

Appendix 1

Detailing: August & September, 2004

Service News

Incorporating Performance Indicators Outputs where 'Exceptional'

Parks, Countryside and Leisure Development

ISSUES ARISING DURING THE PERIOD

Increased pressure on the Parks Team to provide greater support to the market towns for the 'In Bloom' competition.

Another challenge that the Service tackled this summer was the world steel supply crisis, which caused major delays in the construction of the North Herefordshire Swimming Pool.



October half term 'Tree Spirits and Tree Dressing' event attracted over 200 children

Main Activity and Key Achievements during August & September, 2004

The Service has recently managed the completion of the first phase of work on the Aylestone Park Project in partnership with the Aylestone Park Association. The site now has mains services and work has begun on a new entrance road. Tree and shrub planting is also planned to start the landscaping of the site during National Tree Week at the end of November.

This summer there were record visitor numbers at Queenswood Country Park due to the summer programme of events and the on-going improvements at the site. A partnership between the Service and the WildPlay Project of Herefordshire Nature Trust proved very popular with families, and the autumn 'Tree Spirits and Tree Dressing' event that was held during the October half term attracted more than 200 children.

Also, new health and safety measures were implemented at Queenswood in an attempt to tackle the dangers to visitors caused by vehicles using the road through the Country Park to access the private dwellings on the hill. Four speed ramps accompanied by the appropriate signage, were installed to ensure the speed of these vehicles is reduced.

New management plans were launched for both the Wye Valley and Malvern Hills Areas of Outstanding Natural Beauty

(AONB) and the Service is currently in negotiation with the AONB's to discuss how these will be implemented.

A major achievement for the Service this summer was the three 'Gold' awards for the County in the National 'Britain In Bloom' Competition, with all of the Market Towns gaining an award.

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Economic Investment and Development

ISSUES ARISING DURING THE PERIOD

Completed projects involve post-project monitoring and the completion of final funding claims. This work can then be added to by unexpected issues. The impact of these unexpected issues, which can be time-consuming to resolve, is that resources cannot be released to begin new project work as quickly as planned.

One of the Service's key aims this year is to improve its contact with businesses. The achievement of this aim within the timescale is in jeopardy because of staffing changes.

Main Activity & Key Achievements during August & September 2004



Tony McNulty MP, Parliamentary Under Secretary of State at the Dept of Transport, opening the new link road to the A49 at Leominster.

Work continued on infrastructure projects, providing a property, project development and general enquiry service, and managing the Start-Up and Redundant Building Grant schemes.

The first two renovation projects funded by the Redundant Building Grant scheme were completed. Walford Chapel near Leintwardine, a Victorian Primitive Methodist Chapel that had been lying empty and unused for many years, was refurbished and converted for office use. It now provides 96 sq metres of workspace with the potential to create six new jobs. The second project to complete was the renovation of an old tinsmith's building for Alex Clive Lighting in Ledbury. This old building, dating back to 1650, had also been derelict for a number of years.

The new Business Directory was printed and distributed, with a copy going to all Council Members. The Investment Newsletter was distributed to businesses

with the Directory.

The Leominster Access Road was officially opened in early September. This new link-road will play a vital role in opening up the new 30-acre, £20million enterprise park, which is expected to create around 600 jobs.

Funding for the first City Centre project at Eign Gate was approved. The proposals, which include new paving, new street furniture, the creation of two café-style plazas and soft lighting, will boost the City Centre and rejuvenate the area. Planning of the public consultation event on the project commenced.

The Team's pages on the Council website were developed to include more information and provide additional links to other support organisations and relevant websites.

Consultants provided an updated draft of the Economic Development Strategy which was distributed, analysed and reviewed by Team members. Related to this was work for the Business, Economic and Tourism Ambition Group to consider how the Strategy is to be managed in future. Management of the Strategy will include the monitoring of performance indicators to ensure that the Strategy is working; identifying projects which are not delivering the planned benefits; evaluating projects against the Strategy and supporting them or not; identifying areas where there are no projects contributing to planned improvements and commissioning new projects/activities.

Exceptional P.I. Performance

The number of inward investment enquiries: this indicator is currently under-performing. There were only 21 enquiries received from businesses interested in moving into Herefordshire at the half-year. This is against the annual target of 110. Actions to improve the desirability of Herefordshire for businesses will be formulated as part of the Economic Development Strategy work and are likely to include a more selective marketing campaign targeted at specific types of businesses.

