

AGENDA

Community Services Scrutiny Committee

Date: **Monday 28 June 2010**

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 PL Bettington
Councillor GFM Dawe
Councillor BA Durkin
Councillor DW Greenow
Councillor KS Guthrie
Councillor MAF Hubbard
Councillor B Hunt
Councillor SJ Robertson
Councillor RH Smith

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

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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 approve and sign the Minutes of the meeting held on 12 April 2010.	1 - 6
5.	SUGGESTIONS FROM MEMBERS OF THE PUBLIC ON ISSUES FOR FUTURE SCRUTINY To consider suggestions from members of the public on issues the Committee could scrutinise in the future.	
6.	PRESENTATION BY THE CABINET MEMBER (ECONOMIC DEVELOPMENT AND COMMUNITY SERVICES) To receive a presentation by the Cabinet Member (Economic Development and Community Services) will on the key achievements or topics for improvement in the past year in his programme area as it relates to the Committee; what matters will need to be addressed in the coming year and issues with which he may wish to involve Scrutiny in the future.	
7.	PACT MEETINGS - UPDATE To consider progress and updates in relation to PACTs following a report received by the Committee on 12 December 2008.	7 - 8
8.	REVENUE BUDGET MONITORING REPORT To advise Members of the final revenue outturn position for Community Services for 2009/10 and to outline the agreed budget for 2010/11. The report also provides Members with information on the Capital budgets available for 2010/11.	9 - 16
9.	COMMUNITY SERVICES PERFORMANCE OUTTURN FOR 2009/2010 To provide a report on the outturns for key national performance indicator targets for Community Services within the new Sustainable Communities Directorate. The report has used the same format as used previously, and now incorporates the adopted performance rating system being used in the new corporate performance report for Cabinet; an explanation of the ratings is shown at Appendix A	17 - 26
10.	SAFER HEREFORDSHIRE PARTNERSHIP SCRUTINY - UPDATE To receive an update on the Safer Herefordshire Review Group's examination of the Crime and Disorder Reduction Partnership.	27 - 30

11. INDEPENDENT REVIEW OF THE DESTINATION MANAGEMENT PARTNERSHIP	31 - 34
To outline proposals contained in a report undertaken by the Stevens View Partnership to review the mechanism for the future promotion of tourism in the County.	
12. SCRUTINY REVIEW OF VOLUNTEERING IN HEREFORDSHIRE	35 - 56
To consider the findings of the Scrutiny Review of Volunteering in Herefordshire.	
13. EDGAR STREET GRID - UPDATE	57 - 60
To receive a report on progress with the Edgar Street Grid Project.	
14. UPDATE ON THE RELOCATION OF THE OPEN RETAIL MARKET FROM THE FORMER CATTLE MARKET SITE TO COMMERCIAL STREET, HEREFORD	61 - 66
To receive an updated report on the relocation of the Open Retail Market from the Livestock Market Site to High Town.	
15. ACTION PLAN MONITORING: REVIEW OF THE HEREFORDSHIRE ECONOMIC DEVELOPMENT STRATEGY 2005-25	67 - 74
To inform the Committee of the progress of recommendations from the Scrutiny Review of the Herefordshire Economic Development Strategy 2005-25.	
16. ACTION PLAN MONITORING: REVIEW OF COMMUNITY ENGAGEMENT IN THE HEREFORDSHIRE COMMUNITY SAFETY & DRUGS PARTNERSHIP	75 - 82
To inform the Committee of the progress of recommendations from the Scrutiny Review of Community Engagement in the Herefordshire Community Safety & Drugs Partnership.	
17. COMMITTEE WORK PROGRAMME	83 - 86
To consider the Committee's Work Programme.	

PUBLIC INFORMATION

HEREFORDSHIRE COUNCIL'S SCRUTINY COMMITTEES

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

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

The principal roles of Scrutiny Committees are to

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

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1. Identifying Areas for Scrutiny

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

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

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

Remits of Herefordshire Council's Scrutiny Committees

Adult Social Care and Strategic Housing

Statutory functions for adult social services including:

Learning Disabilities

Strategic Housing

Supporting People

Public Health

Children's Services

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

Community Services Scrutiny Committee

Libraries

Cultural Services including heritage and tourism

Leisure Services

Parks and Countryside

Community Safety

Economic Development

Youth Services

Health

Planning, provision and operation of health services affecting the area

Health Improvement

Services provided by the NHS

Environment

Environmental Issues

Highways and Transportation

Overview and Scrutiny Committee

Corporate Strategy and Finance

Resources

Corporate and Customer Services

Human Resources

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HEREFORDSHIRE COUNCIL

BROCKINGTON, 35 HAFOD ROAD, HEREFORD.

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HEREFORDSHIRE COUNCIL

MINUTES of the meeting of Community Services Scrutiny Committee held at The Council Chamber, Brockington, 35 Hafod Road, Hereford on Monday 12 April 2010 at 10.00 am

Present: Councillor TM James (Chairman)
Councillor KG Grumbley (Vice Chairman)

Councillors: DJ Benjamin, GFM Dawe, BA Durkin, JHR Goodwin, MAF Hubbard, B Hunt, G Lucas and RV Stockton

In attendance: Councillors AJM Blackshaw (Cabinet Member - Economic Development and Community Services), WLS Bowen, PJ Edwards, JG Jarvis (Cabinet Member - Environment and Strategic Housing), MD Lloyd-Hayes and Mrs G Churchill (HALC) and Mr PH Hands

53. APOLOGIES FOR ABSENCE

Apologies were received from Councillors DW Greenow, KS Guthrie and RH Smith.

54. NAMED SUBSTITUTES

Councillor JHR Goodwin substituted for Councillor DW Greenow and Councillor G Lucas for Councillor KS Guthrie.

55. DECLARATIONS OF INTEREST

Name	Item	Interest
Cllr GFM Dawe	6 – Edgar Street Grid Update	Personal – A firm in his ward affected by ESG plans.
Mr P Hands	9 – Update on the Response to the Community Services Scrutiny Committee Review of Tourism	Personal – Chairman of Visit Herefordshire.
Cllr MAF Hubbard	6– Edgar Street Grid Update	Personal – Director of It’s our City
	9 – Update on the Response to the Community Services Scrutiny Committee Review of Tourism	Personal – Council appointee to Board of Visit Herefordshire and proprietor of tourist accommodation
Cllr JG Jarvis	9 – Update on the Response to the Community Services Scrutiny Committee Review of Tourism	Personal – proprietor of tourist accommodation

56. MINUTES

Mrs Churchill requested that it be recorded that she had not attended the last meeting because she had been advised by Democratic Services that it would not be appropriate for the co-opted members to attend as the meeting had been called solely to discuss crime and disorder scrutiny.

RESOLVED: That the minutes for the meeting held on 26 February be approved as a correct record and signed by the Chairman.

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

There were no suggestions from members of the public

58. EDGAR STREET GRID - UPDATE

(Councillors GFM Dawe and MAF Hubbard declared personal interests)

The Committee considered a progress report on the Edgar Street Grid (ESG) project.

Mr J Bretherton and Mr G Williams of ESG Ltd gave a presentation outlining progress on the project since November 2009. This included: planning approvals gained, steps to implement the signed agreement with Stanhope, construction works started and the position on the necessary Compulsory Purchase Orders. It also set out actions expected to be completed by spring 2011 including discharging conditions in relation to planning consents, further planning applications, construction works and business relocations. Further detail was provided on business relocations from the existing livestock market.

In discussion the following principal points were made:

- Clarification was requested on the budgetary provision for relocation and whether this was managed by the Council or ESG Ltd.

Mr Bretherton replied that there were three phases to the relocation. Phase 1 would be financed by the grant from Advantage West Midlands (AWM). Negotiations were taking place with the Homes and Communities Agency (HCA) over the financing of phases 2 and 3. The HCA had given preliminary approval to contributing to the scheme. Detailed negotiations needed to take place which would take some time to complete. The Council had also applied to be part of a pilot scheme for advanced development zones.

- Asked about the plans for provision of a substantial hotel as part of the development, Mr Bretherton replied that space had been allocated but there was no demand at the moment and no negotiations were taking place.
- A Member expressed the view that in seeking planning permission for the Link Road forming part of the project, insufficient consideration had been given to scope for sustainable transport including rail travel, cycling and walking, noting that the railway station was generating footfall of 1million.

Mr Bretherton stated that considerable work had been undertaken on developing a green travel plan including discussions with the Highways Agency.

- It was noted that most if not all the existing businesses affected by the retail development would need to relocate because the rise in land values would make it uneconomic to remain.
- In response to concern about traffic congestion Mr Bretherton said that the Council and the Highways Agency had considered the traffic modelling. The Highways Agency had supported the proposals.
- Continuing concern was expressed that the retail development would put considerable and unsustainable pressure on the existing Town Centre.

Mr Bretherton remarked that in seeking planning permission for the development the impact on the City Centre would be one of the planning considerations.

- The Cabinet Member (Economic Development and Community Services) commented that the Edgar Street Master Plan had been updated to take account of the change in the economic climate since the Scheme had originally been proposed. The indications were that the private sector remained prepared to invest in the area. At the moment the City and County's market share of retail expenditure was low. His view remained that if investment did not take place the City would die. Doing nothing was not an option.
- It was suggested that Hereford's main problem was that the infrastructure made it hard to access the City Centre. That issue should be addressed first.
- It was asked whether the three proposed anchor tenants on the retail development would demand payments to them prior to the development to secure their involvement. Mr Bretherton said it was routine practice for developers to offer incentives in undertaking developments of this type.

The Committee noted the update.

59. BUDGET MONITORING

The Committee considered the financial position for Community Services revenue budgets for the period to 31 January 2010,

The Community Services Accountant reported that the projected overspend for 2009/10 was £90k and commented on the recovery plans in place to address the overspend, as described in the report.

The report referred to a number of externally funded grants that had been secured. It was requested that in future reports the lifespan of grants should be stated.

RESOLVED: That the report be noted.

60. PERFORMANCE MONITORING

The Committee considered progress towards achievement of targets for 2009-10 relevant to the Committee and contained within the Environment & Culture and Regeneration Directorates' Plans.

The Improvement Manager presented the report.

It was noted that for National Indicator (NI) 171- new business registration rate per 100,000 resident population aged 16+, the most up to date data available from the Office of National Statistics was from 2008. It was requested that future performance reports should contain an explanatory note on the availability of data for this indicator.

Regarding NI 152 – working age people on out of work benefits, a Local Area Agreement target, it was reported that although the report showed performance had fallen, and was worse than target, negotiations were taking place with the Government Office West Midlands to agree a lower target. It was expected this lower target would be met.

RESOLVED: That the report be noted.

61. UPDATE ON RESPONSE TO COMMUNITY SERVICES SCRUTINY COMMITTEE REVIEW OF TOURISM

(Mr P Hands and Councillors MAF Hubbard and JG Jarvis declared personal interests)

The Committee considered an update on the completed and planned actions relating to the scrutiny review of tourism, with specific reference to the Tourist Information Centres (TICs) in Herefordshire.

In December 2009 the Committee had received and rejected the executive's initial response to its scrutiny review of tourism. The update noted that there had been some changes within tourism since the Committee's review had been completed and these were continuing. Recommendations within the review had influenced some of those changes and many issues raised in the scrutiny review were still relevant. The Tourism Manager commented on some of the activities that had taken place, as described in the report, relating to the recommendations in the scrutiny review and confirmed that a report was due to go to Cabinet shortly on the future role of TICs.

It was noted that some of the recommendations had related to the role of the County's Destination Management Partnership (DMP). An independent review of the DMP had been commissioned to assess the potential of tourism in the county and the role of the DMP in fostering change. A copy of this report was provided to Members at the meeting, with the intention being that a future report would be brought back to the Committee on the independent review's implementation.

In the course of discussion the following principal points were made:

- That there had been an unacceptable delay in reaching a decision about the future of Tourist Information Centres in the County, creating undue uncertainty for employees, and potentially missing out on some opportunities. It was imperative that a decision was taken on their future role promptly.
- That the scrutiny review had been overtaken by events and it was important to focus now on the review of the DMP and its findings.
- The Cabinet Member (Economic Development and Community Services) apologised for the delay in responding to the scrutiny review but emphasised that considerable work on tourism had been ongoing and its important contribution to the local economy was recognised. He encouraged the Committee to consider the review of the DMP at its next meeting and reiterated that a report was shortly to be submitted to Cabinet on the future role of TICs. He thanked Mr Hands, as outgoing Chairman of the DMP for his work.

RESOLVED:

That (a) the actions set out in the report be noted: and

(b) a report be made to the next meeting on the implementation of the independent review of the Destination Management Partnership.

62. SCRUTINY OF THE CRIME AND DISORDER REDUCTION PARTNERSHIP - WORK PROGRAMME

Further to its meeting in February 2010 the Committee considered the work programme for the Crime and Disorder Reduction Partnership Scrutiny Review Group and the appointment of a further Member to serve on the Group.

The Cabinet Member (Environment and Strategic Housing) informed the Committee that he had recently become Chairman of Safer Herefordshire (the Crime and Disorder Reduction Partnership). He had instigated a review of the Partnership's constitution and terms of reference and a copy would be provided to members of the Committee. He had also initiated a review of the Partnership's budget arrangements. He proposed to send the findings of this budget review to the Scrutiny Review Group for comment.

