

AGENDA

Community Services Scrutiny Committee

Date: **Monday 7 December 2009**

Time: **10.00 am**

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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Agenda for the Meeting of the Community Services Scrutiny Committee

Membership

Chairman **Councillor TM James**
Vice-Chairman **Councillor KG Grumbley**

Councillor DJ Benjamin
Councillor GFM Dawe
Councillor BA Durkin
Councillor DW Greenow
Councillor KS Guthrie
Councillor MAF Hubbard
Councillor B Hunt
Councillor RH Smith
Councillor RV Stockton

Non Voting	Mrs Gillian Churchill	HALC
	Mrs. J. Evans	National Farmers Union
	Mr P Hands	Visit Herefordshire
	Mr Gary Woodman	Hereford and Worcester Chamber of Commerce

GUIDANCE ON DECLARING PERSONAL AND PREJUDICIAL INTERESTS AT MEETINGS

The Council's Members' Code of Conduct requires Councillors to declare against an Agenda item(s) the nature of an interest and whether the interest is personal or prejudicial. Councillors have to decide first whether or not they have a personal interest in the matter under discussion. They will then have to decide whether that personal interest is also prejudicial.

A personal interest is an interest that affects the Councillor more than most other people in the area. People in the area include those who live, work or have property in the area of the Council. Councillors will also have a personal interest if their partner, relative or a close friend, or an organisation that they or the member works for, is affected more than other people in the area. If they do have a personal interest, they must declare it but can stay and take part and vote in the meeting.

Whether an interest is prejudicial is a matter of judgement for each Councillor. What Councillors have to do is ask themselves whether a member of the public – if he or she knew all the facts – would think that the Councillor's interest was so important that their decision would be affected by it. If a Councillor has a prejudicial interest then they must declare what that interest is. A Councillor who has declared a prejudicial interest at a meeting may nevertheless be able to address that meeting, but only in circumstances where an ordinary member of the public would be also allowed to speak. In such circumstances, the Councillor concerned will have the same opportunity to address the meeting and on the same terms. However, a Councillor exercising their ability to speak in these circumstances must leave the meeting immediately after they have spoken.

AGENDA

		Pages
1. APOLOGIES FOR ABSENCE	To receive apologies for absence.	
2. NAMED SUBSTITUTES	To receive any details of Members nominated to attend the meeting in place of a Member of the Committee.	
3. DECLARATIONS OF INTEREST	To receive any declarations of interest by Members in respect of items on the Agenda.	
4. MINUTES (TO FOLLOW)	To approve and sign the Minutes of the meeting held on 20 November 2009.	
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. REVENUE BUDGET MONITORING REPORT 2009/10	To provide an up date the financial position for the financial year 2009/10 for the Economic and Community Services Division within the Regeneration Directorate and Cultural Services functions within the Environment and Culture Directorate.	1 - 12
7. ENVIRONMENT & CULTURE AND REGENERATION DIRECTORATES: PERFORMANCE FOR THE SIX-MONTH PERIOD TO OCTOBER 2009	To report on the progress towards achievement of targets for 2009-10 that are relevant to the Community Services Scrutiny Committee and contained within the Environment & Culture and Regeneration Directorates' Plans.	13 - 26
8. EXECUTIVE'S RESPONSE TO THE SCRUTINY REVIEW OF TOURISM AND TOURIST INFORMATION CENTRES	To consider the Executive's response to the Scrutiny Review of Tourism and Tourist Information Centres in Herefordshire.	27 - 36
9. EXECUTIVE'S RESPONSE TO THE SCRUTINY REVIEW OF THE HEREFORDSHIRE ECONOMIC DEVELOPMENT STRATEGY 2005-2025	To consider the Executive's response to the Scrutiny Review of the Herefordshire Economic Development Strategy 2005-2025.	37 - 48
10. SCOPING REPORT FOR THE SCRUTINY REVIEW OF SUPPORT FOR VOLUNTEERING IN HEREFORDSHIRE	To consider a scoping statement for a Scrutiny Review of Support for Volunteering in Herefordshire.	49 - 54
11. COMMITTEE WORK PROGRAMME	To consider the Committee's work programme.	55 - 58

PUBLIC INFORMATION

HEREFORDSHIRE COUNCIL'S SCRUTINY COMMITTEES

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

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

The principal roles of Scrutiny Committees are to

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

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

PUBLIC INFORMATION

Public Involvement at Scrutiny Committee Meetings

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

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

1. Identifying Areas for Scrutiny

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

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

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

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

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

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

Remits of Herefordshire Council's Scrutiny Committees

Adult Social Care and Strategic Housing

Statutory functions for adult social services including:
Learning Disabilities
Strategic Housing
Supporting People
Public Health

Children's Services

Provision of services relating to the well-being of children including education, health and social care.

Community Services Scrutiny Committee

Libraries
Cultural Services including heritage and tourism
Leisure Services
Parks and Countryside
Community Safety
Economic Development
Youth Services

Health

Planning, provision and operation of health services affecting the area
Health Improvement
Services provided by the NHS

Environment

Environmental Issues
Highways and Transportation

Strategic Monitoring Committee

Corporate Strategy and Finance
Resources
Corporate and Customer Services
Human Resources

The Public's Rights to Information and Attendance at Meetings

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

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HEREFORDSHIRE COUNCIL

BROCKINGTON, 35 HAFOD ROAD, HEREFORD.

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MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	7 DECEMBER 2009
TITLE OF REPORT:	REVENUE BUDGET MONITORING REPORT 2009/10
REPORT BY:	DIRECTOR OF RESOURCES

Wards Affected

County-wide

Purpose

To advise members of the committee of the financial position for Community Services revenue budgets for the period to 30th September 2009. The report lists the variations against budget at this stage in the year and a projected outturn for the year.

Key Decision

This is not a key decision

Recommendations

THAT the report be noted

Reasons for Recommendations

- 1 To enable Scrutiny Committee to carry out its function in relation to the Community Services revenue budget for 2009/10.

Key Considerations

- 2 A detailed Budget Monitoring Report to 30th September 2009 is attached at Appendix 1 for Members' consideration.
- 3 The total Community Services budget has increased from £9,680k as reported at the last meeting to £9,723k. This net increase of £43k relates to a one off budget transfer from the Waste Disposal Budget (from within the Environment Scrutiny portfolio of services) to the Arts budget to cover the festival, event and workshop costs of the Take pArt project.

- 4 The summary position is set out in the table below.

2009/10	Annual Budget	Projected Outturn	Over/-Under spend
<u>Service Area</u>	£000	£000	£000
Cultural Services	3,412	3,497	85
HALO & Leisure Centres	1,884	1,884	0
Parks, Countryside & Public Rights of Way	2,120	2,060	-60
Head of Culture & Leisure	99	99	0
Community Safety	117	117	0
Social & Economic Regeneration (including Tourism)	1,936	2,006	70
Head of Economic & Community Regeneration	155	155	0
Community Services Total	9,723	9,818	95

Cultural Services

- 5 Cultural Services is expected to overspend by £85k in 2009/10.
- 6 Staff vacancy savings of £25k are expected on employee costs for Sports Development. This relates to the Exercise Referral development Officer post being vacant. There are also staff vacancy savings of £15k in Cultural Services.
- 7 The Libraries budget is expected to overspend by £125k. This mainly relates to employee costs and Broad Street Library building running. Library visitors have fallen by 3% in the six month period to September compared with the previous year. This is linked to the £40K reduction in book fund expenditure in the previous year which is also impacting on income levels from fines.

Parks, Countryside & Public Rights of Way

- 8 There are savings of £40k on Parks and Countryside and £20k on Public Rights of Way due to the recruitment freeze pending the service delivery review.

Tourism

- 9 Following the transfer of the service from Environment and Culture Directorate there has been a restructure of the staff which resulted in a one off reorganisation cost of £11k. Pressure remains on the budget due to property and staffing costs and the service is expected to overspend by £70k for the year.

Recovery Plans

- 10 The predicted overspend on Libraries is being managed within the Environment & Culture Directorate budget for 2009/10 where savings in other areas outside of the Community Services Portfolio are forecast to underspend and mitigate these pressures.

- 11 The Libraries service is currently implementing a PC Booking system which will improve efficiency by leaving staff free to serve customers, stop queues and enable a seamless self service. Possibilities of charging for this and other areas within Libraries are being reviewed to address the budget shortfall.
- 12 Some recovery has already been made on Tourism budgets through a staff restructure, reducing TIC opening times and transfers from other budgets within the division which has reduced the expected outturn to £30k overspend. In addition to these activities a review of alternative delivery methods is being undertaken to identify further efficiencies to enable the service to be delivered within budget.

Financial Implications

- 13 These are contained in the body of the report. The projected outturn is based upon results to the end of September 2009.

Legal Implications

- 14 None

Risk Management

- 15 The risks are set out in the body of the report; in terms of the potential overspend. The report notes the actions planned to address this potential overspend.

Consultees

- 16 Not applicable

Appendices

- 17 Appendix 1 – Revenue Budget Monitoring Report for 2009/10 Period to 30th September 2009.