Number of hits received on Economic Development pages on Council's website: the site is continually being developed and updated with the addition of more information and links to other support organisations' pages. This has proved to be highly successful, and 1,407 hits have already been achieved against the annual target of 1,800.

Community Youth Service

Main Activity and Key Achievements during August & September, 2004

An extensive recruitment drive - for twelve vacant posts was undertaken. This was a successful process, with nine posts being filled. The new post holders will take up their positions during the next reporting period. Unfortunately, two of the remaining vacancies are key senior posts which are unlikely to be filled by another round of recruitment due to the salary on offer and the current national climate.

The canoeing and sailing centres were very busy with new groups and activities developed by the new full-time Outdoor Education Officer; this included an increased take-up by schools groups.

D of E groups carried out many expeditions in this period, including the first overnight expeditions on the River Wye for several years.

Ross-on-Wye Youth Centre (The Y Zone) developed and delivered a new range of arts programmes, supported by the new team of staff at Ross-on-Wye.

An internal inspection was carried out by the Extended Schools Officer; a separate report will be available shortly. The three main themes of the inspection were: Areas

of Strength, Strategic Planning, and Policies and Procedures. Youth work practice was deemed 'good' and admin support and partnerships both 'contributed to the success of the service'. Areas identified for improvement were: Young people's involvement in the strategic planning of the service, youth workers sharing best practice, links with schools, high staff vacancies, morale of the service and inadequate funding against NYA standards.



Canoeing and sailing—new groups and activities set up by the Outdoor Education Officer

Exceptional P.I. Performance

Unit delivery cost (number of individual young people reached 13–19 yr olds, divided by total youth service expenditure) Performance against this indicator is calculated at £614.37. The target is £424.61. The service is aware that it was unable to see satisfactory numbers of people during the first half of the year due to the high level of vacant youth worker posts. However problems with the implementation of the new MIS system has compounded calculating a true output for this indicator, as the service is also aware that there was at the time of writing an 'under-reporting' of the number of 'young people reached'. Steps are being taken to ensure that all youth worker statistics are brought up to date as quickly as possible.

Contact Target: Percentage of the total youth population aged 13-19 (14,830 mid 2002 figures) in contact with the youth service: Statistics available at time of writing were that only 627 young people had been in contact with the youth service. The annual target is 2,076. The lack of youth workers for the first half of the year has affected the performance in this area but as described above, it is believed that at the half-year stage these figures were being under reported by youth workers due to difficulties with the new MIS system.

Community Regeneration

ISSUES ARISING DURING THE PERIOD

Programmes: The Tier 3 Market Towns Initiative Partnerships in Leominster and Ross-on-Wye expressed their concern regarding the funding arrangements for 2005-06. New guidelines received state that only capital economic projects will be eligible for funding. Council officers together with the Cabinet Member for Rural Regeneration and Small Holdings, met with Advantage West Midlands to discuss the concerns.

Staffing: Progress with the Ross-on-Wye Strategic Action Plan was slower than planned, as the town's Market Towns Support Officer left the Team during the reporting period.

Main Activity and Key Achievements during August & September, 2004



'Sealed Knot' officially opening of the 'Big Event' with cannon fire.



The Hotwok Show at the 'Big Event' — healthy eating workshop/demonstration



'Big Event' projects marquee—promoting local projects, services and opportunities.



Village races in the main 'Big Event' arena organised by the Active Community Project.

The customer satisfaction and monitoring exercise for the Service was completed and is now in the process of being analysed. The results of this analysis will be reported in the next update.

Acting upon the recommendations arising from the last survey, a Team Service information leaflet was printed and has been distributed to all INFO shops, libraries, CAB's and Council offices across Herefordshire.

The Leominster Area Regeneration Partnership's Strategic Action Plan was approved by the Market Towns' Task Force and the Partnership is currently in the process of developing a range of projects for a three-year Implementation Plan to secure funding commencing April 2005.

An Executive Group of the Ledbury Area Partnership has engaged the services of a consultant to prepare a Strategic Implementation Plan that will identify key projects/priorities for continual regeneration activities post - MTI.

The Ross-on-Wye Area Partnership is continuing to develop projects for inclusion in a ten-year Strategic Action Plan. The Partnership is scheduled to present the plan to the Market Towns' Task Force early in 2005.