RESOLVED:

- That**
- (a) the Crime and Disorder Reduction Partnership Scrutiny Review Group work programme as appended to the report and including the referral of the findings of a review of budget arrangements by Safer Herefordshire be endorsed;**
 - (b) the CDRP Scrutiny Review Group work programme be recommended to the Overview and Scrutiny Committee for approval and reported to Safer Herefordshire; and**
 - (c) Councillor DJ Benjamin be appointed to serve on the Review Group appointed to lead on the scrutiny of crime and disorder scrutiny.**

63. COMMITTEE WORK PROGRAMME

The Committee considered its work programme.

It was agreed that the Committee should include consideration of the provision of advice services within its work programme, as there appeared to be a plethora of such organisations.

RESOLVED: That the work programme as amended be recommended to the Overview and Scrutiny Committee for approval.

The meeting ended at 12.00 pm

CHAIRMAN

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	PACT MEETINGS - UPDATE
PORTFOLIO AREA:	Economic Development and Community Services

CLASSIFICATION: Open

Purpose

To consider progress and updates in relation to PACTs following a report received by the Committee on 12 December 2008.

Recommendation

THAT:

- (a) **the update on PACTs be noted and the intention to review the future operation and purpose of these meetings as part of agreeing an engagement framework for Herefordshire Partnership.**

Introduction and Background

1. The Community Services Scrutiny Committee received a report at its meeting on 12 December 2008 explaining how PACTs had been introduced as a replacement for Community Forums and a means of engaging the community with elected members and public sector service providers.
2. Members raised a number of concerns and issues in relation to PACT meetings, particularly around the level of involvement from West Mercia Police, the venues used, the action sheets and attendance by senior Council Officers. The Committee agreed a series of recommendations as follows:
 - (a) A key senior officer was needed within the Council and its partner organisations to focus the work of the PACTs and ensure they reported in a timely fashion.
 - (b) Consideration should be given to restructuring the content of the meetings, with greater engagement from Town and Parish Councils.
 - (c) Consideration should be given to the name of the meeting in order to make it more approachable.
3. PACTs have been a formal part of Herefordshire Partnership's structure since 2007. The terms of reference state that the purpose of PACTs is to enable an ongoing dialogue between local residents, businesses and public service providers in order to improve delivery of services across Herefordshire; ensuring that local communities and local people are able to input into the decisions that have an effect on their quality of life.
4. Administrative support for PACTs transferred from Democratic Services to the Partnership Support team in February 2010. A partnership steering group is in place which co-ordinates

Further information on the subject of this report is available from
Julie Gethin, Head of Partnership Support on (01432) 260610

the logistical arrangements for each round of meetings and ensures individual organisations are involved and supporting the process. Membership of this group comprises representatives from various Council departments (Community Safety, Democratic Services, Chief Executives, Parish Liaison), NHS Herefordshire, West Mercia Police, Amey and more recently HALC. The group is supported by Herefordshire Partnership support team.

Key Considerations

5. Herefordshire Partnership agreed earlier in 2010 that the form and function of PACTs will be reviewed as part of developing the Herefordshire Partnership engagement framework. The intention is to confirm through this framework their purpose and how they are supported. In the intervening time the schedule of meetings for 2010 will continue.
6. Work commenced on developing the engagement framework in April with the intention of concluding in December. A Local Improvement Advisor has been appointed by the partnership through the Regional Improvement and Efficiency Partnership to assist in taking this piece of work forward. Part of their remit is to test the effectiveness of existing partnership engagement structures and also how they connect to other mechanisms.
7. Recent informal analysis of the January/February PACT meetings evidences that some of the recommendations from the Scrutiny meeting in December in relation to input from senior officers in the Council and its partners has improved. A representative from JMT attends each meeting and there is regular input from Amey, Herfordshire Housing (or other relevant registered social landlord) and the Community Protection Team. In addition, attendance by Parish Councils in a large number of areas is consistent, albeit generally from the surrounding areas of the venue.
8. Strong Police presence and the various Police organised events throughout the year badged as PACT still give the feeling to partners and the community that the meetings are not a wider partnership forum.
9. Community attendance is variable depending on current local issues – it ranged from 3-25 people at the January/February meetings (excluding Parish Councillors/Clerks). The presentations from Herefordshire Council about the 2010 budget were received very positively in all areas and generated a good level of debate and discussion.
10. Herefordshire Partnership recognises that it needs a forum in communities that works with elected members and community leaders and provides an opportunity for the wider community to hold to account public sector service providers. The current format of PACTs is not wholly satisfactory in this regard.
11. Over the remainder of 2010, the Partnership will agree how PACTs should operate in the future to ensure they meet the needs of Herefordshire Partnership, and their relationship with other engagement mechanisms is defined. Another important consideration is the central government drive around localities and the local priority to make public services more accessible.
12. Reaching the Hearts of Herefordshire is linked in to the development of the wider partnership engagement framework to ensure complimentarity, avoid duplication, and make the best use of resources. The 4 pilot areas demonstrated the role of elected members as community leaders, and worked with community representatives and service providers to test ways of working differently to improve the quality of people's lives. The main difference between this approach and that of PACTs is that Hearts takes a longer term view of the area rather than picking up and dealing with one off issues.
13. Herefordshire Council is sharing the lessons learnt, good practice and successes from this initiative with Herefordshire Partnership to inform the development of the partnership engagement framework and subsequent partnership specific engagement forums.

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	REVENUE BUDGET MONITORING REPORT
REPORT BY:	DIRECTOR OF RESOURCES

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To advise Members of the final revenue outturn position for Community Services for 2009/10 and to outline the agreed budget for 2010/11. The report also provides Members with information on the Capital budgets available for 2010/11.

Key Decision

This is not a key decision

Recommendations

THAT: the report be noted

Key Points Summary

- The final outturn position for Community Services for 2009/10 is an under spend of £155k.
- The budget for 2010/11 is £9,616k and is now all managed within the Sustainable Communities directorate.

Key Considerations

1. A detailed Final Outturn report for 2009/10 is attached at Appendix 1 for Member's consideration.
2. The summary position is set out in the table below.

2009/10	Final Outturn Variance Over/-under spend £'000
Cultural Services	28
Community Leisure and Halo	-43
Parks Countryside & Public Rights of way	-239
Community Safety	2
Social & Economic Regeneration	93
Head of Economic and Community Regeneration	4
Community Services Total	-155

Cultural Services

3. Sports Development under spent by £51k mainly due to staff vacancies.
4. The Libraries budget was overspent by £96k, which related to employee costs and the building running costs.
5. Cultural services staff under spent by £20k due to a staff vacancy.

HALO and Leisure Services

6. The under spend on HALO mainly relates to the provision of Free Swimming of £28k. Previous estimates assumed that the uptake of free swimming would require the provision of additional staffing to manage periods of more intensive use of the pool. Whilst take up has been high, it has been spread reasonably evenly meaning we have not had to call on this fund to cover Halo's extra staffing costs in 2009/10.

Parks, Countryside & Public Rights of Way

7. The outturn for Parks and Countryside is an under spend of £179k. Whilst there was an expected saving of £40k previously reported in relation to staff savings, the final outturn reflects £55k staff savings. There is also additional under spend on budgets managed by Amey Herefordshire, under new managing agent contract (MAC) arrangement, specifically £68k on play areas maintenance. However in the future the budget will be required to support the maintenance of developed play facilities currently being delivered through the Play Builders project, a government initiative funded by the department of Children, Schools & Families of £1.120m over two years, 2009/10 being year one of the project.
8. There was an under spend of £60k on Public Rights of Way as a result of the recruitment freeze leading up to the service delivery review and subsequent vacancy management.

Social & Economic Regeneration

9. The outturn for Tourism was an over spend of £79k. This was due to a number of factors including staffing costs. Added to this sales income levels from Tourist Information Centres were lower than anticipated in the final quarter of the year.
10. Economic Development overspent due to extra expenditure incurred on the Model Farm project in Ross- on- Wye, but this was mitigated by under spends within Community Regeneration and the Regeneration directorate as a whole.

Revenue Budget 2010/11

11. A breakdown of the budgets for 2010/11 is set out in Appendix 2. The Community Services portfolio of services all fall within the new Sustainable Communities directorate.
12. The Medium Term Financial Strategy approved by Council sets the broad framework for service revenue budgets for 2010/11 onwards. Inflation was added to employee pension costs and income targets for customer and client receipts were increased by 2%. This strategy also made assumptions in relation to council tax increases and levels of formula grant funding over the next 3 years, the impact of these assumptions translates into specific savings targets for the Directorates. The current 5% contribution to the 3 year savings plan is a saving of £433k which is included in the budget figures shown in appendix 2.
13. Following the general election the new coalition government has strongly indicated the scale of future reductions in public sector funding and the savings targets are certain to

increase following the upcoming budget announcement. The strategy for managing this is currently being considered by the Director of Resources.

14. The 2010/11 budget has also been reduced by £135.6k in relation to the revenue contributions to Capital projects.

Capital Budget 2010/11

15. Details of the capital budgets are set out below:

<u>CAPITAL BUDGETS 2010/11</u>	<u>£'000</u>
Cattle Market	4,800
Belmont Pools	105
Rural Enterprise Grant	1,667
Rotherwas Futures	500
Hereford Cathedral Close	75
Hereford Shop front scheme	2
Ross Library	1,000
Ledbury Library	2,339
Friar Street	156
Aylestone Park	72
Free swimming	54
PC self service	39
CCTV	18
Section 106	49
Golf Driving Range	347
Safer stronger communities	44
	<hr/>
	11,267

Financial Implications

17. These are contained in the body of the report.

Legal Implications

18. None

Risk Management

19. The risks are set out in the body of the report; in terms of the potential cuts in funding and pressures and the report notes the actions planned to address these.

Appendices

Appendix 1 – Final Revenue outturn report for 2009/10.

Appendix 2 - Revenue Budget for 2010/11

Background Papers

- None Identified.

**COMMUNITY SERVICES SCRUTINY COMMITTEE
REVENUE OUTFURN REPORT 2009/10**

	Final Outturn Over/-under spend for Year £000
Arts	1
Cultural Services Staff	-20
Heritage	2
Sports Development	-51
Library	96
Total for Cultural Services	28
Leisure Centres	0
HALO	-43
Total for HALO & Leisure Centres	-43
Parks & Countryside	-179
Public Rights of Way (PROW)	-60
Total for Parks Countryside & PROW	-239
Head of Culture and Leisure	0
TOTAL CULTURE AND LEISURE	-254
TOTAL COMMUNITY SAFETY	2
Economic Development	34
Community Regeneration	-6
Regeneration Programmes	-14
Tourism	79
Total for Social & Economic Regeneration	93
Head of Economic and community regeneration	4
TOTAL COMMUNITY REGENERATION	97
COMMUNITY SERVICES TOTAL	-155

SUMMARY COMMUNITY SERVICES REVENUE BUDGET REPORT 2010/11

	Gross Expenditure Budget £000	Income £000	Net Budget £000
<u>Sustainable Communities</u>			
Parks & Countryside	1,598	-74	1,524
Community Safety	901	-784	117
Economy & Culture	8,461	-1,106	7,355
Directorate management and support	620	-61	620
COMMUNITY SERVICES	11,580	-2,025	9,616
<u>Highways & Transportation</u>			
Parks & Countryside	1,598	(74)	1,524
<u>Housing & Communities</u>			
Community Safety	901	(784)	117
<u>Economy & Culture</u>			
Economic Development	415	0	415
Community Regeneration	755	(6)	749
Edgar Street Grid	336	0	336
Head of Economic and Community Regeneration	154	0	154
Regeneration Programmes	291	(11)	280
Tourism	1,143	(667)	476
<u>HALO & Leisure Centres</u>			
HALO	1,779	0	1,779
Leisure Centre	22	0	22
<u>Cultural Services</u>			
Arts	642	(67)	575
Cultural Services Staff	119	0	119
Heritage	589	(69)	520
Sports Development	201	(5)	196
Libraries	2,015	(281)	1,734
Sub-Total ECONOMY & CULTURE	8,461	(1,106)	7,355

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28TH JUNE 2010
TITLE OF REPORT:	COMMUNITY SERVICES PERFORMANCE OUTTURN FOR 2009/2010
REPORT BY:	Performance Improvement Officer

CLASSIFICATION: Open

Purpose

To provide a report on the outturns for key national performance indicator targets for Community Services within the new Sustainable Communities Directorate. The report has used the same format as used previously, and now incorporates the adopted performance rating system being used in the new corporate performance report for Cabinet; an explanation of the ratings is shown at Appendix A.

Recommendation(s)

THAT:

- (a) the report be noted;**
- and;**
- (b) areas of concern continue to be monitored.**

Key Points Summary

- There are a number of indicators that are currently below target, however where possible the services have actions in place to improve performance against these.
- The council as accountable body has taken the decision to freeze all uncommitted Area Based Grant in year expenditure which may have an effect on the delivery of projects and actions identified by the services.

Reasons for Recommendations

1. To update the Communities Scrutiny Committee Members on performance.
2. To ensure Scrutiny Committee are kept apprised of the plans to improve performance within the service.

