund to support family Learning.

LLDU are awaiting a response from the local LSC on opening discussions regarding the impact of national LSC policy on the Council's adult and community provision planned for August 2007 onwards.

Issues, Challenges and Concerns

Economic Regeneration

- Demand for Business Start Up Grant out grown HC financial allocation. Currently have 10 businesses waiting to receive funding from under spends.

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			373,788	374,188	335,161		☹
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%		Q3 54.4 % Overall 49%		☹

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**Parks and open spaces**

- 2006/7 grounds maintenance delivery, recorded as of a good standard.
- 2007 Walking Festival programme agreed and proofed for printing
- Woodland Classroom in place at Queenswood waiting for services and power supply to be installed.
- Aylestone Park project stalled due to Environment Agency withdrawal of consent due to potential contamination of the site. Negotiations over mitigation measures concluded and new risk assessments delivered to EA standards.

Sports and Leisure facilities

- Funding underwrite confirmed for major capital schemes at Ross, Leominster and Hereford - Leominster complete and open. Hereford Leisure Centre in progress and on schedule. Ross to start in new financial year.
- Capital development at Kington Leisure Centre - Further enhancement of performing arts studio planned to be complete by end of February 07
- Halo strategic marketing plan - medium term plan agreed by halo board

Issues, Challenges and Concerns**Parks and Open Spaces**

Flooding and storms caused major damage especially trees. Remedial work complete and position stabilised.

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	114,112	51,123		☹
	✓	Usage of Courtyard Centre of the Arts			18,552	14,501	30,751		☹
170a		Number of visits to and usage of museums/heritage centres per 1,000 population	774	790	235	286	235		☹
170b		Visits To and Use of Museums: visits in person	693	700	219	261	121		☹
170c		Visits to museums and galleries in organised school groups	3810	6250	1904	1303	950		☹
	✓	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	27	13		☹
	✓	% of existing LIFT Exercise Referral clients completing the programme.	46%	50%	*	50%	*		☺
		Residents satisfaction sport/leisure facilities	49%	50%	A/C			58%	☺
		Residents satisfaction of libraries	64%	65%	A/C			72%	☺
		Residents satisfaction museums/galleries	42%	43%	A/C			46%	☺
		Resident satisfaction theatres/concert halls	52%	53%	A/C			48%	☹
		Resident satisfaction parks/open spaces	66%	66%	A/C			69%	☺

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.

* Stats collected 6 monthly

Success Stories

Libraries

- Increase in percentage of children receiving the programme(annual figure submitted to Bookstart – 80% of children within the age ranged involved)
- Books on Prescription - Leominster selected for pilot project in partnership with PCT roll out in March 2007
- Implement national INSPIRE scheme - First stage now completed

Arts / Tourism

- Feasibility work on developing the Courtyard to meet customer and service demands started.
- The Village Art Markers project is nearing completion with planning consent for the final pieces of art now approved. These items will be installed before the end of February and the Toolkit will be developed as the exit strategy before the funding ends in March.
- The dates and arrangements for the Summer Craft Fair have now been confirmed with the one-day event being held in High Town, Hereford on the 16th June. This will coincide with the start of the Walking Festival.
- The Walking Festival programme has now been completed with 60 walks on offer during the 10 days, tickets for the event will be on sale from mid February. Sponsorship of £3000 has been secured again this year from M & M Sports in Leominster for the event. The work on the Destination Management Partnership is ongoing and the chairman is currently investigating the establishment of a company limited by guarantee to move the partnership forward. The membership of the DMP currently stands at 283 generating an income of £13,144. The Spring Tourism Forum has been arranged for the 19th March 2007.

Physical Activity and Sport Development

- A second instructor has been appointed to work across South Herefordshire through the SHAPES project – developing more opportunities using local community facilities.
- The Walking for Health pack walks are now being risk assessed. A volunteer walk leader training course was held in December with 6 new leaders being trained.
- Halo facilities (LIFT) - This is now being linked to work with the Obesity Task Group with the PCT.
- Multi skill sessions are being run with schools involved in the Adopt a School scheme, using the newly appointed Community Sports Coach.
- Talent Academies are being designed for delivery at Easter. These will target those young people who have good multi-skills and enable the partnerships to work with Sport GB's to provide a more targeted programme of support.
- The Sports Referral project held an event to provide potential funders with information about the project using a newly filmed DVD
- The official launch of the Sports Partnership - Herefordshire & Worcestershire was held in February at Worcester Race Course

Heritage

- Christopher Dresser exhibition opened 19th January. Terence Dowse exhibition will be the final exhibition this year running on into next financial year.
- Ross Market House Heritage Centre - 10th anniversary exhibition being planned
- Heritage Services collections - Geological exhibition plans progressing for installation during 2007
- permanent Exhibition at Broad Street
- Museum on the Move - New exhibition "Slavery: Unfair trade" launched on 5th February with tour following in Herefordshire.
- Leominster Museum bid to Heritage Lottery Funding, supported by Curatorial Advisor and Museum Development Officer has been successful and project officer post is being advertised. MDO grant scheme continuing to be taken up and incorporated into forward plans

COMMUNITY SERVICES SCRUTINY COMMITTEE WORK PROGRAMME

**Report By: Chairman, Community Services Scrutiny
Committee**

Wards Affected

County-wide

Purpose

- 1 To consider the Committee's work programme for 2007/08.

Financial Implications

- 2 None

Background

- 3 In accordance with the Scrutiny Improvement Plan a report on the Committee's current Work Programme will be made to each of the scheduled quarterly meetings of this Scrutiny Committee. A copy of the current Work Programme is attached at appendix 1.
- 4 While the programme was based on the programme agreed by Committee in December 2005, much of which was left open so that current issues could be explored at the time of each meeting. Members are reminded that guidance for developing an effective work programme is contained in the Scrutiny Handbook previously issued to Members.
- 5 As you will see from the attached appendix final reports from two of the Committee's Review Groups are scheduled to present their final reports. I will call a special meeting of the Committee to consider these reports once they have been completed.
- 6 Should any urgent, prominent or high profile issue arise, as Chairman I may consider calling an additional meeting to consider that issue.
- 7 Should Members become aware of any issues they consider may be added to the scrutiny programme they should contact either myself as Chairman or the Vice-Chairman to log the issue so that it may be taken in to consideration when planning future agendas or when revising the work programme.

RECOMMENDATION

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

BACKGROUND PAPERS

- None identified.

COMMUNITY SERVICES SCRUTINY COMMITTEE 2007/8

2007/08	
Items	<ul style="list-style-type: none">• Review of Tourism• Progress with Ledbury Tourist Information Centre• HALO - Long Term Asset Management• The Courtyard• Outcome of Museum Review Group• Outcome of 18-35 Review Group• Outcome of Hereford City Partnership Review Group