A mid-term review was completed for the Herefordshire Rivers Leader+ programme. The review considered the achievements of the programme to date, the success of management practices, and the future direction and priorities for 2005-2008.

One of Kington's MTI projects, the new

skatepark, won an award from the West Midlands Arts Council, presented at the Action for Market Towns meeting in Alcester.

In September, the South Wye Partnership held its annual 'Big Event' on King George IV Playing Field in Hereford. This year was the best attended to date, with over 9,000 residents and visitors taking the opportunity to find out about the range of community, economic and environmental projects underway in the area. Fine weather ensured that the various stalls, performances and fireworks display were enjoyed by all.

Implementation of the expansion of Money Box Credit Union across all areas of Herefordshire not already covered by a Credit Union began. New collecting points were established in Newton Farm Information Centre and St. Martin's Family Centre in South Wye.

Herefordshire Partnership Support Services

ISSUES ARISING DURING THE PERIOD

The Lifelong Learning Team has been preparing for the Adult Learning Inspectorate visit in December. It has also undertaken staff training and formalised procedures to ensure that the service meets with the Disability Discrimination Act requirements and can make adaptations to venues which may otherwise be inaccessible.

The Team has been looking at and responding to initial proposals from the European Commission regarding the future of Structural Funds. This has included changes to the Common Agricultural Policy and proposals for a new Rural Development Programme (2007–2013). The budget for the Rural Development Programme is likely to be €88.75bn, of which €31.3bn is for convergence regions (mostly new member states). As a result, it is likely that there will be significantly less funding available to Herefordshire than at present. The main two new structural funds detailed are:

- The Convergence Fund (78% of the EU Structural Funds) to support growth and job creation in the least developed areas - Herefordshire will not qualify
- The Competitiveness and Employment Fund (18% of the EU Structural Funds) – for which Herefordshire can bid

Main Activity and Key Achievements during August & September, 2004

The European Officer, Vinia Abesamis working in partnership with regional and national groups, has taken a lead role in developing European policy for the Rural West of the region. Vinia was successful in influencing the European Commission to increase the scope of the Rural Development Programme by potentially increasing the proposed budget for LEADER, which has been set at 7% of the €6.21bn budget.

The Team has been asked to put out to tender and oversee research (financed by the Countryside Agency and Rural Affairs Forum) to deal with working across the border with Wales. An example is the difficulty of funding telephone exchanges which cross the border to become broadband compatible.

European and national funding continues to be accessed:

- £10,000 generated by the Team in 2001 is now available to support social enterprises via an application process from the Community Development Ambition Group.
- ARCH (European Union funding) grants approved include £188,000 capital funding for Sure Start family centres in Leominster and Kington. The total project cost of about £1.7M, is funded nearly all from outside the County.
- ARCH is also providing £28,000 for Leominster Moneybox (credit union) to develop credit union services in County. Match funding is from the Council.
- The Lifelong Learning Team has ARCH

funding of about £400,000 over two years (total project cost £900,000 for “first steps” learning) courses which do not necessarily lead to a qualification but which provide skills for people who are currently disadvantaged.

- The Lifelong Learning Team has €5,000 from the EU (Grundvig and Socrates programmes) towards a £22,000 pilot project (“Teddy Bear”) to develop intergenerational learning.

Four offers were made from the Small Projects Fund accounting for £4,000 in grant and matched by £17,713 in other funding and volunteer time.

Six Shop Front Grant offers were made for premises in Ledbury and Bromyard accounting for £6,455 in grant and matched by £6,580 in private sector funding.

Eleven Community Pride grant offers were made to projects in Ledbury and Bromyard. Grant funding for these totalled £5,485 and is matched by £36,578 in other funding and volunteer time.

The Project Development Team held half-day sessions at each of the County’s ten libraries to give advice on funding and project development. In total over 100 people attended.

The Team has worked on the panel preparing the content for the new Herefordshire Partnership website which is to be launched in January 2005.



Family French at Weobley



100th enquirer at library drop-in sessions- Beryl Brown, chair of the Eastholme Community Centre

Cultural Services

ISSUES ARISING DURING THE PERIOD

External funding allows the Service to be much more ambitious in its delivery and aims. The downside to this however, is that expectations are raised which may then be difficult to meet once a particular source of funding ceases. This is a problem currently being faced by the Creative Industries and Tourism Enterprise Programme, both of which look unlikely to receive significant external funding after April 2005.