Introduction and Background

3. Performance is monitored against the National Indicators (NI) that were introduced from April 2008 Regular reports are sent to the Government of the West Midlands and many of the government departments.
4. This report covers the Performance Indicator Outturns as at 31st March 2010, against target figures for 2009-10, along with information about Direction of Travel and Status, which are defined as:
 - Direction of Travel – indicates whether the current position demonstrates improvement against the previous year's out-turn

- Status – indicates whether the current position demonstrates progress in line with the agreed target – G = Green (exceeded target by over 10%), B = Blue (on target or above target by up to 10%), A = Amber (within 5% of the target) and R = Red (5% or more below target).
5. Progress needs to be assessed regularly, together with the risks and the action being taken to address these and improve performance.

Key Considerations

6. **NI 152 – Working Age People on out of work benefits** - Despite this being an annually reported indicator there are actions in place to improve against this target. The target is currently rated as red which indicates that the target is 5% or more below target. However, the Future Jobs Fund to assist long term unemployed aged 18 – 24 into work placed 21 people into work, with a further 2 awaiting a start date. The target has already been re-negotiated with the Government Office of the West Midlands to be 2.8% better than the national result. Current unofficial figures show us as being 0.5% below target.
7. It should be pointed out that due to uncertainty about the budget position the local authority, as accountable body has taken the decision to freeze all uncommitted ABG in year – expenditure. Therefore this may affect specific projects that are in place to assist meeting this target, further information is awaited from central government following the emergency budget.
8. **NI 9 – Use of Public Libraries** – This indicator is currently rated as red which indicates that the target is 5% or more below target. Although actions are in place to progress work in this area to maximise the use of public libraries, results from the Active People Survey have recently been released and show that performance of the service has fallen. However, overall visits to the libraries have increased but this survey is carried out over the phone and surveys adults only and measures not only actual visits but the use of other services that are provided.
9. **NI 11 – Engagement in the arts** – This indicator is currently amber and is therefore within 5% of the target. Actions are now in place following the meeting with the IDEa Strategy and Culture, and Sports Strategic dialogues in January and it is envisaged that improvements will be seen against this target over the coming months.
10. **NI 171 – VAT registration rate per 10,000 resident population aged 16+** - This indicator has exceeded the target by over 10%. This was due to all of the activities taking place as envisaged within the service plan. This has included the creation of business start up grants and business growth grants. The New Business Booster, Start-up Grant and Training Voucher schemes allocated £50,000. In addition £150,000 has been allocated for Herefordshire Redundant Building Grant scheme which will enable small business to bring buildings back into use.
11. In addition funding has been secured in order that the team can facilitate roadshows throughout the county that will enable them to publicise the benefits of PAYE and VAT registration for small and medium size businesses.
12. **NI 40 – Drug users in effective treatment** – This indicator is currently amber, within 5% of the target. However, following receipt of effective treatment trajectories received on the 14th June 2010 that provides the authority with the data to January 2010, this indicates that there were 525 problematic drug users in effective treatment against the target of 541. The outturn is substantially affected by the data audit work that has been carried out recently and early indications are that the target is unlikely to be met for 2010/2011. Meetings have been held locally to try and improve the outturns against this target; actions are being developed in partnership with the National Treatment Agency and Drug Treatment provider with new systems in place. There are also currently 35 problematic drug users in treatment who have not given consent to their data being used therefore they cannot be counted on National Drug

Treatment Monitoring System where data is obtained from.

13. **NI 30 – Re-offending rate of prolific and other priority offenders** – This indicator is currently blue, on target or above target by up to 10%. As at 31 December (report available early June 2010) there were 53 proven re-offences which is a considerable improvement on what would be expected to that point in time based on the baseline reoffending for the identified cohort, it would therefore suggest that Herefordshire is on track to meet the target for 2009/2010.
14. **NI 47 – Reduction in People killed or seriously injured** - This indicator is currently blue, on target or above target by up to 10%. The Planning and Transportation Road Accident Investigation and Prevention teams continue to lead on a wide range of education, training and publicity to address road traffic collisions. The outturn for the 2009 calendar year was 105 people that were killed or seriously injured which is a reduction on the previous year.
15. The team are also in the process of producing the Local Transportation Plan which includes actions to address this further; looking to reduce the number of people killed or seriously injured in the 2010 calendar year.
16. Further information in respect of the performance outturns can be found in Appendix B.

Financial Implications

17. None Identified

Legal Implications

18. None Identified

Risk Management

19. None Identified

Appendices

20. Appendix A : Key to Performance Reports
21. Appendix B : Details of Key Performance outturns for Economy and Culture, and Homes and Communities for the 2009/10 financial year




Background Papers

22. None identified.




KEY TO PERFORMANCE REPORTS

LEVEL 1

PERFORMANCE AGAINST TARGETS AND ACTION PLANS	
4	Overall, performance is significantly better than target(s)
3	Achieved, or on track to achieve, target(s)
2	Slightly behind target(s)
1	Significantly behind target(s)

DIRECTION OF TRAVEL	
	Overall, performance is better than for the same period last year
	Overall, performance is the same as for this period last year
	Overall, performance is behind that for the same period last year

LEVELS 2 & 3

PERFORMANCE AGAINST TARGETS AND ACTION PLANS	
4	Outturn is 10% or more above target
3	Outturn is 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
2	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
1	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 judgement made for each indicator. Action plans are used to judge performance only where relevant data is unavailable.	
DIRECTION OF TRAVEL	
	Performance is better than for the same period last year
	Performance is the same as for this period last year
	Performance is behind that for the same period last year

Economic Development & Enterprise

Indicator	Lead Director	Tolerance	2008-09		Target 2009-10	Latest Performance	Judgement		Direction of Travel		Analysis
			2008-09	2009-10			December	March	December	March	
Citizen											
NI 171 – VAT registration rate per 10,000 resident population aged 16+ (LAA)	Director of Regeneration	Bigger is better	59.2 (2007)	41.8 (2009)	49.7 (2008)	4	4	▲	▲		All activity is taking place as planned- Summary of activity: Creation of business start up grants and business growth grants. - New Business Booster, Start-up Grant and Training Voucher schemes allocated £50,000, £15,000, and £20,000 respectively for new financial year. - £150k allocated for Herefordshire Redundant Building Grant scheme. Will fund at least 5 new or expanding enterprises, calculated to create up to 30 new jobs. - Retail Support in Rural areas and Market Towns - Skillsmart providing retail analysis of Market Towns (AWM Funded), is an ongoing programme of events. - Training course in retail marketing to be delivered in Ross, Leominster and Hereford. - Conversion of existing businesses to VAT and PAYE registration. - Holding VAT registration roadshows with HMRC, have held four this calendar year and a future four between January and March, targeted at those businesses not VAT registered who could make the change. - Funding secured for roadshows, first round of these has been held, a small scale review of these will occur before the next round of four roadshows. These will publicise benefits of VAT and PAYE registration.
NI 168 – condition of principal roads (proxy: delivery against highway maintenance plan) (LAA)	Director of Environment and Culture	Smaller is better	4%	5%	5%	3	3	▼	▼		Action plan being delivered to programme to impact on next year's target.
NI 169 – condition of non-principal roads (proxy: delivery against highway maintenance plan) (LAA)	Director of Environment and Culture	Smaller is better	11%	9%	9%	3	3	▲	▲		Action plan being delivered to programme to impact on next year's target.
NI 182 – business satisfaction with regulatory services	Director of Environment and Culture	Bigger is better	72%	62% (provisional)	62% (provisional)	1	1	n/a	n/a		Performance for the second quarter has fallen, and the reason's behind this are being investigated. It is possible that this year's target may not be reached.
Partnership											
NI 152 – working age people on out of work benefits (LAA)	Director of Regeneration	Smaller is better	8.8% (2009-10) 8.4% (2010-11)	8.6% (2009-10) 8.4% (2010-11)	10.2% (to November '09)	1	1	▼	▼		Progress against actions: ESF project 'Engage' - long term unemployed from priority wards into employment - employment development element of project extended to Dec 2010. 413 beneficiaries and 31 job starts. Future Jobs Fund to assist long term unemployed aged 18-24 yrs into work. At 31st March 2010, 217 people placed in work, 2 awaiting start date and 28 further vacancies listed with JCP awaiting appointments. New Govt. budget measure extended FJF programme from March 2011 to March 2012 - awaiting guidance on how funding can be accessed. Also secured ABG funding to support FJF to encourage individuals to access support and advice. Connections to Opportunities funding now secured. Application to develop employment and personal skills of long term unemployed, lone parents and those on incapacity benefits submitted. £257K to March 2014. £50K Connecting Communities funding also secured for further tailored provision in Newton Farm and Golden Post areas of South Wye. ABG funding secured for training voucher scheme, NEET provision, Volunteering into Employment, Wheels to Work and to commission research work for Work and Skills Plan to identify specific needs and prepare action plans for target areas.
NI 163 – working age people qualified to Level 2 or higher (LAA)	Director of Regeneration	Bigger is better	72% (2008)	74.8% (2009)	Due January 2011	3	3	n/a	n/a		All action plan activity is taking place and on target
NI 178 – bus services running on time (LAA)	Director of Regeneration	Bigger is better	80%	80%	86%	3	3	n/a	▲		This data is collected annually by various surveys that take a sample of bus passenger users on certain days of the week throughout particular months each year. We have exceeded our 2009/10 target of 71%. Issues arising in terms of punctuality problems are dealt with in partnership with bus operators providing the specific surface. All activity has either been achieved or is on target
Statutory											
NI 157 – processing of planning applications: Major applications within 13 weeks Minor applications within 8 weeks Other applications within 8 weeks	Director of Regeneration	Bigger is better	73%	60%	79%	4	4	▲	▲		Two of the three parts of this indicator have come in on target. The fluctuating nature of these outturns can be attributed to problems with the Civica software that was implemented in September, which led to a significant backlog of applications. The department are making significant progress towards clearing this backlog and have seconded two further staff to the work area, however clearing the backlog has meant that 'Other' applications has come in below target at the end of year. There are some practical methods that have been introduced in order to ensure that until the end of March the applications being determined are those deemed most beneficial to the County.
a) Major applications within 13 weeks			73%	65%	67%	3	3	▼	▼		
b) Minor applications within 8 weeks			87%	80%	72%	1	1	▼	▼		
c) Other applications within 8 weeks											

Stronger Communities

Indicator	Lead Director	Tolerance	2008-09	Target 2009-10	Latest Performance	Judgement		Direction of Travel		Analysis
						December	March	December	March	
Citizen										
NI 3 – civic participation	Deputy Chief Executive	Bigger is better	16%	17.5% (2010-11)	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey will be carried out in autumn 2010 and data available in 2011, the target for which is 17.5%. Work is progressing in line with the action plan.
NI 6 – participation in regular volunteering (LAA)	Director of Regeneration	Bigger is better	29%	32.5% (2010-11)	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey will be carried out in autumn 2010 and data available in 2011, the target for which is 32.5%. Work is progressing in line with the action plan.
NI 155 – number of affordable homes delivered (LAA)	Director of Regeneration	Bigger is better	208	182	185	2	3	▲	▲	The Target for NI 155 has been achieved despite the continuing impact of the economic downturn. There is limited evidence of an upturn in new build activity emerging, however focus will remain on maximising delivery via planning gain where possible.
Service										
NI 9 – use of libraries (LAA)	Director of Environment and Culture	Bigger is better	47.90%	51% (2010-11)	42.8% (November)	1	1	n/a	▼	Although work is progressing in line with the action plan, interim results from the Active People 3 Survey have recently been released and show that performance has fallen from previous levels and is not on track to achieve the LAA targets. Over the period visits to libraries have increased. However, this indicator is derived from a national telephone survey of adults only and measures their use of the library service, which includes visits to libraries as well as other services, such as those available on-line. A meeting with the DeA LAA Improvement Strategy and Culture and Sport Strategic Dialogues in January will look at the delivery plans, and consider how improvements can be made.
NI 11 – engagement in the arts (LAA)	Director of Environment and Culture	Bigger is better	46.40%	49.5% (2010-11)	46.3% (November)	2	2	n/a	▼	
Partnership										
NI 4 – influencing decisions in the locality (LAA)	Director of Regeneration	Bigger is better	28.80%	32.3% (2010-11)	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey will be carried out in autumn 2010 and data available in 2011, the target for which is 32.3%. Work is progressing in line with the action plan.
Statutory										
NI 1 – % of people who believe people from different backgrounds get on well together (LAA)	Deputy Chief Executive	Bigger is better	75.90%	79.4% (2010-11)	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey will be carried out in autumn 2010 and data available in 2011, the target for which is 79.4%. Work is progressing in line with the action plan.
NI 156 – households in temporary accommodation (LAA)	Director of Regeneration	Smaller is better	98	82	79	1	3	▲	▲	The target has been achieved and reflect positive progress on homelessness prevention and temporary accommodation management.
Local – % of people who find access to services difficult:										
Local shop										
Advice provision										
Public transport facility										
Cultural / recreational facility										
a) Local shop	Director of Regeneration	Smaller is better	12%	11% (2010-11)	Next due end of 2010	3	3	n/a	n/a	Information is obtained from the Place Survey which is carried out every two years. The next survey will be carried out in autumn 2010 and data available in 2011.
b) Advice provision			18%	18% (2010-11)	Next due end of 2010	3	3	n/a	n/a	Work is progressing in line with the action plan.
c) Public transport facility			21%	21% (2010-11)	Next due end of 2010	3	3	n/a	n/a	
d) Cultural / recreational facility			21%	19% (2010-11)	Next due end of 2010	3	3	n/a	n/a	