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
Economic Development and Enterprise														
151				Overall employment rate These are National Statistics collected via ONS' Annual Population Survey and are available with an 8 month time lag.	Regeneration	77.7% (Oct '07 to Sept '08)	70%	Next update due October 2009	Next update due October 2009	Developing a Business Growth Fund to encourage business development and employment. Working with Chamber of Commerce and FSB on implementation of this and hope to open grant by next quarter. Capital infrastructure schemes progressing - ESG, Rotherwas Futures, Model Farm. All are being developed in partnership with AWM and will provide the necessary infrastructure to allow company growth and investment on the back of the downturn. See commentary for NI152/153 below also.	B	B		Activity reported that should impact on target
152	Yes		Yes	Working age people on out of work benefits	Regeneration	8.80%	8.60%	Outturn available November	Outturn available November		B	B		All actions are progressing as planned and are on target
153				Working age people claiming out of work benefits in the worst performing neighbourhoods Data is reported quarterly by Jobcentre Plus with a 6 month time lag	Regeneration	41.80%	41.80%			ESF funded project 'Engage' focused at getting long term unemployed from priority wards into employment - now operational. Future Jobs Fund application submitted. Project also aimed at getting workless young individuals back into work. Application for ABG funding to encourage individuals access support and advice.	B	B		Activity reported that should impact on target
161		Yes		Learners achieving a Level 1 qualification in literacy	Regeneration	250 (Academic year 2007/08)	250 (Academic year 2008/09)	Awaiting update from LSC		Both Train to Gain and Skills for Life Courses are demand led as all individuals are entitled to the courses however, currently the Train to Gain budget is spent.	A	A		Activity currently ceased
162		Yes		Learners achieving an Entry Level 3 qualification in numeracy	Regeneration	12 (Academic Year 2007/08)	12 (Academic Year 2008/09)	Awaiting update from LSC			A	A		Activity currently ceased
163	Yes		Yes	Working age population qualified to at least Level 2 or higher The data for this indicator will be available as calendar year data from the Office for National Statistics (ONS) Annual Population Survey (APS). The results of which will be available the following August.	Regeneration	Data should be available from LSC end July 2009, but still awaited	74.90%			Funding being sought through the ABG to accommodate training voucher scheme and NEET provision. Commission research work for Neighbourhood Employment Skills Plan in order to identify specific needs of target areas and action plan to address needs. There is an annual household survey which is used to establish the achievements of the individuals in progress towards the PI. This is reported to the Learning and Skills Council but is not yet available. Activity reported from LSC that influences this indicator showing improvements against target.	B	B		All planned activity is taking place and on target
164		Yes		Working age population qualified to at least Level 3 or higher These are National Statistics collected via ONS' Annual Population Survey and are available with an 8 month time lag.	Regeneration	Data should be available from LSC end July 2009, but still awaited	46.10%			Activity reported from LSC that influences this indicator showing improvement.	B	B		Activity reported that should impact on target

Reference				Indicator	Lead Directorate	2008-09 Outcome	2009-10 Target	Latest Outcome		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
165		Yes		Working age population qualified to at least Level 4 or higher These are National Statistics collected via ONS' Annual Population Survey and are available with an 8 month time lag.	Regeneration	Data should be available from LSC end July 2009, but still awaited	27.80%			The Higher Education for Herefordshire Management Group have developed proposals for a university gateway (hib) and spoke provision to enable improved access to higher education in the county. A 'Statement of Intent' to secure HEFCE funding to enable this project was submitted on 30th June. The Lifelong Learning Network for Herefordshire and Worcestershire has launched a web site to assist students with progression routes	B	B		Activity reported that should impact on target
166		Yes		Average earnings of employees in the area	Regeneration	£389.40 (+/- £49.61)	£390			Progression on the ESG scheme - Planning Permission for replacement Livestock market obtained. - Cabinet Approval for Retail Quarter development agreement obtained. Promotion of Rotherwas as key business location - Discussions with Environment Agency re flooding have opened up South Magazine site and indicated ways forward for other elements. - Planning Application for Norther Magazine access arrangement submitted. Establish Live/Work units on Model Farm - Ross-on-Wye - Masterplan for site to be completed in July. - Market analysis survey to be completed in July 09. - Tendering process for infrastructure design and servicing to be completed in July. Rural Enterprise Grants - AWM offer letter signed and returned. - 26 projects supported to date. - 370 stage one application forms sent out.	B	B		Activity reported that should impact on target
171	Yes	Yes	Yes	New business registration rate per 100,000 resident population aged 16+	Regeneration	59.2	41.80			Creation of business grants - Received ABG approval for business growth fund and business development fund, working with Chamber and FSB on implementation of scheme. - Received ABG approval for training voucher scheme Economic Development - Economic Development Partnership Group Conversion of existing businesses to VAT and PAYE registration. - Initial meeting with HMRC to investigate possibility of joint roadshows and promotional events, favourable response received. - Secured funding to run roadshows and publicise benefits of VAT and PAYE registration.	B	B		All activity is on target and taking place as planned
172				% of small businesses in an area showing employment growth	Regeneration	14.2% (2007)	14.20%			See commentary for NI171. Support for businesses within ABG "Fighting the Downturn" submission, specifically Business Fund. Investigating range of business support measures to be undertaken within future ABG and LPSA submission. New Rural enterprise Grant supports micro enterprises and farming households. Capital schemes still progressing - ESG, Rotherwas Futures, Model Farm.	B	B		Activity reported that should impact on target
173				People falling out of work and on to incapacity benefits	Regeneration	0.62 (2008)	0.62			Schemes being developed to address "Worklessness" schemes funded by EU sources. DARE project aimed at those people in hard to reach groups from employment perspective now been pulled by AWM for funding.	B	B		Activity reported that should impact on target

NIS	LAA	HCS	CAB	Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
								July	September		July	September		
174				Skills gaps in the current workforce reported by employers This data is collected by the LSC from a biennial survey. The next survey is due in 2009.	Regeneration	6% for Hereford & Worcester (LSC Area) (2007)	6% for Hereford & Worcester (LSC Area)			Working with the 6th Form College and Hereford Group training to identify and address skills gap for the future.	B	B		Activity reported that should impact on target
Safer Communities														
15				Number of serious violent crimes/1,000 population	Environment & Culture	0.97	0.97	0.16	0.35	There was a change in the Home Office Counting Rules in 2008/9 therefore there is no benchmark to compare the 2008/9 figure to, but we will be looking to improve upon 2008/9 offence levels in 2009/10. Offences in this category are the most serious and would either lead to the appointment of an SIO, or review by an SIO to ensure all lines of enquiry were being followed. Serious Violent Crimes are also subject to daily and weekly monitoring at Command Team level, and performance is also reviewed at the monthly divisional Leadership & Delivery meeting.	A	G	Δ	Performance well ahead of last year and activity reported that should impact on target
16				Number of serious acquisitive crimes/1,000 population	Environment & Culture	6.95	6.95	1.71	3.29	Offences in this category are subject to daily, weekly and monthly monitoring and regular analysis to pick up on any trends and patterns and action through the Tasking process as appropriate. Note: Quarter 1 figure adjusted following publication of new population estimates	A	B	Δ	Activity reported that should impact on target
17		Yes		Perceptions of anti-social behaviour Data is collected through the Place survey biennially.	Environment & Culture	12%	not more than 12% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
18				Adult re-offending rates for those under probation supervision	Environment & Culture					Targeted programme to engage PPO's in reducing offending. Data not collected/measured locally, West Mercia area only. West Mercia data to be provided by WM Probation HQ as and when national figures become available.	A	A		Activity reported, but data awaited and target yet to be set
20				Assault with injury crime rate	Environment & Culture	5.39	5.39	1.31	2.91	Performance for Quarter 1 number = 243. N120 is also a proxy for alcohol fuelled violence. Notes: the Home Office guidance for 2008/9 was subtly different to that for 2007/8 – the impact of which was to reduce the number of offences by 4 - 16%. Quarter 1 figure adjusted following publication of new population estimates	A	A	Δ	Activity reported that should impact on target

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
21	Yes		Yes	Dealing with local concerns about antisocial behaviour and crime by the local council and police Data is collected through the Place survey biennially.	Environment & Culture	25.40%	30.4% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	B	B	September	Activity reported that should impact on target
22				Perceptions of parents taking responsibility for the behaviour of their children in the area	Environment & Culture	36%	not less than 36% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
24				Satisfaction with the way the police and local council dealt with antisocial behaviour	Environment & Culture	21%	not less than 21% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
27				Understanding of local concerns about anti-social behaviour and crime by the local council and police Data is collected through the Place survey biennially.	Environment & Culture	24%	not less than 24% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
28				Knife crime rate	Environment & Culture	0.14	0.14	0.05	0.16	In August 2008 the Division introduced a new protocol to deal with knife crime, not in response to an identified trend, but as a pre-emptive measure to counter a potential rise in knife related incidents. A specific element of this, Operation Deter, identified a number of individuals that intelligence indicated were carrying knives. Structured interventions, ahead of any offending, took place with these individuals. All incidents involving knives are reviewed through the daily tasking process to ensure that positive action is taken against any named offender. Note: Quarter 1 figure adjusted following publication of new population estimates	A	R	▽	Activity reported that should impact on target
29				Gun crime rate	Environment & Culture	0.05	0.05	0.02	0.04	Note: Quarter 1 figure changed and adjusted following publication of new population estimates	R	R	▽	Performance below target
30	Yes		Yes	Re-offending rate of prolific and priority offenders (PPO)	Environment & Culture		21%			Target has just been confirmed by Home Office. Evaluation report prepared for the PPO Management Group in respect of the potential contribution of the alcohol arrest referral scheme. PPO Scheme being delivered. Drug Conditional Cautioning developed and in place. Benchmarking to take place between September and December.	B	B		Activity reported that should impact on target Quarter 1 data anticipated in November