The wet weather has a significant impact on events organised and funded by Cultural Service, and on the number of visitors to the County.

Heritage Services continued to struggle to recruit sufficient volunteer staff to adequately man their sites. This raises concern as to the sustainability of sites such as Ledbury and Bromyard which depend on volunteers to open.

Visitor numbers to museums and heritage sites are down on the same period last year. Early investigations indicate that this is in line with the national trend. The Service is reacting by preparing a non-user survey to identify areas of the community who might be better served.

Main Activity and Key Achievements during August & September, 2004



One of the galleries who participated in this year's h.Art week.

h.Art week took place on 11-19th September, incorporating 34 exhibitions and events. 57 artists' studios opened to the public, and 11 galleries across the County benefited from promotion during the week. Initial figures received from artists and exhibition organisers indicate that during this year's h.Art, visitors spent significantly more on purchasing local art and crafts than they did in 2003.

The Village Artmarker project was awarded £50,000 from the Heritage Lottery Fund; this is in addition to funding raised from the Arts Council West Midlands and contributions received from Parish Councils. The aim of this project is to engage residents in villages and parishes in the creation of public art as landmarks - that reflect the distinctiveness and heritage of their area. Communities will be brought together to work with artists and historians. Projects located in eight parishes are due to start in January 2005, and will continue until late Autumn 2006.

'Flavours of Herefordshire' is a tourism project that celebrates local produce and promotes the County's food and drink. The Flavours award ceremony was held on 27th September. A total of 54 entries were received across the eight categories, plus for the additional awards of Outstanding Achievement for the 'Restaurant of the Year' of 2002 and 2003, and a Special Excellence Award for Business Promotion. The ceremony and

the event was highlighted in the national Independent Newspaper.

The final disabled access improvements to the Record Office were completed and were marked by a launch event on 30th September. The improvements were undertaken with the Archive Service working closely with Herefordshire Access for All. Their President opened the event with the Leader of the Council.

Heritage sites played host to 'Funky Fossils' - a summer activity programme in which children of all ages made prints of fossils. The exhibition of works (from the Service's permanent collection) by local artist John Scarlett Davies proved popular again this summer. Heritage staff joined forces with those in the Archive Service to create displays for the Town Hall Centenary Event held at the end of August and 'Art Cases', the fascinating exhibit about the history of Ledbury and its environs, was transferred from the Heritage Centre to the museum community cases and continues to draw visitors.

Satisfaction levels with the Heritage Service and its staff remained high.

The improvement works to Friar Street Resource Centre were completed, and Heritage staff began planning the return of collections to the facility.



Friar Street—before and after.

Libraries

Main Activity and Key Achievements during August & September, 2004



Ross-on-Wye's Mobile Library at the town's Carnival.

Library opening hours were extended at five libraries across the County from 7th September - this means that since 2002, total opening hours have increased by 60%. The Central Library now opens on three evenings until 7.30p.m., while Leominster, Ledbury, Ross-on-Wye and Colwall are now open on two evenings each week.

After three years of operating from Hereford Town Hall, INFO in Herefordshire moved its city operations to the refurbished ground floor area of Garrick House on 23rd August, together with Revenues and Benefits. Facilities include a Payments Office, a Benefits and Council Tax service point, an INFO reception desk,

interview rooms and public internet access terminals. Disabled access has been significantly improved.

The Section held its first induction course for new staff at Castle Green with twelve inductees.

Brenda Read-Brown, the Council's first ever Reader & Literature Development Officer, started work and is based at the Shirehall.

Ross-on-Wye's Mobile Library once again took part in the town's Carnival and took a third place prize in the 'smaller vehicle' category - all thanks to Clare Lockley and Caroline Camping.

Directorate Support Unit (DSU)

ISSUES ARISING DURING THE PERIOD

One of the DSU Admin Assistants- Lindsey Galbraith - was successful in her application for the temporary post of Tourism Enterprise Officer in the Directorate's Cultural Services Section. Lindsey has been seconded into this post to deal mainly with the financial elements of the project, and she will remain with Cultural Services through to the conclusion of the Tourism Enterprise initiative in Spring 2005.

This was a great opportunity for Lindsey, although her departure left the DSU Admin Team under pressure. However, after a period of a few weeks, agreement was given to the appointment of a temporary Admin Assistant, and it is hoped that the DSU will be back to strength some time in November.