Safer Communities

Indicator	Lead Director	Tolerance	2008-09	Target 2009-10	Latest Performance	Judgement		Direction of Travel		Analysis
						December	March	December	March	
Citizen										
NI 21 – dealing with concerns about anti-social behaviour (proxy – incidents of: anti-social behaviour – including speeding - criminal damage, alcohol-related disorder, alcohol-related violent crime) (LAA)	Director of Environment and Culture	Bigger is better	25.40%	30.4% (2010-11)		3	3	n/a	n/a	Progress against action plan maintained
NI 47 – people killed or seriously injured in road traffic accidents (calendar year) (LAA)	Director of Regeneration	Smaller is better	115 (3 year average)	116 (2009) 114 (3 year average)	105 (2009) 110 (3-year average)	3	3	▲	▲	The Planning and Transportation's Road Safety and Accident Investigation and Prevention teams continue to lead on a wide range of education training and publicity and engineering measures to address road traffic accidents. All targets have been met to date. Our 2009 KSI casualty figure is now complete at 105 (Target 116) and this gives us a 2007, 2008, 2009 rolling 3 year average of 110 (Target 114). The 2009 Child KSI figure can also be confirmed at 9 (Target 12). Proxy indicators for both of these are on target in 2010.
Service Partnership										
NI 40 – drug users in effective treatment (LAA)	Director of Integrated Commissioning	Bigger is better		541	530 (as at December 2009)	2	2	▲	n/a	Harm Reduction Strategy complete with Hidden Harm Conference held in December. Merical Net training commenced. Review of drug treatment services also completed in December.
NI 30 – priority & prolific offenders (PPOs) (LAA)	Director of Environment and Culture	Smaller is better		21% (79)	53 (December 2009)	3	3	▼	n/a	This data is relevant to Q3, and is the number of observed / proven offences for the period April-December.
Statutory										

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	SAFER HEREFORDSHIRE REVIEW GROUP UPDATE
REPORT BY:	Partnership Manager for Safer Herefordshire

CLASSIFICATION: Open

Purpose

To provide a summary of the evidence the Review Group has received and to set out the considered findings and recommendations to the Committee.

Recommendation(s)

THAT:

- (a) **A member of the review group attends the Safer Herefordshire Strategy Group meeting when the Strategic Assessment is presented and priority settings are carried out;**
- (b) **The Council income streams be rationalised so that funding for the partnership is received from a central source within the council, and that the Director of Resources should be invited to ensure that funding is coherently managed;**
- (c) **A more extensive breakdown of integrated offender management should be provided to a future meeting;**
- (d) **In order to provide a true costing, the Council expenditure on the budget should include the teams hidden costs, a figure of approximately £94k;**
- (e) **A breakdown of Council contributions to the Partnership should be provided to the review group;**
- (f) **Elected members should be asked to encourage their Parish Councils to reply to any future information/survey requests pertaining to the Safer Herefordshire Partnership and;**
- (g) **All alcohol commissioning should be centralised and the commissioning of services by the Alcohol Harm Reduction Strategy Group should be targeted through the Joint Commissioning Group.**

Key Points Summary

- The process for arriving at the priorities, via the strategic assessment, is appropriate.
- Community consultation and engagement is carried out on a regular, on-going basis and fed into the strategic assessment process.
- Work is being carried out against NI 39 (Rate and number of alcohol harm related hospital admissions).

Reasons for Recommendations

- It was unclear what the process was for matching budgets to priorities.
- Safer Herefordshire was having some difficulties in recouping small contributions from Council and PCT directorates.
- A poor response rate has been received from previous surveys undertaken with Parish Councils.
- Integrated Offender Management was a developing area of work that needed to be considered in greater depth.
- Alcohol treatment commissioning was occurring on an ad hoc basis within a variety of agencies.

Introduction and Background

- 1 Every Local Authority is required to have a Crime and Disorder Scrutiny Committee; locally the Community Services Scrutiny Committee has been designated to fulfil this function. To ensure sufficient time could be given to this area of work, it was agreed that a Review Group should be established to carry out this role. Members would be drawn from the Community Services Scrutiny Committee.

The Review Group has met twice, initially to examine key documents relating to Safer Herefordshire and the second meeting to look at work relating to NI39 (Rate and number of alcohol harm related admissions).

Key Considerations

- 2 Initial meeting – The following areas were discussed:
 - a. Safer Herefordshire Annual Strategic Assessment and Partnership Plan
 - b. Partnership community consultation and engagement, and
 - c. Information sharing arrangements within the partnership.
- 3 It was explained that the strategic assessment is undertaken annually following Home Office guidance. It is used by the Safer Herefordshire Strategy Group to identify emerging trends and priority areas within the county. The forthcoming assessment will focus more on problem oriented locations rather than types of crime, to identify vulnerable areas. Both quantitative and qualitative information is used from many sources, to include community consultation. The strategic plan and priorities then inform the budget. Action

plans are also developed.

- 4 Discussion was held around Safer Herefordshire community consultation and engagement. Much of this activity is incorporated into the Partnership Strategic Assessment process and included PACT feedback and information from Parish Councils.
- 5 The Safer Herefordshire Information Sharing Protocol was currently being reviewed. Discussions are being held with lead officers within the Public Service Trust to ensure that the documentation was appropriate to the needs of the Partners.
- 6 The development of Integrated Offender Management (IOM) was also discussed. This area of work is at an early stage.
- 7 NI 39 (Rate and number of alcohol harm related admissions) meeting:

NI 39 is a LAA and World Class Commissioning target. Currently different services are being commissioned by different agencies to include Safer Herefordshire and PCT, rather than through one integrated process.

An Alcohol Harm Reduction Group has been established, chaired by the Assistant Director (Public Health) and has drafted a local strategy. This year the group's key actions are within the Health Improvement Plan, to cover the strands of:

- Safe alcohol consumption by children and young people, focusing on 11-17 years and 18-30 years.
- Supporting people drinking unsafe amounts e.g. pregnant women
- Support people with alcohol related hospital admissions
- Enhance the capacity to identify and give brief advice for harmful alcohol consumption
- Provide an environment to drink alcohol safely e.g. working with Trading Standards
- Reduce inequalities of rates of harmful alcohol consumption e.g. most deprived are most likely to be admitted to hospital
- Advocate the prioritisation of resources, to include lobbying at both a local and national level.

The Alcohol Harm Reduction Group is currently working to further operationalise the plan by identifying key actions partners need to take and then feedback to the Safer Herefordshire Strategy Group.

The Review Group felt that work was on going against the indicator and that co-ordination of the activity would be the key to its success. The use of proxy indicators was well supported, together with the suggestion that all funding streams should be centralised.

Appendices

- 8 None

Background Papers

- 9 None.

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	INDEPENDENT REVIEW OF THE DESTINATION MANAGEMENT PARTNERSHIP
REPORT BY:	ASSISTANT DIRECTOR ECONOMY AND CULTURE

CLASSIFICATION: Open

Purpose

To outline proposals contained in a report undertaken by the Stevens View Partnership to review the mechanism for the future promotion of tourism in the County.

Recommendation

THAT: the report is noted.

Key Points Summary

The Stevens View Partnership were appointed to review the operation of Herefordshire's Tourism promotion.

The review found that the DMP (Destination Management Partnership) needs to take the next step in its development. To that end the review is suggesting a number of changes, including:

- A new DMP be established to take a more strategic role with membership of the new board reflecting this approach;
- That a Chief Executive Officer is appointed with administration support;
- That the Council's revenue budget is allocated to the DMP to be combined with other sources of income to deliver a new tourism strategy;
- That the DMP delivers aspects of tourism promotion via an SLA with Herefordshire Council;
- That the DMP will not be a membership based organisation. However, the geographic membership groups will be co-ordinated by a Federation that will have representation on the board of the new DMP.

In line with all these changes it is proposed that there should be more advanced marketing and branding that links with the County's identity that involves key businesses.

The report recommends the establishment of a Transition Group to achieve the ambitions in the report. This would include producing a tourism strategy, appointing a Chairman and a CEO of the DMP, and final arrangements for budget, spend and delivery. The Transition Group has now been formed and consists of an independent leader, representatives from the DMP, representatives from the local authority and AWM.

Alternative Options

- 1 That the general principles of the report are not implemented, with a largely status quo arrangement with the DMP.
- 2 That consideration is given to withdrawing support from the DMP with sole decision making by the local authority on how its tourism resources are allocated.

Reasons for Recommendations

- 3 The findings and recommendations of the report give guidance on progressing tourism in the county, and draws on best practice in the UK and internationally.

Introduction and Background

- 4 The Herefordshire DMP was established in 2006 as the body to direct and co-ordinate tourism delivery in the County. The DMP is a private / public sector partnership that acts as a limited by guarantee company but is not trading. The local authority contributes its revenue budget (c£80,000) and it is facilitated by the Council's Tourism, Food and Marketing Manager, with a team of six other officers (2 part time and 4 full time) delivering the activity directed by the DMP. Other funds contributing to the tourism budget include external funding, membership fees, sponsorship and income (event income, sponsorship, private sector contributions to marketing). The Council's contribution to supporting tourism is £500k pa (this includes the costs of the TICs and overheads of the tourism team).
- 5 The Stevens View Partnership were appointed to conduct a review of the role of the DMP in the wider context of maximising tourism potential.

Key Considerations

- 6 The Report makes the following recommendations:
 - Form the Transition Group (informed by the Steering Group) plus a leader recruited from the business community;
 - Conduct initial branding exercise;
 - Commission a tourism strategy;
 - Develop a draft business plan from the strategic document;
 - Recruit a new DMP chairman;
 - Recruit a CEO for DMP;
 - Form the DMP board (members should demonstrate the requisite business skill, marketing, finance, etc).
- 7 It is also recommended that work is undertaken to reinvigorate / reform the county wide tourist associations (Wye Valley, Golden Valley, Mortimer Country, Malvern Hills, etc), in so doing creating a tourism federation the chairman of which will sit on the new DMP board.

- 8 Subject to the Executives consideration it is proposed that all the above to be achieved by 1st October 2010 when it is proposed the current DMP will be dissolved (and members will then populate the various associations around the county), and formally constituted a new DMP.

Community Impact

- 9 Tourism is a key contributor to the economy (amounting to £410k pa direct spend in the county), as well as enabling the sustainability of many rural services. Visitors will continue to come to the county without public sector intervention, but support facilitates increased length of stay, provides co-ordinated approach, additional information and targets new audiences.
- 10 The positive impact of a new business model as described in the attached document will have a major impact on regeneration and a buy-in by the business community and tourism linked to a “sense of place”.

Appendices

- 11 None.

Background Papers

- A Review of the Destination Management Partnership, circulated to Members, and available to members of the public on request.



MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	SCRUTINY REVIEW OF SUPPORT FOR VOLUNTEERING IN HEREFORDSHIRE
REPORT BY:	Volunteering Scrutiny Review Group

CLASSIFICATION: Open

Wards Affected

County-wide.

Purpose

To consider the findings arising from the Scrutiny Review of the Support for Volunteering in Herefordshire.

Recommendation

THAT

- (a) **the Committee considers the report of the Volunteering Scrutiny Review Group, in particular its recommendations, and determines whether it wishes to agree the findings for submission to Cabinet.**
- (b) **subject to the Review being approved, the Executive's response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive has approved its response;**
and;
- (c) **a further report on progress in response to the Review be made after six months with consideration then being given to the need for any further reports to be made.**

Introduction and Background

1. At the meeting of the Community Services Scrutiny Committee on 7 December 2009 the Committee considered a report regarding volunteering in Herefordshire with a suggestion that the Committee might wish to consider undertaking a review in order to gauge an understanding of volunteering, its value and the impact it can have in supporting Herefordshire as a thriving County. The Committee agreed to form a scrutiny review group and appointed its membership. The terms of reference for the review were drawn up by the Lead Officer for the Review and are incorporated into the attached report at Appendix 1.

2. The Review Group's report setting out its approach to its task, its findings, and recommendations is attached.

Background Papers

- None identified.

Scrutiny Review of Volunteering in Herefordshire

**Report by the Community
Services Scrutiny Review
Group – May 2010**

**For presentation to the Community
Services Scrutiny Committee on
28 June 2010**

**People
Excellence
Openness
Partnership
Listening
Environment**

Scrutiny Review of Volunteering in Herefordshire

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1. Introduction

- 1.1 Members of the Community Services Scrutiny Committee agreed to conduct a Review of Volunteering in Herefordshire on 7th December 2009.
- 1.2 A scoping statement for the Scrutiny Review (Appendix 1), including the Terms of Reference were approved at the meeting on the 7th December 2009. The key aim was to “look at ways of increasing the results of the LAA performance indicator – participation in regular volunteering”. This included gauging an understanding of why volunteering should be supported; what organisations are involved in supporting volunteering; and ways of enabling more volunteering to take place. It was agreed that the review Group would comprise all Members of the Committee, and would be chaired by Councillor TM James, with Councillor KG Grumbley as Vice Chairman.
- 1.3 The 2008 Quality of Life Survey, which measures the indicator, showed that 37% of respondents had provided unpaid help in the last 12 months whilst 29% had given unpaid help at least once a month, which puts Herefordshire in the highest 25% of local authorities in England. The target for Herefordshire is to increase volunteering by 3.5% between 2008-11. However, in November 2009 the indicator was marked as performing badly. This was not based on actual performance (the indicator will not be measured until October 2010 based on the results of the Places Survey) but some of the activity not being achieved, specifically not securing additional funding.
- 1.4 The Review took place between 15 February and 19 April 2010. This report summaries its findings concluding with its recommendations to the Community Services Scrutiny Committee.
- 1.5 The Review Group would like to express its thanks to all internal and external officers and organisations who were interviewed at part of this review.