NIS	Reference			Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
	LAA	HCS	CAB					July	September		July	September		
32				Repeat incidents of domestic violence	Environment & Culture		New indicator, target to be set for 2010-11			Indicator still under development. HCSDP are currently monitoring repeat victims of DV which has been agreed locally with WMC. Supported through Women's Aid and Domestic Abuse Forum	B	B	September	Activity reported against a new indicator, which is being monitored
33				Arson incidents - the number of primary fires (major fires involving property, casualties or involving 5 or more fire appliances) per 10,000 population; and - the number of secondary fires (that did not involve property, casualties or rescue, attended by 4 or fewer fire appliances) per 10,000 population.	Environment & Culture	a) 2.9 b) 7.6	a) 4.0 b) 9.8	a) 0.6 b) 2.2	a) 1.4 b) 3.4	HWFRS attended 15 deliberate primary fires in Quarter 2 in Herefordshire compared with 10 in Quarter 1 and 21 deliberate secondary fires in Quarter 2 compared with 40 in Quarter 1. The Service is still on track to attend less fires than the yearly targets. Traditionally there are more deliberate fires in the first half of the year than in the second half. The Fire Service has developed links with West Mercia Constabulary's Arson Task Force and appointed an Arson Reduction Manager to work with the police. We will develop an arson reduction policy to achieve a reduction in the number of deliberate fires and a greater understanding of how to prevent deliberate fires within the community.	B	B	Δ	Performance on target and activity reported
34				Domestic violence – murder	Environment & Culture	0	0	0	0	Not a priority area for WMC - data monitored	B	B	◁▷	Best performance achievable
39	Yes (Local)		Yes	Alcohol-harm related hospital admission rates per 100,000	Environment & Culture	1249	1237	335.7 (cumulative)	Quarter 2 data not yet available	Action plan on target	A	A	▽	Performance for Quarter 1 below target and worse than for the same period last year, but action plan being delivered
40	Yes			Drug users in effective treatment	Environment & Culture		541			Await report confirming outturn for 2008/09. Needle exchange audit carried out in May. Pharmacy Needle Exchange Pilot Scheme continues in Herefordshire. This provides an additional means to engage problematic drug users. Recent integration of Drug Intervention Programme (DIP) team from Probation to the Criminal Justice Integrated Service within Drug and Alcohol Services Hereford (DASH).	B	B		Action plan being delivered
41				Perceptions of drunk or rowdy behaviour as a problem Data is collected through the Place survey biennially.	Environment & Culture	22%	not less than 22% (2010)			Place Survey data being analysed in detail. Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
42				Perceptions of drug use or drug dealing as a problem Data is collected through the Place survey biennially.	Environment & Culture	25%	not less than 25% (2010)			Place Survey data being analysed in detail. Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
47	Yes	Yes	Yes	People killed or seriously injured in road traffic accidents	Environment & Culture	115 (3 year average)	114 (3 year average)	53 (January to May)	86 (January to September)	Compared with 64 for the same period last year. The Planning and Transportation's Road Safety and Accident Investigation and Prevention teams lead on a wide range of education, training and publicity and engineering measures to address road traffic accidents. More detailed commentary on this activity is set out in the Local Transport Plan Road Safety Strategy and is reported on in an annual progress report. Driver education programmes are being provided throughout the county to try and reduce the outturns.	R	B	▽	Performance has improved in recent months. It is anticipated that the LAA target for next year will be achieved.
49				Number of primary fires and related fatalities and non-fatal casualties, excluding precautionary checks	Environment & Culture	a) 154.7 b) 0 c) 4.5	a) 179.10 b) 0 c) 5.18	a) 46.0 b) 1.1 c) 1.7	a) 91.9 b) 1.1 c) 2.8	HWFRS attended 82 primary fires in Herefordshire in Quarter 2 compared with 82 in Quarter 1 also. There were no fatalities from primary fires in Quarter 2 compared with 2 in Quarter 1 and 2 injuries in Quarter 2 compared with 3 in Quarter 1. HWFRS's balanced programme of Prevention, Protection and Intervention initiatives have been developed to address the primary aim of improving community safety and reducing risk. The risk reduction strategies are based upon a process of: • identifying those who are most 'at risk'; • confirming the location of those people; • identifying the risks to which they are exposed to; • targeting most of HWFRS's efforts and resources at reducing those risks using a range of prevention, protection and intervention initiatives; whilst also • sustaining a broad service provision in order to address matters relating to sparsity and equity of service	A	A	▽	On target, except for fatalities
143				Offenders under probation supervision living in settled and suitable accommodation at the end of their order or licence	Environment & Culture	78%	70%	81%	81%		G	G	△	Target exceeded
144				Offenders under probation supervision in employment at the end of their order or licence	Environment & Culture	54%	40%	37%	44%		R	B	▽	Target exceeded, but performance worse than for the same period last year Note: target and Quarter 1 data updated
Stronger Communities														

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
4	Yes	Yes	Yes	% of people who feel they can influence decisions in their locality Data is collected through the Place survey biennially.	Regeneration	28.8%	32.3% (2010)			The Community Led Planning Transition Group is in the process of submitting a number of funding bids to deliver the recommendations of the Review of Community led planning. This includes ABG funds for the key co-ordinating and commissioning post as well as LEADER funding for community support. £25k confirmed for purpose of CLP Commissioning Officer appointment from ABG Community Regeneration, HALC, Herefordshire Partnership and Community First continue to support start-ups and ongoing plans. Grants and project development advice available through Economic and Community Services to support the development of plans, together with resulting actions identified. Some resources outstanding for this. Agreement by Hampton Bishop PC to take part in the national pilot on participatory budgeting. HALC/HCVYS /HC working on a proposal to get young adults more involved in local democracy. Reaching Hearts in Herefordshire: a programme working with councillors, council officers and all local partners to understand how to best work together to improve the lives of people and communities.	B	B		Planned activity progressing which should impact on the target
6	Yes	Yes	Yes	Participation in regular volunteering Data is collected through the Place survey biennially.	Regeneration	29%	32.5% (2010)			The implementation plan for the Volunteering Code of Good Practice has now been finalised and a draft action plan drawn up. HVA and CVA Ledbury continue to receive strategic investment through SLAs to support volunteer centre activity. Herefordshire Volunteers of the Year awards held in June 2009, which raises the profile of volunteering. £6k secured for marketing campaigns although activity is not due to start in earnest til Nov 2009 (originally June/July 2009) to tie in with Compact Action Plan A risk that not all of actions will be achieved due to a shortfall in resources has now been mitigated.	A	B		Work is now progressing in accordance with the action plan and the previously identified risk has now been mitigated
7				Environment for a thriving third sector National survey commissioned by the Office of the Third Sector	Regeneration	14.9%	19% (2010-11)			The Compact code of practice on funding and procurement for health and social care is being reviewed with the aim of refreshing the document and rolling it out across the whole of the third sector and LSP partners. The consultation on the 'Informing, consulting and partnership working' code has finished with the final document is being revised before formal signoff by the LSP. Strategic investments to the third sector continue to be made through SLA's against the councils strategic framework for support to the voluntary and community sector. Work on the countywide online database of community halls in Herefordshire is nearly complete. A review of third sector engagement in the new Herefordshire Partnership governance arrangements is currently underway.	B	B		Planned activity progressing which should impact on the target

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
9	Yes		Yes	Use of public libraries	Environment & Culture	47.9%	51%			Detailed analysis of library service customers undertaken. Mobile library review underway; consultation to be completed by September. Project plan developed and negotiation underway for a licence to open a volunteer run community library in Peterchurch. Seeking alternative funding (not funded through the ABG) to deliver ICT training packages to targeted groups. Summer Reading Challenge underway; early analysis suggests a greater take up compared to last year.	B	B		Action plan being delivered
10				Visits to museums and galleries	Environment & Culture	48.0%	51.3%			Ledbury Heritage Centre re-opened. Hereford Museum and Art Gallery - Tooth and Claw exhibition attracted 5,439 visitors and was particularly popular with children. The Hereford Photographic exhibition of works by John Bulmer attracted 2,956 visitors. At the Museum Resource Centre, open days have been run and the events starting to attract a regular clientele. Usages for tours, lectures and seminars exceeds the targets set in the original Audience Development Plan. Family Friendly mystery shopper visits took place in May at all sites except Ledbury Heritage Centre and once feedback has been received actions will be instigated to work to improve disabled issues.	B	B		Action plan being delivered
11	Yes		Yes	Engagement in the arts	Environment & Culture	46.4%	49.5%			Take pART launched. Publicity campaign underway. Events publicised through Broadsheep. Survey in place. Review of Take pART to take place between September and October before the launch of phase 2.	B	B		Action plan being delivered
	Yes		Yes	Local – % of the adult population who find access to the following services difficult: Local shop Advice provision Public transport facility Cultural / recreational facility	Regeneration	12% 18% 21% 21%	11% 16% 21% 19%			ABG funding was not secured for the Rural Services officer, which will limit the level of resources that can be put into this area. There are four multi-use centres in development in Ledbury, Leintwardine, Leominster and Peterchurch. Peterchurch, which has secured full funding, is an example of joint provision - Early Years will provide an outreach children's centre; library service also to be provided.	A	B		Work is progressing in line with the action plan
Reference:														
NIS				National Indicator Set										
LAA				Local Area Agreement										
HCS				Herefordshire Community Strategy										
CAB				Included in the report to Cabinet										

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	7TH DECEMBER 2009
TITLE OF REPORT:	ENVIRONMENT & CULTURE AND REGENERATION DIRECTORATES: PERFORMANCE FOR THE SIX-MONTH PERIOD TO SEPTEMBER 2009
REPORT BY:	Directors of Environment & Culture and Regeneration

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To update Members on the progress towards achievement of targets for 2009-10 that are relevant to the Community Services Scrutiny Committee and contained within the Environment & Culture and Regeneration Directorates' Plans. This report has the same format as that for last year, but has adopted the performance rating system being used in the new integrated corporate performance report for Cabinet; an explanation of the ratings is shown at **Appendix A**.

Recommendation

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

Introduction and Background

2. The Council's Corporate Plan sets out its objectives, priorities, targets and key actions for each of the three years 2008-11. It includes all the indicators and targets in the new Local Area Agreement (LAA), as well as those in the Herefordshire Community Strategy (HCS). Each Directorate's plan sets out the contribution, in terms of objectives, priorities, targets and key actions, it will make to achieving the objectives of the Council's Corporate Plan as well as to the achievement of other Directorate priorities. Progress needs to be assessed regularly, together with the risks to achievement and the action being taken to address these and improve performance.

Key Considerations

Progress against the Council's Corporate Plan

3. Following is an analysis of performance against target in relation to the Corporate Plan and Directorate plans (figures for the three-month period to June are shown in brackets):

	No. of indicators	R	A	B	G
Cabinet report	13 (13)	0 (1)	1 (4)	12 (8)	0 (0)
Local Area Agreement	13 (13)	0 (1)	1 (3)	12 (9)	0 (0)
Herefordshire Community Strategy	10 (10)	0 (1)	2 (5)	8 (4)	0 (0)
All National Indicators (NIs)	42 (42)	2 (3)	6 (16)	32 (22)	2 (1)
All reported indicators	43 (43)	2 (3)	6 (17)	33 (22)	2 (1)

Direction of travel

4. Of the 43 indicators only 12 have data available for this period. Their direction of travel, compared with 2008-09 is:

Direction of Travel	
Improving	5
No real change	1
Deteriorating	6
Total	12

Overall performance

5. Although some baseline data is still awaited from Government departments most baselines are in place and, in the vast majority of cases, targets have been set for 2009-10. Where targets have yet to be agreed with partners the default target has been set as last year's outturn, i.e. performance should be no worse than that achieved in 2008-09.

Details of performance for the period are set out in **Appendix B**.

Highlights

- The vast majority of indicators are on, or exceeding target:
Cabinet report – 12 of 13
LAA – 12 of 13
Community Strategy – 8 of 10
NIs – 34 of 42
All indicators – 35 of 43
- Of those indicators reported to Cabinet or included in the LAA none is judged Red and only one is judged Amber.
- People killed or seriously injured in road traffic accidents (NI 47), judged Red in the last report, has improved in recent months and it is now anticipated that the target will be achieved.
- The number of serious violent crimes (NI 15), rated Green, is a significant improvement compared with the same period last year.
- Offenders under probation supervision living in settled and suitable accommodation at the end of their order or licence (NI 143) is rated Green - performance remaining at 81% (in excess of the target of 70%; which itself is significantly lower than the outturn of 78% achieved in 2008-09).