Main Activity and Key Achievements during August & September, 2004



Jenny Goldsbury, Michelle Sheehan, Suzanne Wenczek and Lindsey Galbraith taking part in the Fun Regatta.

Strategic work continued on the Policy and Community Support Services review and it was completed to the agreed timescale. Further progress is now dependant upon the outcome of the Policy and Community Heads of Service review.

The Directorate Facilities Officer worked with Health and Safety Officers from Education and Human Resources on the development of a corporate Hazard Reporting protocol. It is anticipated that this protocol will be approved and adopted at the next Health and Safety Committee meeting.

Concerted promotion of the Modern Records Unit, combined with several office moves led to a major intake of records for storage. Upgrades to the

MRU records management software and adoption of corporate retention schedules have allowed the MRU staff to support the corporate FOI work. Uncertainty over the medium-term home of the MRU was dispelled when the lease for Merchant House was renewed in September, for ten years (with break clauses at 3 and 5 years).

Purchase Order Processing (POP) rolled out to Community Youth Services.

Four staff from the DSU took part in the Hereford Rowing Club's Fun Regatta (for novices!), and survived to tell the tale...

Exceptional P.I. Performance

To increase number of boxes stored at the Modern Records Unit by 20% by 31/03/05: a 30.5% increase was achieved by half-year following the promotion of the Unit's facilities combined with several authority-wide office moves.

External Liaison (Sports Development)

ISSUES ARISING DURING THE PERIOD

The main issues again focus around the long-term funding of projects. Whilst it is possible to externally fund initiatives in the short-term (even where there is an identified benefit for the local community) the criteria around on-going external funding rarely covers the core cost of officer time.

The Sports Referral Project has highlighted the need to develop even closer relationships with the local community to ensure exit routes for participants and to increase volunteer support. However, pressure is being applied by the governing bodies of sport who have increased the required standard of qualifications held by volunteer sports coaches. This is making participation in the development of sport on a voluntary basis less attractive.

Main Activity and Key Achievements during August & September, 2004



Herefordshire Youth Games—Tag Rugby Competition

The final report for the LIFT (Exercise Referral Scheme) review was published in April and a Strategic Group was then formed. An Operational Group has met to look at the practical implications of the proposed changes. The new aims for LIFT have been agreed and the first actions will include developing the young people's referral scheme as a pilot for Spring/Summer 2005, and the 'mapping exercises' completed and fed back to groups at the January meeting.

Following talks with Sport England and the Worcestershire All Sports Partnership, Herefordshire has agreed to become involved in the new County Sports Partnership for Herefordshire & Worcestershire. The Partnership will undergo a complete restructure with core funding being made available on a regional basis to support the new infrastructure. The Partnership has already started to work more closely with the local PCT's, Children's Fund and Community Safety Partnerships.

S.H.A.P.E.S. (South Herefordshire Activity Promotion and Education Scheme) is an exciting new development funded through 'Active England', which is supported by the Big Lottery & Sport England. The funding was agreed in May and will be used to work with the communities of South Herefordshire to ensure sustainable development of physical activity programmes. The Project comes on the back of the success of the South Wye Fitness Project, which has been funded for a further 3 years and strives to enhance the lives of people in the South Wye area of Herefordshire.

ILAM (Institute of Leisure & Amenity Management) consultant Peter Joignant has been consulting a range of local and regional interest groups to provide a comprehensive Herefordshire Rivers and Flat Water Study. This will assess the need and potential to develop water-based recreation and physical activity. The full report is due to be completed in early November and it has been supported by Herefordshire Rivers - Leader +, Herefordshire Council, Herefordshire Sports Council and the Environment Agency.

Following a period of development with local agencies, the Herefordshire Sports Referral Project is now taking referrals from several agencies including, Youth Offending Team, the Education Directorate and DASH Drugs Treatment Agency. The Project is working closely with the community to provide exit routes into local provision and use sport and physical activity as a diversionary activity. The Project is funded through Sport England's Active Communities Development Fund and is supported by the Community Safety Partnership.

The 2004 Herefordshire Youth Games saw the participation of over 400 young people in a range of sports at Hereford Leisure Centre. This year, the Games included the new sports of Boccia and New Age Kurling, and for the first time included children with special needs from Barrs Court School.



Pupil from Barrs Court School 'putting the shot' at Herefordshire Youth Games under the supervision of Herefordshire's Head Athletics Coach Tony Williams.