1.6 Next Steps

- 1.7 The Review Group anticipate that, when approved by the Community Services Scrutiny Committee, this report will be presented to Cabinet for consideration.
- 1.8 The Community Services Scrutiny would then expect Cabinet within two months of receipt of the report to consider the report and recommendations and respond to the Committee indicating what action the Cabinet propose to take together with an action plan.

2 Method of Gathering Information

- 2.1 The main work of the sub-group was to conduct interviews, complemented by some desk research. To gauge an understanding of what motivates people to volunteer, a sample of people from different disciplines were interviewed. A second set of interviews took place with support organisations and Herefordshire Council officers to marry the experience of the volunteers with the support provided.
- 2.2 The list of interviewees is contained in appendix 2 and the Review Group would like to convey its thanks to those who gave up their time to help with the work of the Group. The findings of the review were informed by work already conducted by two

council officers who were involved in the Change Champion programme. This work involved exploring opportunities to improve the results of the indicators that were highlighted as areas of concern.

3. Background

3.1 Value of Volunteering

“Volunteers are not paid, not because they are worthless but because they are priceless”

3.2 It was clear from the desk research and interviews that volunteering is important because:

- Volunteers can be used to provide services that can not be afforded by the public sector or individuals
- Volunteering provides valuable skills and experience
- Volunteer effort can regenerate a locality and promote community cohesion
- Volunteering can be a form of social interaction, benefitting the volunteer
- Volunteers can support economic prosperity and health and well-being (public health)

3.3 Many people volunteer because they “wanted to put something back” into the community. In effect giving their time to make the county a better place for others.

3.4 Figures from “The Value of Volunteering to Herefordshire” document (2010, HVA) outlines that 53,000 adults volunteer in Herefordshire; this is the equivalent of 3054 full time workers; with a value of up to £60 million per annum. The document outlines other key benefits such as people feeling included when volunteering, greater job prospects, improved health and well being and increased self confidence.

3.5 Role of the Local Authority

3.6 The local authority has three key roles when supporting volunteering. One as a major employer in the county is to enable and encourage its workforce to volunteer.

3.7 Endorsed by the council in 2007 was an allowance for a member of staff to use two paid working days to volunteer for a local charity. It is unsure to what extent this allowance has been taken up as its not currently monitored, however some services have been proactive in using the allowance with whole teams using the time to help local charities whilst also team building. The allowance has recently been formalised into a Human Resource policy, although take-up has never been monitored.

3.8 The second role of the council is to provide funding and support to third sector organisations whose role is to increase and manage volunteering. This means the council does not directly deliver services to increase volunteering, though provides the funds for other organisations to do so. The three key organisations who provide that service are Herefordshire Voluntary Action (HVA), Herefordshire First and Community Voluntary Action Ledbury and District.

3.9 The Council also uses volunteers to assist in the delivery of its own services. For instance, in the case of libraries and tourist information centres, the use of volunteers enables these services to offer extended opening hours or a service within a rural community, which would otherwise not be affordable.

4. The Role of Support Agencies

4.1 HVA

4.2 Herefordshire Voluntary Action has a number of offices in the county. The main office is at Berrows Business Centre which also houses the Volunteer Centre. The centre is open 9.30 am to 4.00 pm Monday to Friday, or by appointment. The work of the centre includes:

- Opening the centre for public enquiries 30 hours per week with a target of 300 enquiries per year
- Match volunteers to suitable opportunities
- Provide support and deal with enquiries from organisations using volunteers
- Market opportunities for volunteering
- Run volunteer of the year awards (every two years)
- Organise charities volunteers market (in July and December)
- Organise volunteer training (4 sessions with 60 attendees)
- Organise 3 volunteer forums per year
- Be involved in strategic work to support volunteering

4.3 HVA receives an annual grant of £26,000 to run a Volunteer Centre. This funding forms part of an overall service level agreement with HVA from Herefordshire Council of £99,303. HVA negotiates with the Council annually on how to divide that allocation to its work programme. HVA has also been successful in receiving funds from other organisations, though these are usually project based and short term.

4.4 Community Voluntary Action Ledbury and District

4.5 This organisation receives an annual grant of £9,828 and does similar work to HVA but is restricted to Ledbury and District. The group noted the strong and distinctively local identity of this organisation. This geographic division occurred following a review of the volunteer bureaux across the county, when all but Ledbury and District merged to provide a countywide service. Despite this division there are strong links between the county and the Ledbury and District organisations.

4.6 In addition to the type of activity listed for HVA, Ledbury and District run the “stepping stones” project that supports people with learning difficulties, mental health and ill health to volunteer (20 volunteers). It also works closely with local community groups to identify their development needs and how volunteering can achieve ambitions and objectives of the local community.

4.7 The volunteer centre itself is open 20 hours per week; conduct 80 one to one brokerage interviews with members of the public and deal with 60 general Volunteer Centre enquiries from the public per annum.

4.8 Community First

4.9 Community First receives a SLA of £61,406 for two distinct areas of work – information, support and advice to voluntary sector organisations including co-ordination of community transport schemes; and specific support for community buildings development.

4.10 Community First role is very much concerned with supporting the voluntary sector organisations that generally rely on volunteers. This includes local groups who want to develop and fund initiatives and provides essential intervention at a time when an injection of expert knowledge is needed.

4.11 Community First co-ordinates the community transport schemes in the county. This includes the development of schemes and projects led by community organisations and groups, as well as providing advice on legislation, funding and operational issues. The work also involves links with public transport.

4.12 Other Support Functions

4.13 The above information is reflective of activity listed in the delivery programme of the organisations' SLAs with the Council. The organisation will be involved in a number of additional activities funded or commissioned. It is not the mandate of the subgroup to assess value for money on services provided by the third sector in delivery of services commissioned by the Council.

4.14 From the interviews conducted there is some cross over activity e.g. HVA are involved in the direct delivery of community transport schemes; and obvious boundary issues between HVA and Community Voluntary Action Ledbury and District. Clarity on the roles between these organisations and others should emerge from a current review of Third Sector Infrastructure Organisations that operate in the county.

4.15 All of the named organisations have received a budget saving of 5% from the council's SLA (though additional capacity was made available in 2009/10 to face the coming funding reductions). Most of the representatives of the organisations interviewed stated they could do with more funding to continue and develop their work. This will be a challenge as public sector funding is reducing and these are not statutory services. However additional funds via Area Based Grant have been made available - £50,000 from the Stronger Communities Policy and Delivery Group for general support for volunteering and £30,000 via the Economic Development Partnership to use volunteering as a way of helping people into employment. These funds have come about because the Herefordshire Partnership sees volunteering as a key component to support the social and economic well being and positive health of the county – as a consequence volunteering has been established as a cross cutting theme of the Partnership (along with carbon reduction) that all the policy and delivery groups should contribute to.

4.16 The Council does provide some direct support to voluntary sector organisations. This is in the form of project support mainly regarding funding opportunities for community groups; and advice to social enterprises that often rely on volunteers. The Council also facilitates the Local Compact Working Group and the Volunteering Development Group.

4.17 Age Concern was interviewed as part of the review and some of their comments have shaped the key findings. However, they currently do not receive an SLA from the council for supporting volunteering (though they use a great deal of volunteers); they do receive £350,000 for Day Care Services.

5. Key Findings

5.1 Why people volunteer

5.2 People's reasons for volunteering are as varied as the people themselves. However during the course of the interviews a number of common themes emerged. Fundamentally people wanted to contribute to their community and help people less fortunate than themselves. However, people did not see volunteering as a

completely selfless act, but were able to gain social networks and feel rewarded by the people they met and increase their own sense of worth.

- 5.3 The review group found there are thousands of opportunities to volunteer: being a town and parish councillor, running a community or charity shop, driving someone to hospital, supporting a local library service, organising litter picks, being on a board of school governors and writing business plans and funding applications.
- 5.4 It was found that a number of people had volunteered because of an issue within their local area, such as a local shop closing and the impact that would have on the community, in effect being led to do something to improve and enhance a local service. This often galvanised the local community, giving them confidence to pursue further regeneration schemes. Alternatively, people volunteered because they were interested in a particular area of work – such as transport, the arts, sport, history, education, health, child care, etc.
- 5.5 A key point to emerge was that there needed to be the “right fit” between what motivated an individual and the volunteer activity. If that was achieved and the volunteering was supported it increased the likelihood of the volunteering both sustainable and mutually beneficial.
- 5.6 Though important to acknowledge the work of volunteers, the people interviewed for the review were not interested in personal rewards (and many did not claim the expenses they were entitled to). However they could see the benefit of volunteering awards in raising awareness of the work of their group.

5.7 Knowing about Volunteering Activity

- 5.8 A key issue to emerge from the interviews was that people who volunteer do not necessarily acknowledge it as volunteering. This is not an issue until measuring the performance indicator or gauging the full extent of volunteering.
- 5.9 Another point was that people may have an interest in supporting their community but do not know how to get involved and may need initial encouragement.
- 5.10 In terms of getting involved in local schemes, word of mouth seems to be the key way people volunteer, as well as parish newsletters and notice boards. For more general schemes, people will contact the volunteer centres in Hereford and Ledbury. The national website for volunteering also points people to the local services, and then the local centres will try to match a volunteer to a volunteer opportunity.
- 5.11 The centres also will take a proactive role in working with organisations to identify any volunteering opportunities. However, capacity-wise, the centre in Hereford would struggle with demand if there was a significant increase in the numbers of volunteers approached the centre.
- 5.12 People will also approach individual services for volunteering opportunities.

5.13 Changing Nature of Volunteering

- 5.14 The review group found the nature of volunteering is changing.
- 5.15 The highest age range of volunteers is 65-74 year olds, followed by 45-64 year olds. However, the experience of those involved in volunteering is that more young people are presenting themselves for volunteering, encouraged by national schemes. An

incentive for young people is to create a competitive advantage when seeking employment through acquiring the additional skills, knowledge and credibility that volunteering can bring.

- 5.16 Performance data from 2006 and 2008 show that there has been a decrease in people volunteering of between 2-4 hours per week (from 12% to 10%) and an increase in people doing less than 2 hours a week (from 19% to 22%). This is reflected in the interviews where it was felt more people are interested in volunteering but unable to commit large amounts of time because of other life commitments.
- 5.17 Slightly more women than men volunteer; in the past the difference would likely to have been greater, which has possibly changed because more women are working.
- 5.18 As the demographics of the volunteers has changed so have the demands for their services. It was suggested that people are becoming less likely to want to be part of a committee, and more actively involved in the delivery of projects and schemes.
- 5.19 The volunteer centres have also seen an increase in the number of people with learning difficulties seeking volunteering opportunities. This is a positive point of social integration and valuable for social and work skills, though it does require the centre staff and the organisations they are placed with to have particular skills and awareness.

5.20 Addressing Sustainability

- 5.21 Many organisations, groups and increasing public services are relying on volunteers to sustain what they do. This includes the role volunteers play in fundraising. Without that volunteer effort, services and groups could collapse, and of course volunteers can withdraw their commitment at any time. In local regeneration projects volunteers can often feel “burnt out” and initial enthusiasm reducing.
- 5.22 Types of volunteering may not have the appeal but are essential to groups and organisations. For example the role of Treasurer and the considerable amount of paperwork required. Bureaucracy can present barriers to people volunteering or hinder ongoing commitment and interest, and there seems to be an increasing requirement to verify volunteers.
- 5.23 Geographically the Kington area has the highest proportion of volunteers (80 groups in Kington with a population of approx. 2,500), with the more rural areas having high levels of volunteering compared to the more urban parts of the county. This could be to do with a tradition of volunteering in that area, the resident profile (e.g. more retired people), but also the demand for volunteering to meet gaps in service provision.
- 5.24 A role for the support organisations is to work in areas where there is volunteering potential, but also enable groups to sustain and even grow their level of volunteer commitment. A key issue is therefore to support and nurture volunteers, provide fulfilment, respect and additional skills.

6 Considerations and Issues

- 6.1 This section of the report will bring together key findings and considerations, with associated recommendations where relevant.