Appendices

- 10 Appendix A.: Key to performance reports
 Appendix B: Details of performance for the period 1st April – 30th September 2009.

Background Papers

- None identified.

KEY TO PERFORMANCE REPORTS

PERFORMANCE AGAINST TARGETS AND ACTION PLANS	
G	Outturn is 10% or more above target
B	Outturn is on or above target by up to 10% or , where up to date performance data against target is not available for good reason, the action plan shows satisfactory progress
A	Outturn is below target, but within 5% or where up to date performance data against target is not available for good reason, the action plan shows inadequate progress
R	Outturn is 5% or more below target or no target has been set without good reason or there is no action plan
N.B. Where data is available this determines the judgment made for each indicator. Action plans are used to judge performance only as a default where data is unavailable.	
DIRECTION OF TRAVEL	
<input type="checkbox"/>	Performance is better than the same period last year
<input type="checkbox"/> <input type="checkbox"/>	Performance is the same as for this period last year
<input type="checkbox"/>	Performance is behind the same period last year

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements	
NIS	LAA	HCS	CAB					July	September		July	September			
Economic Development and Enterprise															
151				Overall employment rate These are National Statistics collected via ONS Annual Population Survey and are available with an 8 month time lag.	Regeneration	77.7% (Oct '07 to Sept '08)	70%	Next update due October 2009	Next update due October 2009	Developing a Business Growth Fund to encourage business development and employment. Working with Chamber of Commerce and FSB on implementation of this and hope to open grant by next quarter. Capital infrastructure schemes progressing - ESG, Rotherwas Futures, Model Farm. All are being developed in partnership with AWM and will provide the necessary infrastructure to allow company growth and investment on the back of the downturn. See commentary for NI152/153 below also.	B	B		Activity reported that should impact on target	
152	Yes		Yes	Working age people on out of work benefits	Regeneration	8.80%	8.60%	Outturn available November	Outturn available November	ESF funded project 'Engage' focused at getting long term unemployed from priority wards into employment - now operational. Future Jobs Fund application submitted. Project also aimed at getting workless young individuals back into work. Application for ABG funding to encourage individuals access support and advice.	B	B		All actions are progressing as planned and are on target	
153				Working age people claiming out of work benefits in the worst performing neighbourhoods Data is reported quarterly by Jobcentre Plus with a 6 month time lag	Regeneration	41.80%	41.80%				B	B		Activity reported that should impact on target	
161		Yes		Learners achieving a Level 1 qualification in literacy	Regeneration	250 (Academic year 2007/08)	250 (Academic year 2008/09)	Awaiting update from LSC		Both Train to Gain and Skills for Life Courses are demand led as all individuals are entitled to the courses however, currently the Train to Gain budget is spent.	A	A		Activity currently ceased	
162		Yes		Learners achieving an Entry Level 3 qualification in numeracy	Regeneration	12 (Academic Year 2007/08)	12 (Academic Year 2008/09)	Awaiting update from LSC			A	A		Activity currently ceased	
163	Yes		Yes	Working age population qualified to at least Level 2 or higher The data for this indicator will be available as calendar year data from the Office for National Statistics (ONS) Annual Population Survey (APS). The results of which will be available the following August.	Regeneration	Data should be available from LSC end July 2009, but still awaited	74.90%			Funding being sought through the ABG to accommodate training voucher scheme and NEET provision. Commission research work for Neighbourhood Employment Skills Plan in order to identify specific needs of target areas and action plan to address needs. There is an annual household survey which is used to establish the achievements of the individuals in progress towards the PI. This is reported to the Learning and Skills Council but is not yet available. Activity reported from LSC that influences this indicator showing improvements against target.	B	B		All planned activity is taking place and on target	
164		Yes		Working age population qualified to at least Level 3 or higher These are National Statistics collected via ONS' Annual Population Survey and are available with an 8 month time lag.	Regeneration	Data should be available from LSC end July 2009, but still awaited	46.10%			Activity reported from LSC that influences this indicator showing improvement.	B	B		Activity reported that should impact on target	

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
165		Yes		Working age population qualified to at least Level 4 or higher These are National Statistics collected via ONS' Annual Population Survey and are available with an 8 month time lag.	Regeneration	Data should be available from LSC end July 2009, but still awaited	27.80%			The Higher Education for Herefordshire Management Group have developed proposals for a university gateway (hib) and spoke provision to enable improved access to higher education in the county. A 'Statement of Intent' to secure HEFCE funding to enable this project was submitted on 30th June. The Lifelong Learning Network for Herefordshire and Worcestershire has launched a web site to assist students with progression routes	B	B		Activity reported that should impact on target
166		Yes		Average earnings of employees in the area	Regeneration	£389.40 (+/- £49.61)	£390			Progression on the ESG scheme - Planning Permission for replacement Livestock market obtained. - Cabinet Approval for Retail Quarter development agreement obtained. Promotion of Rotherwas as key business location - Discussions with Environment Agency re flooding have opened up South Magazine site and indicated ways forward for other elements. - Planning Application for Norther Magazine access arrangement submitted. Establish Live/Work units on Model Farm - Ross-on-Wye - Masterplan for site to be completed in July. - Market analysis survey to be completed in July 09. - Tendering process for infrastructure design and servicing to be completed in July. Rural Enterprise Grants - AWM offer letter signed and returned. - 26 projects supported to date. - 370 stage one application forms sent out.	B	B		Activity reported that should impact on target
171	Yes	Yes	Yes	New business registration rate per 100,000 resident population aged 16+	Regeneration	59.2	41.80			Creation of business grants - Received ABG approval for business growth fund and business development fund, working with Chamber and FSB on implementation of scheme. - Received ABG approval for training voucher scheme Economic Development - Economic Development Partnership Group Conversion of existing businesses to VAT and PAYE registration. - Initial meeting with HMRC to investigate possibility of joint roadshows and promotional events, favourable response received. - Secured funding to run roadshows and publicise benefits of VAT and PAYE registration.	B	B		All activity is on target and taking place as planned
172				% of small businesses in an area showing employment growth	Regeneration	14.2% (2007)	14.20%			See commentary for NI171. Support for businesses within ABG "Fighting the Downturn" submission, specifically Business Fund. Investigating range of business support measures to be undertaken within future ABG and LPSA submission. New Rural enterprise Grant supports micro enterprises and farming households. Capital schemes still progressing - ESG, Rotherwas Futures, Model Farm.	B	B		Activity reported that should impact on target
173				People falling out of work and on to incapacity benefits	Regeneration	0.62 (2008)	0.62			Schemes being developed to address "Worklessness" schemes funded by EU sources. DARE project aimed at those people in hard to reach groups from employment perspective now been pulled by AWM for funding.	B	B		Activity reported that should impact on target

NIS	Reference		Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
	LAA	HCS CAB					July	September		July	September		
174			Skills gaps in the current workforce reported by employers This data is collected by the LSC from a biennial survey. The next survey is due in 2009.	Regeneration	6% for Hereford & Worcester (LSC Area) (2007)	6% for Hereford & Worcester (LSC Area)			Working with the 6th Form College and Hereford Group training to identify and address skills gap for the future.	B	B		Activity reported that should impact on target
Safer Communities													
15			Number of serious violent crimes/1,000 population	Environment & Culture	0.97	0.97	0.16	0.35	There was a change in the Home Office Counting Rules in 2008/9 therefore there is no benchmark to compare the 2008/9 figure to, but we will be looking to improve upon 2008/9 offence levels in 2009/10. Offences in this category are the most serious and would either lead to the appointment of an SIO, or review by an SIO to ensure all lines of enquiry were being followed. Serious Violent Crimes are also subject to daily and weekly monitoring at Command Team level, and performance is also reviewed at the monthly divisional Leadership & Delivery meeting.	A	G	Δ	Performance well ahead of last year and activity reported that should impact on target
16			Number of serious acquisitive crimes/1,000 population	Environment & Culture	6.95	6.95	1.71	3.29	Offences in this category are subject to daily, weekly and monthly monitoring and regular analysis to pick up on any trends and patterns and action through the Tasking process as appropriate. Note: Quarter 1 figure adjusted following publication of new population estimates	A	B	Δ	Activity reported that should impact on target
17	Yes		Perceptions of anti-social behaviour Data is collected through the Place survey biennially.	Environment & Culture	12%	not more than 12% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
18			Adult re-offending rates for those under probation supervision	Environment & Culture					Targeted programme to engage PPO's in reducing offending. Data not collected/measured locally, West Mercia area only. West Mercia data to be provided by WM Probation HQ as and when national figures become available.	A	A		Activity reported, but data awaited and target yet to be set
20			Assault with injury crime rate	Environment & Culture	5.39	5.39	1.31	2.91	Performance for Quarter 1 number = 243. N120 is also a proxy for alcohol fuelled violence. Notes: the Home Office guidance for 2008/9 was subtly different to that for 2007/8 – the impact of which was to reduce the number of offences by 4 - 16%. Quarter 1 figure adjusted following publication of new population estimates	A	A	Δ	Activity reported that should impact on target

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
21	Yes		Yes	Dealing with local concerns about antisocial behaviour and crime by the local council and police Data is collected through the Place survey biennially.	Environment & Culture	25.40%	30.4% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	B	B	September	Activity reported that should impact on target
22				Perceptions of parents taking responsibility for the behaviour of their children in the area	Environment & Culture	36%	not less than 36% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
24				Satisfaction with the way the police and local council dealt with antisocial behaviour	Environment & Culture	21%	not less than 21% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
27				Understanding of local concerns about anti-social behaviour and crime by the local council and police Data is collected through the Place survey biennially.	Environment & Culture	24%	not less than 24% (2010)			Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
28				Knife crime rate	Environment & Culture	0.14	0.14	0.05	0.16	In August 2008 the Division introduced a new protocol to deal with knife crime, not in response to an identified trend, but as a pre-emptive measure to counter a potential rise in knife related incidents. A specific element of this, Operation Deter, identified a number of individuals that intelligence indicated were carrying knives. Structured interventions, ahead of any offending, took place with these individuals. All incidents involving knives are reviewed through the daily tasking process to ensure that positive action is taken against any named offender. Note: Quarter 1 figure adjusted following publication of new population estimates	A	R	▽	Activity reported that should impact on target
29				Gun crime rate	Environment & Culture	0.05	0.05	0.02	0.04	Note: Quarter 1 figure changed and adjusted following publication of new population estimates	R	R	▽	Data available, but no target set by WMC and no activity reported
30	Yes		Yes	Re-offending rate of prolific and priority offenders (PPO)	Environment & Culture		21%			Target has just been confirmed by Home Office. Evaluation report prepared for the PPO Management Group in respect of the potential contribution of the alcohol arrest referral scheme. PPO Scheme being delivered. Drug Conditional Cautioning developed and in place. Benchmarking to take place between September and December.	B	B		Activity reported that should impact on target Quarter 1 data anticipated in November