6.2 Promotional Opportunities

- 6.3 It was raised during the review process that there will be many people who are minded to become a volunteer but do not know the next steps or need some encouragement. There is potential for additional promotional activity to capture new interest though being mindful of the capacity of the volunteer offices and other services in being able to meet increased demand. This would also be useful for people knowing what they do, is volunteering which will help when collecting data for the performance indicator.
- 6.4 Promotional activity that could be funded via the additional ABG funds to include:
- Volunteering fairs (similar to job fair) where the various agencies promote how they support volunteering and volunteering opportunities – to take place in Hereford and each of the market towns
 - A regular feature in Herefordshire Matters of the type of volunteering on offer across the partner organisations and within communities
 - Links made to Herefordshire Council web site where people can easily find volunteering opportunities
 - Promote the value of volunteering and specifically the value people gain from being a volunteer on a personal level (e.g. new job, social interaction, sense of achievement) and the value to the wider community – achieved through a poster campaign and individual stories in the media
 - Linkages made between the Herefordshire Partnership's Pride of Herefordshire Award for volunteers and the HVA awards to volunteers
 - Publicity to raise awareness of the types of activity which people may not automatically regard as volunteering, such as maintenance of churchyards, school governors or helping at a local pre-school.
 - Having advocates at popular public venues at places like libraries to capture interest in volunteering.

Recommendation 1: For the Volunteering Development Group to produce a marketing and awareness campaign for volunteering.

6.5 Social Care Role of Volunteering

- 6.6 Increasingly the volunteer centres were being asked to place people with learning disabilities. This is a wholly good thing in that it enables community integration. Of concern is the special requirement centres have to make in arranging placements and understanding what would be best for the volunteer who may have additional needs and vulnerabilities.
- 6.7 A similar issue arises with people with mental health issues. National research shows that work and volunteering is a good thing for mental well being. However, for volunteering to be a valuable experience for the volunteer and the placement additional support is likely to be needed.
- 6.8 This has put extra pressure on the volunteer centres and placement organisations without any additional resources.

Recommendation 2: that discussions with representatives of the PCT take place to address the issue of additional support for the placement of volunteers who have learning difficulties or mental health challenges (Third Sector Liaison Officer).

6.9 The Council's Role in Supporting Volunteering

- 6.10 As outlined earlier the Council has established a policy to allow staff two paid days per annum for volunteering. Through work conducted for the Change Champion programme it was found not many officers are aware of this allowance. Therefore, there is an opportunity to raise awareness of the scheme, but also a willingness to make it as easy for people as possible to find out about volunteering. Also, that group opportunities are put in place to allow whole teams to work together on short term volunteering.
- 6.11 There are some concerns that this opportunity is not suitable for all areas of work – especially where front-line staffing would need to be maintained and paid for. However, volunteer work within the community would support the reputation of the council and show that as a county we are working towards the same goals.
- 6.12 The council has the role of facilitating the Volunteering Development Group. Along with this group and other organisations it has the role of delivering the Volunteering Code of the Compact. This code is part of a series of documents that outlines good practice specifically when working with the third sector and community groups. However, it seems apparent that not all organisations or council services follow the good practice code and the Council itself does not currently have a policy to support people volunteering into Herefordshire Council or PCT, for example working in libraries or supporting events.

Recommendation 3: that the opportunity to volunteer for two days is highly promoted through the council's communications tools (Communications Unit).

Recommendation 4: To include opportunity for volunteering in employment offer letters and highlighted on induction information, with systems put in place to monitor up-take (Human Resources)

Recommendation 5: That a package of one and two day volunteering programmes is established for teams at the Council to volunteer for (Volunteering Development Group).

Recommendation 6: That all groups using volunteering are encouraged to follow the Volunteering Code of the Compact (Third Sector Liaison Officer).

Recommendation 7: That all council services using volunteers are required to follow the volunteering code and monitored as to their compliance embodied in a Working with Volunteers Policy (Third Sector Liaison Officer).

6.13 Engagement of Parish and Town Councils

- 6.14 Parish and Town Councils (including Hereford City) already rely on volunteers in local democracy and decision making. As well as meetings and committee work, increasingly parish and town councils are involved in community led planning, local regeneration services and levels of service provision (e.g. Parish Warden Scheme).
- 6.15 There is a need for councils to be kept informed of opportunities, and for areas to be proactively encouraged to take advantage of schemes that involve local people in planning, decision making and providing services to their community. The Reach Project run by HVA has received considerable investment by the Big Lottery and could take a key role in working at a very local level to encourage volunteering

including parish and town councils. A recent award has been made to HVA to do similar work in Hereford City.

- 6.16 The Hearts of Herefordshire work looks at a different relationship between Herefordshire Council and local areas, and parish and town councils are key to the success of this new relationship, and gives opportunity for the council to promote volunteering in the county.

Recommendation 8: that parish and town councils are kept informed of opportunities for their local communities to volunteer. (Parish Liaison and Rural Services Officer).

Recommendation 9: that the support agencies target less involved / resourced councils to address some of the issues within their community through the use of volunteering (Volunteering Development Group)

6.17 Co-ordination of Resources

- 6.18 The review process was able to clarify the role between the key volunteer support agencies of HVA, Community Voluntary Action Ledbury and District, Community First and their relation to Herefordshire Council. In summary when working with communities Community First takes an advisory role, whilst HVA and CVALD is the delivery arm working directly with community groups. Herefordshire Council is primarily the commissioner though will also support groups and organisations across the board with specialist advice on funding.
- 6.19 There is more confusion over community transport with all organisations seeming to have a delivery role as well as advisory. Though this may just need further clarity.
- 6.20 Though HVA and Community Voluntary Action Ledbury and District have established a good working relationship the key ethos of having a consistent county wide service for voluntary action is put into question with the existence of a separate approach for Ledbury and area. For example HVA's successes with the Big Lottery for the Reach Project could exclude Ledbury and District. The counter argument as presented to the review group was that it offers value for money and value of service as more precisely targeted at the needs of the local community.
- 6.21 A Review of the Third Sector infrastructure support is currently underway and this may be an opportunity to address these boundary and service issues.

Recommendation 10: that the Third Sector Review of Infrastructure should consider the roles of organisations that support volunteering (Third Sector Review).

Recommendation 11: that further clarification of the roles of voluntary organisations and the relationship with Herefordshire Council regarding community transport is brought to Community Services Scrutiny Committee with particular reference to the co-ordination of assets (Transportation Service).

7. Summary

- 7.1 A key component of a thriving and active county is a backbone of volunteering. Our communities would not be the same, services would not be so effective and is a key element of the neighbourliness the county is known.

- 7.2 There will always be people who volunteer that do not need additional support, however there will be individuals and communities that require intervention from the support organisations to maximise opportunity and potential.
- 7.3 Injection of support for volunteering should not be led by the requirement to meet the performance target but because it is a wholly good thing for the county. The Council needs to ensure that its investment in volunteering through the support agencies maximises value and that a co-ordinated approach is adopted. This is essential in considering the changing nature of volunteering so that levels are sustained and increased long into the future.

8. Summary of Recommendations

The Review Group recommends that:

- 1 For the Volunteering Development Group to produce a marketing and awareness campaign for volunteering.**
- 2 Discussions with representatives of the PCT take place to address the issue of additional support for the placement of volunteers who have learning difficulties or mental health challenges (Third Sector Liaison Officer).**
- 3 The opportunity to volunteer for two days is highly promoted through the council's communications tools (Communications Unit).**
- 4 To include opportunity for volunteering in employment offer letters and highlighted on induction information, with systems put in place to monitor up-take (Human Resources)**
- 5 A package of one and two day volunteering programmes is established for teams at the Council to volunteer for (Volunteering Development Group).**
- 6 All groups using volunteering are encouraged to follow the Volunteering Code of the Compact (Third Sector Liaison Officer).**
- 7 All council services using volunteers are required to follow the volunteering code and monitored as to their compliance embodied in a Working with Volunteers Policy (Third Sector Liaison Officer).**
- 8 Parish and town councils are kept informed of opportunities for their local communities to volunteer. (Parish Liaison and Rural Services Officer).**
- 9 The support agencies target less involved or resourced councils in order to address some of the issues within their community through the use of volunteering (Volunteering Development Group).**
- 10 The Third Sector Review of Infrastructure should consider the roles of organisations that support volunteering (Third Sector Review).**
- 11 Further clarification of the roles of voluntary organisations and the relationship with Herefordshire Council regarding community transport is brought to Community Services Scrutiny Committee with particular reference to the co-ordination of assets (Transportation Service).**

TITLE OF REVIEW:	Review of Support for Volunteering
Committee:	Community Services 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 encouraging and 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 identify which organisations are supporting 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? • In what ways do people find out about opportunities to volunteer? • What motivates people to volunteer? • What puts people off 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	Early March 2010
Carry out programme of interviews	1 April 2010 and 19 April
Agree programme of site visits	n/a
Undertake site visits as appropriate	n/a
Final analysis of data and witness evidence	Early May 2010
Prepare options/recommendations	Early May 2010
Present Final report to Relevant Scrutiny Committee	June 2010
Present options/recommendations to Cabinet (or Cabinet member (s))	Early July 2010
Cabinet/Cabinet Member (s) response	September 2010
Implementation of agreed recommendations	October 2010
Members	Support Officers
Councillors: Members of Community Services Scrutiny Committee	Lead Support Officer - Natalia Silver, Head of Economic and Community Services Democratic Services Representative(s) – David Penrose Other support Officers – Alex Fitzpatrick, Voluntary Sector Liaison Officer

Scrutiny Review on Volunteering in Herefordshire - Interviewees

Volunteers

Mrs Shelagh Heath, Volunteer Librarian
Library Service – Peterchurch Library

Mr Bob Widdowson, Chairman
Marches Credit Union
Kington

Ms Nicola Wood, Head of Retail and Trading
Mrs Ali Hartless, Support Services Assistant
St Michael's Hospice
Bartestree
Hereford

Herefordshire Council Change Champions
Rachel Jones - Executive Assistant to the Chief Executive
Adrienne Davies - ICT Business Support Manager

Raj Hoon, Volunteer Driver
Julia Newman, Volunteer Driver
Community Wheels
Leominster

Robert and Janet Chitham
Yarpole Community Shop Association
Yarpole
Leominster

Third Sector Organisations

Angela Legg
Volunteering Services Manager
Herefordshire Voluntary Action
Hereford

Lorna Pearcey
Community First
Hereford

Tess Brooks-Sheppard Community Voluntary Action - Ledbury & District
Ledbury
Herefordshire

Nina Bridges
Community Regeneration Manager
Herefordshire Council Community Regeneration Team

Helen Clarke
Service Development Manager
Age Concern Leominster and District
Leominster

Hazel Maidman, HR Officer - Employee Relations
Herefordshire Council

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	EDGAR STREET GRID UPDATE
REPORT BY:	ECONOMIC DEVELOPMENT MANAGER

CLASSIFICATION: Open

Purpose

To update Members on the progress made with the Edgar Street Grid project.

Recommendation

THAT the report be noted.

Key Points Summary

- There are a number of potential risks to public sector funding due to recent government department budget cuts.
- The detailed implications of any changes in structure of finance are not yet known.
- The ESG Board has decided to pause negotiations with businesses in the Link Road Phases 2 and 3.
- The planning case for the CPO of the Faraday Road employment site is difficult to justify on the grounds that the site is required to relocate ESG businesses.

Reasons for Recommendations

1. To update the Communities Scrutiny Committee Members on performance.

Introduction and Background

2. The ESG area is a 100 acre redevelopment site to the North of the existing Hereford City Centre. Bounded by Edgar Street to the West, the Cardiff to Shrewsbury railway line to the North, Commercial road to the East and Newmarket and Blueschool Streets to the South.
3. Scrutiny Members received an update on ESG progress in April 2010, and all Members had further opportunity to be informed of the ESG proposals in May 2010.

Key Considerations

4. Public sector funding is under a great amount of pressure and scrutiny due to the current financial climate and need to reduce the budget deficit. Consequently the budgets of AWM and the Homes and Communities Agency have been significantly reduced in recent weeks.
5. It is known that AWM will have to make £39m of savings in this financial year, and whilst the implications for future financial years are not currently known, significant reductions in available funding are likely. AWM has said that they “*may need to consider delaying, scaling back or cancelling some of the programmes to which we are already committed or were planning*”.
6. The HCA has had its budget cut by £230m for this current financial year and a further £610m is considered to be “at risk”. The future of both bodies is uncertain, for example AWM may be replaced with a “Local Enterprise Partnership”. The proposal from the coalition government is for Local Enterprise Partnerships to be “joint local authority-business bodies brought forward by local authorities themselves to promote local economic development” What geographic area these bodies may cover, or the remit and funding attached to them, has yet to be made clear.
7. As mentioned in the previous update to scrutiny the ESG project has been identified by the Joint Strategy and Investment Board (a regional body bringing together local authority Leaders and senior officers from regional government bodies such as AWM, GOWM, and the Homes and Communities Agency) as an Impact Investment Location (IIL), and as such is considered to be one of the West Midlands region’s twenty most important regeneration projects.

Business Relocations

8. Given the uncertainty over funding detailed above, the ESG Board has decided to pause the negotiations with businesses in the second and third phases of the Link Road project. This message has been communicated directly to those businesses affected; additionally further one to one meetings with the businesses are in the process of being arranged.
9. This pause does not affect those businesses on the Livestock Market or on the first phase of the Link Road – the stretch between Edgar Street and Widemarsh Street. These elements are progressing to current programme and negotiations are ongoing with a number of these businesses. Accordingly agreement with two businesses has recently been completed; one has relocated to Rotherwas while the other will remain in situ for a period before moving to another location in the County. However, final approval to the funding necessary for the first phase of Link Road is awaited from AWM following an application for the funds made in February 2010.
10. Property Services have contacted all businesses on the Livestock Market with regard to the redevelopment proposals and the need for businesses to make contact with the Council, as their landlord, to discuss their tenancy.