NIS	Reference			Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
	LAA	HCS	CAB					July	September		July	September		
32				Repeat incidents of domestic violence	Environment & Culture		New indicator, target to be set for 2010-11			Indicator still under development. HCSDP are currently monitoring repeat victims of DV which has been agreed locally with WMC. Supported through Women's Aid and Domestic Abuse Forum	B	B	September	Activity reported against a new indicator, which is being monitored
33				Arson incidents - the number of primary fires (major fires involving property, casualties or involving 5 or more fire appliances) per 10,000 population; and - the number of secondary fires (that did not involve property, casualties or rescue, attended by 4 or fewer fire appliances) per 10,000 population.	Environment & Culture	a) 2.9 b) 7.6	a) 4.0 b) 9.8	a) 0.6 b) 2.2	a) 1.4 b) 3.4	HWFRS attended 15 deliberate primary fires in Quarter 2 in Herefordshire compared with 10 in Quarter 1 and 21 deliberate secondary fires in Quarter 2 compared with 40 in Quarter 1. The Service is still on track to attend less fires than the yearly targets. Traditionally there are more deliberate fires in the first half of the year than in the second half. The Fire Service has developed links with West Mercia Constabulary's Arson Task Force and appointed an Arson Reduction Manager to work with the police. We will develop an arson reduction policy to achieve a reduction in the number of deliberate fires and a greater understanding of how to prevent deliberate fires within the community.	B	B	Δ	Performance on target and activity reported
34				Domestic violence – murder	Environment & Culture	0	0	0	0	Not a priority area for WMC - data monitored	B	B	◁▷	Best performance achievable
39	Yes (Local)		Yes	Alcohol-harm related hospital admission rates per 100,000	Environment & Culture	1249	1237	335.7 (cumulative)	Quarter 2 data not yet available	Action plan on target	A	A	▽	Performance for Quarter 1 below target and worse than for the same period last year, but action plan being delivered
40	Yes			Drug users in effective treatment	Environment & Culture		541			Await report confirming outturn for 2008/09. Needle exchange audit carried out in May. Pharmacy Needle Exchange Pilot Scheme continues in Herefordshire. This provides an additional means to engage problematic drug users. Recent integration of Drug Intervention Programme (DIP) team from Probation to the Criminal Justice Integrated Service within Drug and Alcohol Services Hereford (DASH).	B	B		Action plan being delivered
41				Perceptions of drunk or rowdy behaviour as a problem Data is collected through the Place survey biennially.	Environment & Culture	22%	not less than 22% (2010)			Place Survey data being analysed in detail. Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target
42				Perceptions of drug use or drug dealing as a problem Data is collected through the Place survey biennially.	Environment & Culture	25%	not less than 25% (2010)			Place Survey data being analysed in detail. Discussions with Registered Social Landlords (RSLs) have occurred and data sharing is now underway. Intermediate action plan now in place with the Children's Trust and membership of sub-groups strengthened. Links between the Community Protection Team and HCSDP still to take place.	A	B		Activity reported that should impact on target

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
47	Yes	Yes	Yes	People killed or seriously injured in road traffic accidents	Environment & Culture	115 (3 year average)	114 (3 year average)	53 (January to May)	86 (January to September)	Compared with 64 for the same period last year. The Planning and Transportation's Road Safety and Accident Investigation and Prevention teams lead on a wide range of education, training and publicity and engineering measures to address road traffic accidents. More detailed commentary on this activity is set out in the Local Transport Plan Road Safety Strategy and is reported on in an annual progress report. Driver education programmes are being provided throughout the county to try and reduce the outturns.	R	B	▽	Performance has improved in recent months. It is anticipated that the LAA target for next year will be achieved.
49				Number of primary fires and related fatalities and non-fatal casualties, excluding precautionary checks	Environment & Culture	a) 154.7 b) 0 c) 4.5	a) 179.10 b) 0 c) 5.18	a) 46.0 b) 1.1 c) 1.7	a) 91.9 b) 1.1 c) 2.8	HWFRS attended 82 primary fires in Herefordshire in Quarter 2 compared with 82 in Quarter 1 also. There were no fatalities from primary fires in Quarter 2 compared with 2 in Quarter 1 and 2 injuries in Quarter 2 compared with 3 in Quarter 1. HWFRS's balanced programme of Prevention, Protection and Intervention initiatives have been developed to address the primary aim of improving community safety and reducing risk. The risk reduction strategies are based upon a process of: • identifying those who are most 'at risk'; • confirming the location of those people; • identifying the risks to which they are exposed to; • targeting most of HWFRS's efforts and resources at reducing those risks using a range of prevention, protection and intervention initiatives; whilst also • sustaining a broad service provision in order to address matters relating to sparsity and equity of service	A	A	▽	On target, except for fatalities
143				Offenders under probation supervision living in settled and suitable accommodation at the end of their order or licence	Environment & Culture	78%	70%	81%	81%		G	G	△	Target exceeded
144				Offenders under probation supervision in employment at the end of their order or licence	Environment & Culture	54%	40%	37%	44%		R	B	▽	Target exceeded, but performance worse than for the same period last year Note: target and Quarter 1 data updated
Stronger Communities														

Reference				Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB					July	September		July	September		
4	Yes	Yes	Yes	% of people who feel they can influence decisions in their locality Data is collected through the Place survey biennially.	Regeneration	28.8%	32.3% (2010)			The Community Led Planning Transition Group is in the process of submitting a number of funding bids to deliver the recommendations of the Review of Community led planning. This includes ABG funds for the key co-ordinating and commissioning post as well as LEADER funding for community support. £25k confirmed for purpose of CLP Commissioning Officer appointment from ABG Community Regeneration, HALC, Herefordshire Partnership and Community First continue to support start-ups and ongoing plans. Grants and project development advice available through Economic and Community Services to support the development of plans, together with resulting actions identified. Some resources outstanding for this. Agreement by Hampton Bishop PC to take part in the national pilot on participatory budgeting. HALC/HCVYS /HC working on a proposal to get young adults more involved in local democracy. Reaching Hearts in Herefordshire: a programme working with councillors, council officers and all local partners to understand how to best work together to improve the lives of people and communities.	B	B	September	Planned activity progressing which should impact on the target
6	Yes	Yes	Yes	Participation in regular volunteering Data is collected through the Place survey biennially.	Regeneration	29%	32.5% (2010)			The implementation plan for the Volunteering Code of Good Practice has now been finalised and a draft action plan drawn up. HVA and CVA Ledbury continue to receive strategic investment through SLA's to support volunteer centre activity. Herefordshire Volunteers of the Year awards held in June 2009, which raises the profile of volunteering. £6k secured for marketing campaigns although activity is not due to start in earnest til Nov 2009 (originally June/July 2009) to tie in with Compact Action Plan A risk that not all of actions will be achieved due to a shortfall in resources has now been mitigated.	A	B		Work is now progressing in accordance with the action plan and the previously identified risk has now been mitigated
7				Environment for a thriving third sector National survey commissioned by the Office of the Third Sector	Regeneration	14.9%	19% (2010-11)			The Compact code of practice on funding and procurement for health and social care is being reviewed with the aim of refreshing the document and rolling it out across the whole of the third sector and LSP partners. The consultation on the 'Informing, consulting and partnership working' code has finished with the final document is being revised before formal signoff by the LSP. Strategic investments to the third sector continue to be made through SLAs against the councils strategic framework for support to the voluntary and community sector. Work on the countywide online database of community halls in Herefordshire is nearly complete. A review of third sector engagement in the new Herefordshire Partnership governance arrangements is currently underway.	B	B		Planned activity progressing which should impact on the target

Reference			Indicator	Lead Directorate	2008-09 Outturn	2009-10 Target	Latest Outturn		Comment/progress	RABG rating		DoT	Reason for judgements
NIS	LAA	HCS	CAB				July	September		July	September		
9	Yes		Yes	Use of public libraries	Environment & Culture	47.9%			Detailed analysis of library service customers undertaken. Mobile library review underway; consultation to be completed by September. Project plan developed and negotiation underway for a licence to open a volunteer run community library in Peterchurch. Seeking alternative funding (not funded through the ABG) to deliver ICT training packages to targeted groups. Summer Reading Challenge underway; early analysis suggests a greater take up compared to last year.	B	B	September	Action plan being delivered
10				Visits to museums and galleries	Environment & Culture	48.0%			Ledbury Heritage Centre re-opened. Hereford Museum and Art Gallery - Tooth and Claw exhibition attracted 5,439 visitors and was particularly popular with children. The Hereford Photographic exhibition of works by John Bulmer attracted 2,956 visitors. At the Museum Resource Centre, open days have been run and the events starting to attract a regular clientele. Usages for tours, lectures and seminars exceeds the targets set in the original Audience Development Plan. Family Friendly mystery shopper visits took place in May at all sites except Ledbury Heritage Centre and once feedback has been received actions will be instigated to work to improve disabled issues.	B	B		Action plan being delivered
11	Yes		Yes	Engagement in the arts	Environment & Culture	46.4%			Take pART launched. Publicity campaign underway. Events publicised through Broadsheep. Survey in place. Review of Take pART to take place between September and October before the launch of phase 2.	B	B		Action plan being delivered
	Yes		Yes	Local – % of the adult population who find access to the following services difficult: Local shop Advice provision Public transport facility Cultural / recreational facility	Regeneration	12% 18% 21% 21%			ABG funding was not secured for the Rural Services officer, which will limit the level of resources that can be put into this area. There are four multi-use centres in development in Ledbury, Leintwardine, Leominster and Peterchurch. Peterchurch, which has secured full funding, is an example of joint provision - Early Years will provide an outreach children's centre; library service also to be provided.	A	B		Work is progressing in line with the action plan
Reference:													
NIS				National Indicator Set									
LAA				Local Area Agreement									
HCS				Herefordshire Community Strategy									
CAB				Included in the report to Cabinet									

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	7TH DECEMBER 2009
TITLE OF REPORT:	EXECUTIVE RESPONSE AND ACTION PLAN FOLLOWING THE SCRUTINY REVIEW OF TOURISM WITH SPECIFIC REFERENCE TO TOURIST INFORMATION CENTRES
PORTFOLIO AREA:	ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To consider Cabinet's response to the recommendations made to it in the Scrutiny Review of Tourism with Specific Reference to Tourist Information Centres.

Recommendation

- THAT (a) Cabinet's response to the findings of the Scrutiny Review of Tourism with Specific Reference to Tourist Information Centres be noted, subject to any comments the Committee wish to make; and**
- (b) A further report on progress against the action plan be made after six months with consideration then being given to the need for any further report being made.**

Key Points Summary

- The Cabinet Member's response to each recommendation is set out in Appendix 1.
- The recommendations are agreed or agreed in principle, with the exception of two which are outlined in the action plan response.

Alternative Options

- 1 That scrutiny does not accept the response from the Herefordshire Council executive.

Reasons for Recommendations

- 2 To complete the process of the Tourism Review outlining which recommendations have been accepted.

Further information on the subject of this report is available from
Natalia Silver, Head of Economic and Community Services, tel: 01432 260732

Introduction and Background

- 3 At the meeting of the Community Services Scrutiny Committee on 20th December 2006, the Committee agreed to undertake the review, however, it also agreed to delay the review until the new Destination Management Partnership had become more fully established. The Committee at its meeting on 2nd July 2007 agreed the Scoping Statement and the membership of the Review Group.
- 4 At its meeting on 18 April 2008 the Committee received a report on the findings of the Review Group. The report which included: the terms of reference, the findings, membership of the group, and work undertaken was included in the agenda for the Committee meeting and is available via the Councils web site.
- 5 Since that time the report's findings were submitted to Cabinet for consideration on 30th June 2009. However, Cabinet deferred consideration of the report and the report has since been revised. At its meeting on 26 November 2009, Cabinet agreed the recommendations as set out in the report to it.
- 6 In accordance with the scrutiny process the Committee needs to consider Cabinet's response and assess whether a further report on progress against the action plan is required.

Key Considerations

- 4 Many issues raised in the review are still relevant. However, the financing of the service has become more critical considering the TICs are a non statutory service and does not directly contribute to any priority indicators.
- 5 Relating to many of the points made in the review an asset management plan for TICs is in production and will be presented to the Cabinet Member for consideration.
- 6 Since the review a number of the activities have already taken place that relate to the recommendations in the Tourism Review. These include:
 - TIC stakeholder day to review the work of the TICs and inform an asset management plan.
 - Telephone linked to the Ross Tourist Information Centre for accommodation bookings.
 - Display cabinet for the sale of gifts to enhance the offer.
 - Review of the Destination Management Partnership commissioned.
 - Review of literature published to ensure value for money and relevance.
 - Improved front page of the web site with links to the events with special themed banners for the different seasons.
 - Request a booking of accommodation has increased the number of bookings via the web site and increased e shop to enable more tickets for events to be sold.
 - Establish an area for food and drink businesses thereby increasing awareness of the range of food and drink made in the county.
 - Added travel Buddy to enable people to connect to the data via their mobile phones.

Community Impact

- 7 TICs are seen as a key market town presence and a “symbol” of the Council’s investment in market towns and tourism. They are used approximately 50% by local people, though visitor numbers have generally been declining as people use pre-visit web information.

Financial Implications

- 8 All costs must be met from within existing budgets if the recommendations, as presented, are accepted.

Legal Implications

- 9 Legal requirement regarding early termination of leases.

Risk Management

- 10 Failure to provide effective tourism services would impact on the economic life of the County. The Executive’s response to the recommendations made by Scrutiny seeks to balance this against finite budgets and existing policy.

Consultees

- 11 None.

Appendices

- 12 Appendix 1 Action Plan to address the recommendations arising from the scrutiny review.

Background Papers

- None.

Action Plan in Response to the Review of Tourism

Recommendation No. 1	Continue to provide TIC's at or close to the main centres' of tourist activity in the County, notwithstanding reductions and changes in patterns of use. Utilisation and effectiveness to continue to be monitored via footfall and cost per visitor data.				
Executive's Response	Accepted the recommendation in principle				
Action		Owner	By When	Target/Success Criteria	Progress
TIC stake holder day to review the work of the TICs and inform an asset management plan.		Tourism Food & Marketing Manager	June 2009	Input from stakeholders on the options for TICs.	Meeting took place on 23 rd June 2009.
Asset management plan to be produced in the light of reduced expenditure.		Head of Economic and Community Services	December 2009	Cabinet member agreed options for TICs.	Produced in draft.
Annual review of footfall and cost per visitor data		Visitor & Promotions Officer	January 2010	Increased usage or enquiries via the TIC.	Months Jan – Sept available.

Recommendation No. 2	Retain direct control over tourism information services. Never combine the functions of a TIC with those of an 'Info in Herefordshire' office.				
Executive's Response	Recommendation not accepted. Options should remain open for TICs and part of the corporate approach is to share services in market towns where viable.				
Action		Owner	By When	Target/Success Criteria	Progress
Options for TICs to be reflected in the asset management plan.		Head of Economic and Community Services	December 2009	Cabinet member agreed options for TICs.	Produced in draft.

Recommendation No. 3	Meet the challenges posed by rising expectations and modern means of communication, and the drive for greater VFM, with a new 'hub and spoke' structure for the delivery of tourist information.				
Executive's Response	Accepted in principle.				
Action		Owner	By When	Target/Success Criteria	Progress
Options for TICs to be reflected in the asset management plan.		Head of Economic and Community Services	December 2009	Potential value for money savings.	Produced in draft.

Recommendation No. 4 & 5	Establish a central hub, co-located with a principal TIC, staffed by 2.25 fte staff plus the TIC supervisor. Its functions to comprise: a. Centralised handling of tourism enquiries providing higher standards of promptness, comprehensiveness and professionalism. b. A centralised facility for the maintenance and provision of brochures etc relating to destinations beyond the County boundary, thus facilitating the updating of this information whilst eradicating multiple holdings and, most importantly, freeing valuable storage and display space at the TICs. c. The potential for centralisation of some peripheral TIC functions such as accommodation, bus, train and theatre bookings. Accepted in principle.			
Executive's Response				
Action	Owner	By When	Target/Success Criteria	Progress
Identify a location that could work as a central TIC.	Tourism Food & Marketing Manager	December 2009	One central hub will support all Tourist Information Centres in the county.	Hereford and Ross being considered as central hub locations.

Recommendation No. 6	Bromyard Centre to become a TIP with better internal and external signage, a more obvious telephone for enquiries and, as a trial the installation of window mounted touch-screen information facility.			
Executive's Response	Recommendations accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Telephone linked to Ross Tourist Information Centre for accommodation bookings	Visitor & Promotions Officer	Completed	Easy access for visitors to book accommodation.	Telephone link installed and working effectively
Display Cabinet for the sale of gifts to enhance the offer	Visitor & Promotions Officer	Completed	Maximise sales opportunity.	Sales increased at the centre and more opportunity to display local crafts and goods.
Monthly SLA review to ensure that there is a full understanding of the requirements of all partners.	Visitor & Promotions Officer	On going	Increased use and profile of the TIC/TIP.	Improved working relationships with all partners.
Signage being investigated	Visitor & Promotions Officer	February 2010	Greater knowledge of the TIP by customers.	Meeting to be arranged to address signage.
Touch screen costs to be investigated.	Visitor & Promotions Officer	December 2009	Improved service for customers considering no staff to cover the tourism function.	Initial costs being sought.

Recommendation No. 7	Enable the Kington TIC to remain in its present location and refurbish the building's fabric and decoration providing this can be done from within existing budgets.			
Executive's Response	Agreed in part. The building is leased to the Town Council.			
Action		Owner	By When	Target/Success Criteria
Replacement flooring to be considered in the 2010/11 maintenance programme.		Colin Birks	May 2010.	Decision on maintenance work.
				Progress
				Costs for maintenance being planned in outline.

Recommendation No. 8	Complement each of the other 'spoke' TICs with 2.5fte paid staff plus any available volunteers.			
Executive's Response	Recommendation not accepted. Each TIC will have its own staffing requirements.			
Action		Owner	By When	Target/Success Criteria
Restructure of TICs linked to the restructure of the wider tourism service.		Visitor Promotions Officer	October 2009	Bring TIC staff costs on budget.
				Progress
				Completed but not all savings realised due to redundancy costs.

Recommendation No. 9	Move Hereford TIC from its current location to new and less costly premises as close as possible to the historic city centre.			
Executive's Response	Accept in principle subject to being able to reassign the lease and that the appropriate savings can be achieved.			
Action		Owner	By When	Target/Success Criteria
Undertake a review of alternative sites for Hereford TIC as part of the TIC asset management plan.		Head of Economic and Community Services	December 2009	Explore cheaper rent option for Hereford TIC.
				Progress
				Produced in draft.

Recommendation No. 10	Find alternative accommodation for Leominster TIC in a central location as soon as possible.				
Executive's Response	Accept in principle.				
Action		Owner	By When	Target/Success Criteria	Progress
Investigate alternative locations for Leominster TIC as part of the TIC asset management plan.		Head of Economic and Community Services	December 2009	Explore best option for Leominster TIC considering all cost restraints.	Alternative and advantages of current locations being reviewed including capital and revenue cost implications.

Recommendation No. 11	Agree with Visit Herefordshire that the latter will take the lead in all aspects of the marketing of tourism in and to the County.				
Executive's Response	Accepted as the current position.				
Action		Owner	By When	Target/Success Criteria	Progress
Review of the Destination Management Partnership to take place.		Head of Economic and Community Services.	March 2009	To fully understand the organisational development opportunities for tourism in the county.	Review tendered.

Recommendation No. 12	Explore with Visit Herefordshire how best to develop and improve the linkages between marketing information.				
Executive's Response	Recommendation accepted.				
Action		Owner	By When	Target/Success Criteria	Progress
Review of literature published to ensure value for money and relevance.		Tourism Food & Marketing Manager	June 2009	Reduced number of publications.	Achieved

Recommendation No. 13	Seek to make improvements to the content, user-friendliness and updating of the Web site.				
Executive's Response	Accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Improved front page of the web site with links to the events with special themed banners for the different seasons.	Web Development Officer	October 2008	Improved look and usability of the website.	Completed	
Improving search optimisation for each page of the web site resulting in more hits to the web site.	Web Development Officer	On going.	Additional hits to the web site.	On going	
Request a booking of accommodation has increased the number of bookings via the web site and increased e shop to enable more tickets for events to be sold.	Web Development Officer	May 2009	More bookings for accommodation via the web site.	Completed	
Establish an area for food and drink businesses thereby increasing awareness of the range of food and drink made in the county.	Web Development Officer	April 2009	Increased profile of food and drink.	Completed	
Added travel Buddy to enable people to connect to the data via their mobile phones.	Web Development Officer	November 2008	Using new technology to improve access to the range of activities, events and accommodation in the county.	Completed	

Recommendation No. 14	The proposal for a hub and spoke structure should be monitored closely and a review and report prepared after the first year of operation.				
Executive's Response	Agreed in principle depending on the outcome of the TIC asset management plan and linked recommendations 4 and 5 above.				
Action	Owner	By When	Target/Success Criteria	Progress	
Report when / if arrangements have been completed.	Tourism Food & Marketing Manager	April 2011.			