Faraday Road

11. A previous recommendation of the Scrutiny committee was that – “the council be urged to complete CPO negotiations and development relating to the Faraday Road site”. At this stage of proceedings it has been advised that the pursuit of CPO for this site could be difficult. Any CPO case necessitates a compelling community or social betterment case for the acquisition of the private property in question; in the circumstances of Faraday Road part of this case was proposed to be “for the relocation of businesses from within the ESG site”.
12. Due to the availability of employment land and units elsewhere within the north city the case for acquisition is very much lessened. It is considered that there is enough available

employment units, or planning permissions for such units, to accommodate the vast majority of the businesses along the Link Road line.

13. Whilst the desire from Members to acquire Faraday Road is apparent and noted, due consideration must be given to protect the Council from accruing financial costs incurred at a CPO Inquiry and/or from the award of costs against the Council in bringing such a CPO to inquiry.

Communication

14. The Economic Development team, in conjunction with ESG Herefordshire Ltd are continuing to provide information to individual business as to the available land and premises that match their identified requirements.
15. Members should note that a further all Members briefing on the ESG project is being organised. Details will be sent out via Member Services.

Community Impact

16. Not Applicable.

Financial Implications

17. The changes to the broad financial situation have been mentioned above, at this stage it is difficult to predict what the exact implications are, for the Council and for the ESG project. Officers of the Council and ESG are considering the detailed financial implications a reduction in AWM or HCA funding would cause. Once it is apparent that there is more certainty over the future remit and budget of AWM and HCA, further updates will be given to Members and other interested parties.

Legal Implications

18. None Identified

Risk Management

19. As mentioned above Officers of the Council and ESG are considering the detailed financial implications a reduction in AWM or HCA funding would cause. This will include a review of the current development programme and what timescale issues may arise should funding not come forward as predicted.

Consultees

20. None Identified

Appendices

21. None

Background Papers

21. None identified.

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	UPDATE ON THE RELOCATION OF THE OPEN RETAIL MARKET FROM THE FORMER CATTLE MARKET SITE TO COMMERCIAL STREET, HEREFORD
REPORT BY:	REGULATORY SERVICES MANAGER

CLASSIFICATION: Open

Purpose

To receive an updated report on the relocation of the Open Retail Market from the Livestock Market Site to High Town.

Recommendation

THAT the committee notes the content of the report.

Key Points Summary

- Cabinet decision in February 2009 to relocate Hereford's Open Retail Market from the Cattle Market to Commercial Street/High Town interface for a trial period of 12 months.
- Cabinet decision was called in by the Scrutiny Committee in March 2009 and some amendments were made.
- Buttermarket Association challenged the decision at High Court but were unsuccessful.
- Market relocated on 25th July 2009 and has been held on Wednesdays and Saturdays since.
- Consultation exercise undertaken by Herefordshire Council from February to April 2010.

Alternative Options

- 1 As this is a progress report, there are no alternatives.

Reasons for Recommendations

- 2 The Committee has requested to be updated on the progress and status of the relocation of the market.

Introduction and Background

- 3 On the 19th February 2009 the Cabinet recommended that Hereford's Open Retail Market be relocated from the Cattle Market site to Commercial Street in Hereford for a trial period of 12 months.

- 4 The decision was called before the Scrutiny Committee on 11th March 2009. At this meeting recommendations were made which were later ratified by the Cabinet. These were:
- i. That the relocation of the Open Retail Market be for an initial one year trial,
 - ii. That the strategy for new stalls, including the location, be revisited and adjusted where necessary (in consultation with Hereford City Partnership)
 - iii. That an 'Experion' software package for measuring footfall be procured to assess the potential impact of the relocation of the Open Retail Market to the Buttermarket,
 - iv. A detailed review of stall allocation be carried out in conjunction with Hereford City Partnership, and
 - v. A retail impact study be conducted as soon as practicable.
- 5 Point 4 (i) above had already been proposed by Cabinet, so this recommendation ratified the earlier decision.
- 6 In accordance with point 4 (ii) above, stalls were not located behind the Old House and a minimum 3.3m distance from the stalls to the adjacent shop facades was implemented.
- 7 In accordance with point 4 (iii) above, a software package for footfall was installed at every entrance into the Buttermarket. As the package had to be tendered for and then ordered, its installation was unfortunately delayed until after the relocation had occurred.
- 8 In accordance with point 4 (iv) above Stallholders were carefully selected by an officer panel, which included a representative of the Hereford City Partnership as well as the Council's Tourism Manager. As requested by Cabinet, the protocol for the selection process was laid down in a policy document which was signed off at Cabinet Member level.
- 9 In accordance with point 4 (v) above a retail impact study has been undertaken to accompany the full consultation exercise mentioned in paragraph 16 below.
- 10 Despite the above mitigating measures, the Buttermarket's Independent Traders Association challenged the principle of relocating a market into Commercial Street as they believed the decision breached the Hereford Markets Act 2003, because the Buttermarket traders had not given their consent. Herefordshire Council contested that this was required under the Act. The case was initially considered at the High Court in July 2009 and the challenge was dismissed, the court not allowing them permission to apply for a judicial review. This High Court decision therefore allowed the market to be relocated, although it caused the launch date to be delayed by a month.
- 11 The inaugural date for the relocation was therefore 25th July 2009. The market was formally opened by the Chairman of the Council, with stallholders being asked to trade in a medieval theme on that day, to mark the occasion. The event was accompanied with various prizes, attracted significant public and media interest and was complimented with themed street entertainment throughout the day.
- 12 Since 25th July, the market has operated on every Wednesday and Saturday from 09:00 to 16:00, other than two dates in January 2010 (when there was excessive snowfall) and on the Wednesday of the Mayfair.
- 13 The stallholders operate within 25 green and white gazebo style units measuring 3m x 3m square. The minimum distance from the back of the stalls to the shop frontage is 3.3m, as was proposed / agreed (see paragraph 6 above).
- 14 An officer panel was set up to monitor the performance and impact of the market, which

included representatives from both Hereford City Council and the Hereford City Partnership. Every month since its relocation this panel has therefore reviewed any comments, complaints or compliments about the market. If any complaints are received, where at all possible the panel enacts measures to mitigate these.

- 15 The Buttermarket Independent Traders Association submitted a further challenge to the market's relocation and the High Court gave them leave to reapply for a judicial review on the same grounds. On legal advice, the market continued to trade during this period although the challenge was dismissed at the High Court in November 2009.
- 16 From February to April 2010 three detailed consultation exercises have been undertaken to review the impact of the market and ascertain the opinions of:
 - i. The public
 - ii. The retailers, including Commercial Street traders and the Buttermarket Traders
 - iii. Residents and stakeholder organisations

These consultations were undertaken by questionnaires, public engagement from a trailer in High Town, on-line via the Council's web site and by specific letters to stakeholder organisations. The processes and format of all questions were technically managed by the Council's Research Team. Copies of the completed assessments on the consultation results are attached for Members attention.

- 17 The reports are currently being considered by the Director of Sustainable Communities, prior to a report to the Cabinet Member.

Key Considerations

- 18 This report is for information purposes only, as no decision has yet been made in relation to the Market's continuance or its extension.

Community Impact

- 19 The retail community along Commercial Street and St Peter's Street have been consulted as part of the consultation exercise, as have the Buttermarket traders. The shopping public as well as the wider Herefordshire public have also been consulted, as have residents in the vicinity. Copies of the three 2010 consultation reports are attached as background papers for information purposes

Financial Implications

- 20 The 25 gazebo style stalls and their storage facility has already been purchased. Continuance would therefore involve no further investment, although this decision has not yet been made. The annual income is projected to more than cover the cost of operating the market.

Legal Implications

- 18 The decision was challenged in the High Court on two occasions for not acquiring the consent of the Buttermarket traders. The Buttermarket traders believed that the Hereford Markets Act 2003 required this. Both challenges were turned down and therefore the Council is legally entitled to relocate this market to Commercial Street.

Risk Management

19. Not applicable, as this report is for information purposes only, as no recommendation has yet been made.

Appendices

21. Appendix 1 – copy of decision made by Cabinet and Community Services Scrutiny Committee

Background Papers

22. Three consultation reports circulated to Members of the Committee, and available to members of the public on request:
 - Hereford Retail Open Market: Public Consultation, April 2010, Version 1.0
 - Hereford Retail Open Market: Organisations & Residents Consultation, April 2010 Version 1.1
 - Hereford Retail Open Market: Retailers' Survey, February 2010, Version 1.2

Recommendation from item 89 of a meeting of the Cabinet on Thursday 19 February 2009

CABINET RESOLVED THAT:

- a) subject to approval of the capital programme bid, the relocation of Hereford Open Retail Market to the St Peter's Street / High Town interface and Commercial Street as from 8 April 2009 (or as soon afterwards as operational arrangements allow) be approved;
- b) the proposed formulation of a policy governing allocation of the stalls be noted; and
- c) during the first year of operation a Retail Impact Assessment is undertaken and that a formal evaluation of the effectiveness of the new arrangement is considered by the Cabinet Member at the end of that period.

Recommendation from item 95 of a meeting of the Community Services Scrutiny Committee on Wednesday 11 March 2009

COMMITTEE RESOLVED THAT:

- a) The Committee endorses the Cabinet decision to relocate the Open Retail Market into Commercial Street, and notes and welcomes the intention to develop a quality stalls policy and the stall allocation policy, in close consultation with the Hereford City Partnership, before the market opens in its new location;
- b) The Committee invites the Cabinet Member to review the precise location of stalls in order to facilitate the free flow of customers, especially around the Old House, and to minimise any adverse impact on existing business. and;
- c) The Committee requests that an updated report should be submitted within two months of the market re-opening, and how the potential problems regarding delivery vehicles have been resolved.

Recommendation from item 107 of a meeting of the Cabinet on Thursday 2 April 2009

CABINET RESOLVED THAT:

- a) Cabinet notes the resolutions of the Community Services Scrutiny Committee;
- b) the relocation of the open retail market be for an initial one year trial;
- c) the strategy for new stalls including the location be revisited and adjusted where necessary (in consultation with the Hereford City Partnership);
- d) the Experion software package for measuring footfall be procured to assess the potential impact of the relocation of the open retail market to the Butter Market;
- e) a detailed review of stall allocation be carried out in conjunction with the Hereford City Partnership; and
- f) a retail impact study be conducted as soon as practicable.

MEETING:	COMMUNITY SERVICES SCRUTINY COMMITTEE
DATE:	28 JUNE 2010
TITLE OF REPORT:	ACTION PLAN MONITORING: REVIEW OF COMMUNITY AND SAFETY DRUGS PARTNERSHIP AND REVIEW OF THE HEREFORDSHIRE ECONOMIC DEVELOPMENT STRATEGY 2005-25
REPORT BY:	ASSISTANT DIRECTOR ECONOMY AND CULTURE

CLASSIFICATION: Open

Purpose

To inform the Committee of the progress of recommendations from the Scrutiny Review of the Herefordshire Economic Development Strategy 2005-25.

Recommendation(s)

THAT: the report be noted.

Key Points Summary

- There has been significant progress in implementing the action plan arising from the Scrutiny Review.
- The action plan is attached at Appendix 1 and includes an update on progress against each recommendation.

Alternative Options

- 1 There is no alternative option.

Reasons for Recommendations

- 2 To update members on the progress of the recommendations as outlined.

Introduction and Background

- 3 The Community Services Scrutiny Committee considered 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.

Key Considerations

- 4 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.

Community Impact

- 5 The 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.

Appendices

- 6 Updated action plan.

Background Papers

None

Action Plan in Response to the Review of Economic Development Strategy Update June 2010

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.	Achieved. 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 Sustainable Communities	December 2009	Wider view of planning decisions.	Achieved. 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.	Achieved. 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.	Assistant Director Economy and Culture	On going	Strong linkage with the delivery of regional strategy whilst retaining the distinctiveness of the county.	Achieved. Sub-group for delivery of Local Economic Assessment in review of regional strategy. Though regional policy uncertain at the time.	
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.	Assistant Director Economy and Culture	March 2010	Format of the strategy agreed.	Achieved. Methodology produced and agreed by EDPG.	
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.	Consultation launched in January 2010.	
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.	On-going. Sub group established to oversee the LEA and Economic Development Strategy. Meeting approximately every 6 weeks.	

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.	Assistant Director Economy and Culture	December 2009	An agreed way forward to address the shortcoming of broadband in the county.	Achieved. Intentions paper produced and agreed by Herefordshire Partnership Management Group. Paper published and launched.	
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.	Achieved. Herefordshire Community Broadband conference held on 18 th March 2010 with approx 100 people in attendance.	
Explore the option of 2 pilot areas working to test “combined” broadband solution.	Assistant Director Economy and Culture	February 2010 September 2010	To work with communities to show the potential of working collectively to address access to broadband.	Criteria for the pilot areas outlined at the conference. Next stage outlining details of implementation in working with communities.	
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.	Achieved. Policy and guidance approved by Cabinet on 18 December 2009.	
Initial discussions with the Hereford Heritage Regeneration Group on the transfer of assets for development.	Strategic Asset Manager	September 2009	To gain an understanding of the requirements of the group and offer guidance.	Proposals received and on going dialogue over proposals.	
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.	Achieved. Planning permission granted, and final funding confirmed. Work started on site.	