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	7TH DECEMBER 2009
TITLE OF REPORT:	EXECUTIVE RESPONSE AND ACTION PLAN FOLLOWING THE SCRUTINY REVIEW OF THE HEREFORDSHIRE ECONOMIC DEVELOPMENT STRATEGY 2005-25
PORTFOLIO AREA:	ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To outline the response from Cabinet to the Scrutiny Review of the Herefordshire Economic Development Strategy 2005-25.

Key Decision

This is not a Key Decision.

Recommendation

- THAT (a) Cabinet's response to the findings of the Scrutiny Review of the Herefordshire Economic Development Strategy 2005-25 be noted, subject to any comments the Committee wish to make; and**
- (b) A further report on progress against the action plan be made after six months with consideration then being given to the need for any further report being made.**

Key Points Summary

- The Committee's Economic Development Strategy Review Group undertook a review of the Council's Economic Development Strategy 2005-25 and completed a report into its findings which was considered and agreed by this Committee;
- The report, which made a number of recommendations, was forwarded to Cabinet for consideration.
- The Cabinet Member for Economic Development and Community Services has considered the recommendations contained in the report of 5th October 2009 and his response to each
- All the recommendations are agreed or agreed in principle.

Alternative Options

- 1 That scrutiny does not accept the response from the Herefordshire Council Executive.

Reasons for Recommendations

- 2 To complete the process of the Review of the Economic Development Strategy outlining which recommendations have been accepted.

Introduction and Background

- 3 Community Services Scrutiny Committee brought forward a report reviewing the Economic Development Strategy on 5 October 2009. The task of the review was to consider the economic development strategy in light of the current economic downturn and changes in priorities.
- 4 The review was supported from officers within the Planning Policy Services and as a result there is a great deal of connectivity to the Local Development Framework – which is a positive approach considering the impact of the LDF on decisions that will affect the economy.
- 5 The original strategy was produced in 2004 with a refresh when it was published in 2006. It covers a 20 year period but since its publication the regional strategy has changed and so has the financial climate. There is also a new national duty to produce Local Economic Assessments which will provide greater data on the local economy which will inform a revised strategy.

Key Considerations

- 6 The aim is to produce the new strategy by October 2010. This allows time to reflect on the emerging priorities of the LDF and findings of the local economic assessment. As part of the process will be consideration of geographic needs and sector specific requirements.
- 7 Since the review a number of the activities have already taken place that relate to the recommendations in the strategy review. These include:
 - Enhanced communication between economic development and planning services – especially in relation to key projects such as Model Farm.
 - An Intentions Paper on the county's approach to addressing the challenges of Broadband delivery has been produced to be presented to Cabinet.
 - Initial discussions with the Hereford Heritage Regeneration Group on the transfer of assets has taken place and a draft proposals paper produced.
 - Improved front page of the web site with links to the events with special themed banners.
 - The Economic Development Partnership Group (policy and delivery group of the Herefordshire Partnership) continues to monitor activity and performance.

Community Impact

- 8 Economic prosperity of the county has an impact on all aspects of community life. The recent downturn has impacted on businesses, communities and individuals – as well as public sector spend. Much of the new economic development strategy will focus on recovery and support

the sustainability of the county's economy over the long term.

Financial Implications

- 9 All costs must be met from within existing budgets if the recommendations, as presented, are accepted.

Legal Implications

- 10 Not relevant for this report.

Risk Management

- 11 That once investigated the “in principle” recommendations will have a cost implication that will not allow for implementation.
- 12 That there will be time slippage on the production of the new strategy due to Local Economic Assessment information not being forthcoming or delay on decision making regarding the LDF.

Consultees

- 13 Please see report for consultee list.

Appendices

- 14 Appendix 1 Action Plan to address the recommendations arising from the scrutiny review.

Background Papers

- None

Action Plan in Response to the Review of Economic Development Strategy

Recommendation No. 1	Ensure stronger links to the Local Development Framework (LDF) and new regional guidance and enable more effective use in determining planning applications.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Contribute to the allocation of industrial land sites and other infrastructure schemes in the LDF that will have an impact on economic development and business support.	Economic Development Manager	January 2010	Sound basis of information to make decisions on industrial land sites.	Land Based Review evidence complete and available on the website in November 2009.	
Enhanced communication between economic development and planning services to consider economic factors in planning decisions.	Director of Regeneration	December 2009	Wider view of planning decisions.	Services within single Directorate.	
Consultation on the LDF by the Economic Development Partnership Group (policy and delivery group of the Herefordshire Partnership).	Economic Development Manager	March 2010	Partnership response to the LDF that looks at the impact on the economy and businesses.	A range of evidence currently available on the web.	
Keep up to date with regional changes in strategy as part of the production of a revised Economic Development Strategy for the county.	Head of Economic and Community Services	On going.	Strong linkage with the delivery of regional strategy whilst retaining the distinctiveness of the county.	Attended "Delivering the West Midlands European Strategy" conference in October 2009.	

Recommendation No. 2	Produce individual action plans on Hereford, the Market Towns and the Rural Areas (considering roles and identities) linked to the LDF; engage community groups and monitor through Policy Delivery Group of Partnership				
Executive's Response	Agreed in principle. The layout and design of the new strategy has yet to be agreed but likely to include a geographic review linked to the outcomes of the LDF and actions to assist in the deliverability of LDF.				
Action	Owner	By When	Target/Success Criteria	Progress	
To agree the timetable for production and design layout of the new Economic Development Strategy.	Head of Economic and Community Services	March 2010	Format of the strategy agreed.		
LDF consultation to outline requirements of the county, followed by roll out of city and market town plans.	Planning Policy Manager	tbc	Individual market towns and city plans produced.	Revised timetable for LDF process presented to Planning Committee and Cabinet in December 2009.	
Activity to deliver the Economic Development Strategy currently monitored via the Economic Development Partnership Group.	Senior Economic Development Officer	On going (meeting 6 times a year)	Understanding of projects as they progress and linkages to other initiatives.	Latest meeting 24 th September 2009.	

Recommendation No. 3	Greater emphasis on ICT and particularly actively seeking ways of improving broadband speeds and coverage across the County to support existing and attract new businesses; create "hubs" in market towns for business use				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Intentions Paper produced on the approach of Herefordshire Public Services to address not spots and low band width.	Head of Economic and Community Services	December 2009	An agreed way forward to address the shortcoming of broadband in the county.	Intentions paper produced in draft.	
Event open to community representatives to understand the opportunities and funding available to create local solutions to broadband coverage.	Regeneration Programmes Manager	February 2010	Ensure communities are aware of the opportunities for local solutions and can be proactive with council support.	Investigating content of the seminar.	
Explore the option of 2 pilot areas working to test "combined" broadband solution.	Head of Economic and Community Services	February 2010	To work with communities to show the potential of working collectively to address access to broadband.	Criteria for the pilot areas being established.	

Recommendation No. 4	Greater emphasis on regeneration and ways of promoting this e.g. re-use of Council owned buildings in Hereford for heritage based projects run in partnership with outside bodies			
Executive's Response	Agreed in principle. To include re-use of Council owned buildings in the county for cultural and community projects – not just restricted in heritage schemes in Hereford.			
Action	Owner	By When	Target/Success Criteria	Progress
To seek agreement of the Community Asset Transfer Strategy that gives guidance on the transfer of assets to create the most benefit in utilising council resources.	Strategic Asset Manager	March 2010	To create a framework for the transfer of assets at below market value.	Report produced in outline for final decision.
Initial discussions with the Hereford Heritage Regeneration Group on the transfer of assets for development.	Head of Economic and Community Services	September 2009	To gain an understanding of the requirements of the group and offer guidance.	Meeting took place on 14th September 2009 and awaiting proposals from the group.
Grange Court transferred to Leominster Area Regeneration Company for development as a community asset for the town.	Community Regeneration Manager	September 2011	Complete build supporting business and community use as part of the regeneration of the area.	Planning permission granted, and final funding to be confirmed mid November 2009.

Recommendation No. 5	Greater emphasis on attracting new businesses and jobs into the county – reflecting economic downturn.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Attracting businesses to the County to be included in the new Economic Development Strategy.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.
Produce an outline Inward Investment Strategy for the County.	Economic Development Manager	December 2009	The initial guidance on approach of attracting businesses to the county followed by sector specific marketing.	Initial paper to be presented to the Economic Development Partnership Group for testing.
Pursue a marketing campaign to attract businesses into the area.	Economic Development Manager	April 2010	To attract new companies to the area.	Outline Inward Investment Strategy being prepared.

Recommendation No. 6	Existing businesses – need section on all sectors of industry and their needs, should be a specific reference to business support available.			
Executive's Response	This recommendation is accepted in principle. In the course of analysing the data and conducting the research certain sectors may emerge that are relevant for special considerations.			
Action	Owner	By When	Target/Success Criteria	Progress
Support for existing businesses to be included in the new Economic Development Strategy.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.
Continuation of grant schemes offered or funded by the Council.	Economic Development Manager	On-going	New business creation; business supported and additional training taking place.	Business Boosters grant (since October): 85 enquiries, 14 completed applications Training Voucher: 61 enquiries, 12 completed applications, 7 awards Rural Enterprise Grant (since April) 12 awards
Lobby for the county to be included in the Sustainable Urban Development Programme	Regeneration Programmes Manager	Commence Nov 2010	New business creation, business supported.	Availability of grants urban areas with projects being outlined for inclusion.

Recommendation No. 7	Greater reference to tourism strategy and links to economic development.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Tourism to be reflected in the new Economic Development Strategy as an important sector to the county.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.
Production of the Tourism Strategy to act as an appendix to the Economic Development Strategy as a "cluster" strand.	Tourism Food and Marketing Manager	October 2010	Produce document that gives a framework for future tourism development.	Research being collated.

Recommendation No. 8	Need to integrate specific objectives into the sustainability theme on climate change e.g. measures to promote renewable energy schemes based on independent study of potential of renewable energy production in the County.			
Executive's Response	This recommendation is accepted in principle and assessment needed if a separate study needs to be conducted on potential renewable energies as information already available or work in hand to understand the options for renewables. Also, funding currently unidentified for an independent study.			
Action	Owner	By When	Target/Success Criteria	Progress
Sustainability theme in the current Economic Development Strategy to be enhanced.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.
Present completed wood fuel strategy. Progress actions.	Regeneration Programmes Manager	February 2010	Strategy completed.	Strategy nearing completion.

Recommendation No. 9	Reflect the significance transport plays in supporting business development with a focus on sustainable transport solutions.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Transport element to be reflected in the new Economic Development Strategy linked to the Integrated Transport Plan.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.

Recommendation No. 10	Review skills objectives and delivery mechanisms against State of Herefordshire report and recent developments i.e. University Challenge.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
To enhance the skills element of the current Economic Development Strategy to reflect most up to date data and review delivery mechanisms.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.

Recommendation No. 11	Revise the current EDS in light of a changing economic climate, reflective of the local economic assessment and the outcomes of the LDF consultation – to include wider consultation on a draft review document.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Produce a new Economic Development Strategy for the County.	Head of Economic and Community Services	October 2010	Production of new strategy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.	
Local Area Assessment to be produced that pulls together research findings under national guidance.	Economic Development Officer	June 2010	Research document produced to inform strategy.	2009 State of Herefordshire Report, Economic Development and Enterprise Chapter, acting as template for assessment to gauge additional requirements.	
Produce stakeholder map and consultation programme bearing in mind the work will be conducted using current resources.	Head of Economic and Community Services	December 2009	To create a framework for consultation and development of the Economic Development Strategy.	Initial planning meetings taken place and understanding of the requirements of the Local Economic Assessment.	
Recommendation No. 12	Develop Annual Monitoring to relate indicators to objectives (tied in with Comprehensive Area Assessments and Local Economic Assessments) to test effectiveness of programmes/investment. Produce "Partners Map" – explaining objectives/targets/milestones and areas of responsibility for monitoring.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
As well as current project updates submitted to the Economic Development Partnership Group to also receive Performance+ information.	Senior Economic Development Officer	April 2010	To link activity to performance indicator achievement.	Service Plan for Economic and Community Services being used as a pilot for Performance+ with 2009 performance being made available for economic development indicators.	
As part of the Economic Development Strategy produce a delivery plan that outlines the requirements of a "partner map".	Head of Economic and Community Services	October 2010	To gain an understanding of how activity relates to policy.	Currently assessing requirement of the Local Economic Assessment that will guide a new strategy.	

Recommendation No. 13	Suggest greater formal interaction – specifically between economic development, the Herefordshire Partnership and planning sections to develop revised strategy.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Build on current arrangements where the Economic Development Partnership Group is a policy and delivery group of the Herefordshire Partnership.	Head of Economic and Community Services	On going	Greater interaction between the Herefordshire Partnership and economic development.	Economic Development and Enterprise is one of six priority areas in the revised Sustainable Community Plan. Representation exists from the Economic Development Partnership Group on the Herefordshire Partnership Management Group and Herefordshire Partnership Board.	
Economic Development and Planning Services have been brought together in a single Regeneration Directorate to create greater links across services.	Director of Regeneration	On going	Greater interaction between the Planning Service and economic development.	Collaborative working on key schemes that allow under Planning requirements, including the Model Farm scheme in Ross on Wye, and Rotherwas Futures – both creating improved and new industrial land.	

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	7TH DECEMBER 2009
TITLE OF REPORT:	SCOPING REPORT FOR THE SCRUTINY REVIEW OF SUPPORT FOR VOLUNTEERING IN HEREFORDSHIRE
PORTFOLIO AREA:	ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To consider a proposal to scrutinise the Support for Volunteering in Herefordshire.

Recommendation

- THAT** (a) the Scoping Statement as appended is approved;
- (b) the Membership of the Review Group is approved; and
- (c) a Chairman of the Review Group be appointed.

Key Points Summary

- It is proposed to commission a Scrutiny Review in order to gauge an understanding of volunteering, its value and the impact it can have in supporting Herefordshire as a thriving County.

Alternative Options

- That the Committee does not undertake the Review, or modifies the Scoping Statement.

Introduction and Background

- This Committee agreed to include a Review of the Support for Volunteering in Herefordshire in its Work Programme on 5 October 2009. The Scoping Statement for the Review is attached as Appendix 1.

Community Impact

- The review contributes to the Stronger Communities priority contained in the Herefordshire Community Strategy, as well as the LAA and national indicator NI 6 – participation in volunteering.

Financial Implications

4 There are no direct financial implications.

Legal Implications

5 There are no legal implications.

Consultees

6 Consultees are listed in the Scoping Statement, at Appendix 1.

Appendices

7 Appendix 1 Scoping Statement.

Background Papers

- None.

TITLE OF REVIEW:	Review of Support for Volunteering
Committee:	Scrutiny Committee

SCOPING

Reason for Enquiry
To gauge an understanding of volunteering, its value and the impact it can have in supporting Herefordshire as a thriving County.

Links to the Community Strategy
The review contributes to the following objectives contained in the Herefordshire Community Strategy, including the Council's Corporate Plan and other key plans or strategies: LAA and national indicator NI 6 – participation in volunteering. Stronger Communities priority.

Summary of Review and Terms of Reference
<p>Summary</p> <ul style="list-style-type: none"> To look at ways of increasing the results of the LAA performance indicator “participation of regular volunteering”. <p>Terms of Reference</p> <ul style="list-style-type: none"> To conduct interviews that help gauge an understanding of why supporting volunteering in the county To understand the organisations and groups involved in volunteering To look at ways of enabling more volunteering to take place

What will NOT be included
Issues not concerned with volunteering.

Potential outcomes
<ul style="list-style-type: none"> To understand the value of volunteering. To assess the current support for volunteering in Herefordshire. To understand the views and aspirations of partners in increasing volunteering in the county. To make recommendations to improve the results on the performance indicator considering budget constraints.

Key questions
<ul style="list-style-type: none"> • Why is it important for people to volunteer? Why do people volunteer? • How can volunteering impact on community delivery of services? • Which organisations are involved in supporting volunteering, how are they funded and what do they deliver? • How do those organisations work with Herefordshire Council? • What intervention activity can take place to increase volunteering?

Cabinet Member (s)
Economic Development and Community Services

Key Stakeholders/Consultees
Herefordshire Voluntary Action Community First HALC Regeneration Officers within Herefordshire Council Volunteers

Potential Witnesses
As above.

Research Required
Quality of volunteering background papers.

Potential Visits
Not relevant.

Publicity Requirements
Notification of review Publication of the Review and its recommendations Herefordshire Matters

Timetable	
<i>Activity</i>	<i>Timescale</i>
Confirm approach, programme of consultation/research/provisional witnesses/meeting dates (and proposed topic)	First meeting of the Review Group. January 2010
Collect current available data	February 2010
Collect outstanding data	February 2010
Analysis of data	March 2010
Final confirmation of interviews of witnesses	February 2010
Carry out programme of interviews	Early March 2010
Agree programme of site visits	n/a
Undertake site visits as appropriate	n/a
Present interim report to relevant scrutiny Committee, if appropriate.	End of March 2010
Final analysis of data and witness evidence	End of March 2010
Prepare options/recommendations	End of March 2010
Present Final report to Relevant Scrutiny Committee	April 2010
Present options/recommendations to Cabinet (or Cabinet member (s))	May 2010
Cabinet/Cabinet Member (s) response	June 2010
Implementation of agreed recommendations	July 2010
Members	Support Officers
Councillors: (Chairman of Review Group) Additional members of the Review Group	Lead Support Officer (Independent of the Service being Reviewed) – to be confirmed Democratic Services Representative(s) – David Penrose Other support Officers

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	7 DECEMBER 2009
TITLE OF REPORT:	COMMITTEE WORK PROGRAMME
REPORT BY:	DEMOCRATIC SERVICES OFFICER

CLASSIFICATION: Open

Wards Affected

County-wide.

Purpose

To consider the Committee's work programme.

Recommendation

THAT

- a) the Committee re-examine the current work programme to ensure that matters listed for future consideration remain appropriate subjects for scrutiny; and
- b) subject to any other comment or issues raised by the Committee the Committee work programme be approved and reported to the Strategic Monitoring Committee.

Introduction and Background

1. As reported to this Committee in September, work has been ongoing in response to the findings of the external healthcheck of the scrutiny function, undertaken by the Leadership Centre. Members of the Scrutiny Committees and the Executive participated in a facilitated scrutiny event to develop an enhanced external focus to the scrutiny committee work programme reflecting the concerns of residents and communities of Herefordshire. After considering the challenges facing the County and key issues identified from public consultation and surveys Members identified the following five priorities for scrutiny: Housing related issues; Youth; Communication; Safeguarding and Transport related issues.
2. Strategic Monitoring Committee on 19 October requested that all Scrutiny Committees re-examine their current work programmes to ensure that matters listed for future consideration remain appropriate subjects for scrutiny.

3. The programme may be modified by the Chairman following consultation with the Vice-Chairman and the Directors in response to changing circumstances.
4. Should any urgent, prominent or high profile issue arise, the Chairman may consider calling an additional meeting to consider that issue.
5. Should Members become aware of any issues they consider may be added to the scrutiny programme they should contact the Democratic Services Officer to log the issue so that it may be taken into consideration when planning future agendas or when revising the work programme.

Background Papers

- None identified.

COMMUNITY SERVICES SCRUTINY COMMITTEE

WORK PROGRAMME PRESENTED FOR CONSIDERATION ON 7 DECEMBER 2009

	12 April 2010
Items	<ul style="list-style-type: none"> • Budget • Performance Monitoring • Edgar Street Grid – Update • PACT Meetings – Update
Scrutiny Reviews	
	Other issues
	<ul style="list-style-type: none"> • Review of Access to Services • Review of Festivals in Herefordshire
	July 2010
Items	<ul style="list-style-type: none"> • Budget • Performance Monitoring • Edgar Street Grid – Update • Action Plan Monitoring: Review of Community and Safety Drugs Partnership, Review of the Herefordshire Economic Development Strategy 2005- 25, Review of Tourism.
Scrutiny Reviews	<ul style="list-style-type: none"> • Scrutiny Review on Volunteering

Further additions to the work programme will be made as required.