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.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Methodology for production of LEA and Economic Development Strategy produced.
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.	Achieved. Initial paper presented to the Economic Development Partnership Group for testing. To be part of the Economic Development Strategy.
Pursue a marketing campaign to attract businesses into the area.	Economic Development Manager	April 2010 December 2010	To attract new companies to the area.	Outline Inward Investment Strategy prepared. Marketing campaign linked to release of land at Rotherwas and development of Model Farm.
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.	Assistant Director Economy and Culture	October 2010 December 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.	Achieved. Business Booster grant and Training Voucher continued. New start-up programme and revised Redundant Building Grant for 2010/11.
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.	Assistant Director Economy and Culture	October 2010	Production of new strategy.	Review of tourism completed and recommendations being implemented by a Tourism Transition Group.	
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.	Production of strategy linked to the work of the Transition Group.	
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.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Methodology for producing the Economic Development Strategy produced.	
Present completed wood fuel strategy. Progress actions.	Regeneration Programmes Manager	February 2010	Strategy completed.	Achieved Strategy completed and actions being pursued.	
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.	Assistant Director Economy and Culture	October 2010	Production of new strategy.	Methodology for producing the Economic Development Strategy produced with transport element highlighted.	
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.	Assistant Director Economy and Culture	October 2010	Production of new strategy.	There is a requirement to produce a Work and Skills Plan which will feed-into the Economic Development 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.	Assistant Director Economy and Culture	October 2010 December 2010	Production of new strategy.	Methodology for producing the Economic Development Strategy produced. Research work based on the LEA to be completed in July 2010.
Local Area Assessment to be produced that pulls together research findings under national guidance.	Economic Development Officer	June 2010 July 2010	Research document produced to inform strategy.	Production in July 2010.
Produce stakeholder map and consultation programme bearing in mind the work will be conducted using current resources.	Assistant Director Economy and Culture	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. Consultation to take place during July on LEA findings.
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.	Achieved. Service Plan for Economic and Community Services as a pilot for Performance+ with 2009 performance being made available for economic development indicators. P+ fully operational.
As part of the Economic Development Strategy produce a delivery plan that outlines the requirements of a "partner map".	Assistant Director Economy and Culture	October 2010	To gain an understanding of how activity relates to policy.	Methodology for producing the Economic Development Strategy produced.

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.	Assistant Director Economy and Culture	On going	Greater interaction between the Herefordshire Partnership and economic development.	Achieved. 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 Directorate to create greater links across services.	Director of Sustainable Communities	On going	Greater interaction between the Planning Service and economic development.	Achieved. Collaborative working on key schemes 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:	28 JUNE 2010
TITLE OF REPORT:	UPDATE ON THE RESPONSE TO THE SCRUTINY REVIEW OF COMMUNITY ENGAGEMENT IN THE COMMUNITY SAFETY AND DRUGS PARTNERSHIP
PORTFOLIO AREA:	Economic Development and Community Services

CLASSIFICATION: Open

Wards Affected

County-wide

Purpose

To update Members on the completed and planned actions that relate to the recommendations made to it in the Scrutiny Review of Community Engagement in the Community Safety and Drugs Partnership (now known as Safer Herefordshire).

Recommendation

THAT the actions and progress are noted.

Reasons for Recommendations

- 1 To ensure Members are aware of the progress made with Safer Herefordshire's community engagement.

Introduction and Background

- 2 On 12 December 2008 the Committee approved the findings of the Scrutiny Review of Community Engagement in Community Safety and Drugs Partnership.
- 3 The Committee agreed that the Executive's response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive had approved its response; and that a further report on progress in response to the Review then be made after six months with consideration then being given to the need for any further reports to be made.
- 4 Cabinet considered its response to the findings on 7 May 2009. The report to Cabinet setting out the response to the Review is appended. Cabinet agreed the recommendations as set out in the report to it. An action plan was submitted to the meeting held on 29 June 2009, and an updated version is appended.

Key Considerations

Appendix I of this report outlines the action plan and progress against recommendations.

Appendices

- 5 Appendix 1: Recommendations of the Review of Community Engagement in the Community Safety and Drugs Partnership (now known as Safer Herefordshire) and the progress of the recommendations.

Background Papers

- 6 Review of Community Engagement in the Community Safety and Drugs Partnership (now known as Safer Herefordshire).

Review of Community Engagement in Community Safety and Drugs Partnership

Action Plan

Recommendation No. 1	Improve relationship with Town and Parish Councils taking into consideration resource implications and likely outcome.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
Arrange a presentation to councils via HALC on the work of the partnership	Sharon Amery, Marketing Officer	Oct 09	Greater understanding and engagement by councils	Jane Rose and Hannah McSherry did a recent training session with all of the Councillors on the work of the partnership.	
Explore raising the work of the HCSDP in parish magazines	Sharon Amery, Marketing Officer	Ongoing	Higher profile of HCSDP at parish level	All Councillors receive a copy of the Safer Herefordshire newsletter. Many of the campaigns are county wide; articles are put in local papers where appropriate such as the recent graffiti campaign.	
Work with the Parish Liaison Officer to feature HCSDP with town and parish councils	Sharon Amery, Marketing Officer	July 09	Profile in town and parish council newsletter	They are all consulted with through a questionnaire for the strategic assessment.	
Recommendation No. 2	Town Council Champions created as the anchor between the partnership and newly formed Local Community Safety and Drugs Forums.				
Executive's Response	This recommendation is accepted.				
Action	Owner	By When	Target/Success Criteria	Progress	
To produce an outline of expectation of a Town Council Champion	Jane Rose, Partnership Manager	July 09	Outline produced	A draft outline has been produced but as the forums are not in a position to take forward it is hoped that they will be in the near future.	
To write to Town Councils requesting feedback on the recommendation and asking for a nomination	Jane Rose, Partnership Manager	July 09	Nomination received	Currently working with Safer Ledbury on how we can progress this further.	
Recommendation No. 3	<p>PACT meetings could be a valuable tool, but the review had deep concerns as to how well they are working. A separate review should be undertaken, possibly via Local Area Member Briefings to improve PACT meetings.</p> <p>Items to be considered:</p> <p>“Ownership” – should PACT meetings be owned by Herefordshire Council, Police, Town or Parish Councillors or a combination of all four?</p> <p>Improving feedback and using this as an opportunity for communication</p> <p>More effective advertising of meetings</p>				

Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
A review will be undertaken and reported to Cabinet	Head of Partnership Support	June 2009	Review Completed	Herefordshire Partnership is currently working with a sub group of partners looking at the development of PACT in line with the development of the Community Engagement Framework.
Implementation of Revised arrangements	Head of Partnership support	September 2009	Review Implemented	Please see above.

Recommendation No. 4	The Drug and Alcohol Forums become the Local Community Safety and Drugs Forums with a lead Community Support Officer, and additional funding sought for the forums to address the wider issue of reducing crime.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
To pursue funding for the forums to retain current activity (as allocation is due to finish in April 2009), and explore additional funding to extend role and support for the groups.	Laura Tyler, Community Safety Manager	On going	Potential funding identified	All forums are made aware of funding streams available through the funding directory the Council manages. Any additional funding opportunities deemed appropriate is also forwarded to the forums. Many of the forums have existing funding in their accounts and forums with some forums applying for external funds. All the forums had the opportunity to do some training around how to produce a business case which would assist in funding.

Action	Owner	By When	Target/Success Criteria	Progress
To discuss extending the role of the forums with the existing groups.	Laura Tyler, Community Safety Manager	July 09	Agree on extended role at next forum chairs meeting	The forum chairs met with Mark Turner (the Safer Herefordshire Strategic Chair at that time) to discuss the future of the forums and how we can best support how they would like to continue. Ledbury are piloting a change in focus in line with Safer Herefordshire's priorities. They have had 2 meetings to discuss how they will take this forward including the development of some draft Terms of reference. It is hoped that they will lead and the other forums will follow. Similar discussions are being held with Leominster. South Wye continues its focus on Drugs and Alcohol and young people due to the issues in the area of which it serves. The Community Safety Co-ordinator is currently supporting where appropriate.

Recommendation No. 5	That partnership officers are involved in the parish plan process to ensure community safety is included in the production of effective plans.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
That an information / tips sheet regarding community safety matters is produced for parishes involved in the parish planning process	Hannah McSherry, Community Safety Policy Manager	Nov 09	Produce information for distribution	Information is sent as appropriate, depending on what the issues are locally.
That closer working takes place with the Parish Planning Implementation Officer to ensure integration with the parish planning process	Hannah McSherry, Community Safety Policy Manager	On going	Profile of community safety in parish plans	Enquiries made with Parish Planning Implementation Officer to ensure community safety issues identified in the Parish Plans are included in the annual strategic assessment process. Safer Herefordshire is currently consulting with Parish Councils and elected members.

Recommendation No. 6	To continue engagement with “hard to reach” groups and investigate linkages with other council, partner and voluntary sector consultation initiatives.			
Executive’s Response	This recommendation is accepted.			
Action	Owner	By When	Success Criteria	Progress
To review consultation with “hard to reach” groups conducted as part of the Strategic Assessment for 2009 and consider improvements if necessary	Paula Daniels-Symonds, Performance and Data Officer	May 09	Review completed with recommendations for future engagement	<p>During the strategic assessment process in 2009, great effort was made in endeavouring to engage with hard to reach and vulnerable groups, for example travelling communities, local businesses, migrant and seasonal workers and disability groups.</p> <p>Successful engagement was made with:</p> <ul style="list-style-type: none"> • ‘Safer Herefordshire’ events across the county through completed questionnaires. Questionnaires currently available in Polish, Portuguese and English. • Local input into the quarterly Police joint crime and safety surveys (<i>these changed from annual to quarterly surveys from June 2009</i>) • PACT Meetings and Police PACT face-to-face surveys • Herefordshire Quality of Life (Place) survey • Safer Herefordshire questionnaires at Children’s Centres and Herefordshire Council Info Centres. • Herefordshire 100 - Migrant and settled workers consultation. • Substance misuse carer and user information/feedback. • Safer Herefordshire Local Business Crime survey. • Every Child Matters ‘Building Bridges’ survey with over 7000 young people in Herefordshire. • Disability survey (Safer Herefordshire input community safety section in a disability survey conducted by the Council Diversity Team in June 2009). <p>Key issues identified from all of the above were included in the 2009 strategic assessment.</p>

Action	Owner	By When	Success Criteria	Progress
.				With regards to consulting travelling communities and local businesses: It was felt by working with services who already have a working relationship with travelling communities, this would be the most appropriate approach to successful engagement, however the worker involved tried to consult with his clients on our behalf without success. Communication was held with various organisations to ascertain the best approach to consulting with local business, especially in the height of the economic downturn, following ongoing discussion and evaluation it was decided to consult with 4 major local businesses, however just 1 responded.
Recommendation No. 7	That the new community pride grants for the county include support for small initiatives that aim to design out crime.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
To include "design out crime" initiatives into the new community pride grants operational from April 2009.	Tracy Ricketts, Grants and Programmes Manager	April 09	Criteria produced to include design out crime.	This has been done and is now on the information sheet.
Recommendation No. 8	The importance of feedback is emphasised to all officers and partners both to improve community engagement and to address perception of crime. All opportunities for giving feedback should be exploited e.g. PACT meetings, Parish Councils, Neighbourhood Watch.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Target/Success Criteria	Progress
Review Council/PCT Customer Services and Insight Strategy	Mike Teale	Sept 2009	New strategy adopted by Cabinet	
Recommendation No. 9	Public engagement is a valuable tool to improve public safety and public services by truly understanding the needs of residents. A separate review should be undertaken to evaluate the quantity and quality of the consultation and public engagement events that are taking place or likely to take place within the whole Council.			
Executive's Response	This recommendation is accepted.			
Action	Owner	By When	Success Criteria	Progress
Review of Customer Services and Insight Strategy	Mike Teale	Sept 2009	New strategy adopted by Council	

COMMUNITY SERVICES SCRUTINY COMMITTEE

WORK PROGRAMME TO BE PRESENTED FOR CONSIDERATION ON 28 JUNE 2010

8 October 2010	
Items	<ul style="list-style-type: none"> • Budget Monitoring • Performance Monitoring • Edgar Street Grid – Update • Crime & Disorder Reduction Partnership Scrutiny – Update • Review of Cabinet's Response to the Review on Volunteering • Review of Festivals in Herefordshire
6 December 2010	
Items	<ul style="list-style-type: none"> • Budget Monitoring • Performance Monitoring • Edgar Street Grid – Update • Crime & Disorder Reduction Partnership Scrutiny – 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"> • Review of Festivals in Herefordshire
11 February 2011	
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Scrutiny Reviews	<ul style="list-style-type: none"> • Review of Access to Services

To add: Provision of Advice Services

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

COMMUNITY SERVICES SCRUTINY COMMITTEE

WORK PROGRAMME TO BE PRESENTED FOR CONSIDERATION ON 28 JUNE 2010

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