

## Appendix 1

Detailing: October,  
2004 to January,  
2005

# Service News

## *Incorporating Performance Indicators Outputs where 'Exceptional'*

### Libraries

#### Main Activity and Key Achievements October, 2004 to January, 2005



To celebrate National Poetry Day on Thursday 7<sup>th</sup> October, Brenda Read-Brown the Team's Reader and Literature Development Officer spent time outside Hereford Library offering to read poems to passers-by. Access and Learning Development Officer; Anne-Marie Dossett accompanied her, handing out leaflets detailing new library opening times, and telling people about the extensive range of poetry books available in Herefordshire's libraries. Spreading the word even further, Brenda and Anne-Marie were interviewed live on Radio Hereford & Worcester, and an article about Brenda's role in promoting the written and spoken word appeared on the front page of the Hereford Journal.

and Archives services to bring the "BBC People's War" project to Herefordshire. They are collecting World War II memories from people around the County, and recording them on the People's War website. Staff took along a box of World War II artifacts provided by Hereford Museum to a group in Ledbury to help stimulate their wartime recollections.

On 30<sup>th</sup> November, Bill Laws, editor of the book *"In the munitions: women at war in Herefordshire"*, gave a talk at Ross-on-Wye Library and stirred many recollections about local wartime events. Staff assisted 15 people to add their own vivid and interesting reminiscences to the BBC website.

To help all library visitors find choosing books easier, a pilot project is currently underway at Bromyard, Colwall and Leominster Libraries. New colour-coded signage has been introduced throughout each library and both public and staff are being invited to comment. It is planned to introduce this to all libraries following completion of the pilot and any amendments.

They both had many requests to read poems, including the poem *'Talking Turkeys'*, by Benjamin Zephaniah for a teenager, and in a lovely moment, a small group of people gathered to recite *'Daffodils'* by William Wordsworth.

Staff at Hereford Library contributed to the Herefordshire In the Pink campaign on Friday 15<sup>th</sup> October. Signs outside the library encouraged borrowers to have their hair sprayed pink for £1 and quite a few were brave enough to try this after seeing how it looked on staff! Staff dressed in various shades of pink including bright pink glasses and sparkly pink hats. They decked the window pink, ate pink cakes and sweets and had a bring-and-buy sale in the workroom - raising a grand total of £221. All money donated was given to Breast Cancer Haven, Hereford, which offers information, advice, counseling and complementary therapies free to anyone who would like their support.

Libraries joined forces with the Museums

Passers-by Hereford Library enjoying poetry readings from Brenda Read-Brown in celebration of National Poetry Day.

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## Herefordshire Partnership Support Services

### Main Activity and Key Achievements October, 2004 to January, 2005



Herefordshire Partnership 2004 Annual Conference held at the Three Counties Hotel in November.

During the Autumn term, the Lifelong Learning Development Unit (LLDU) provided courses for 314 learners. Ninety-five of these learners successfully completed Open College Network Certificates.

The LLDU's Adult and Community Learning (ACL) provision was inspected by the Adult Learning Inspectorate during the week of 6th December 2004. The Inspection lasted for four days, and included visits to courses, inspection of records, documents and interviews with Councillors, officers and partners.

The Inspection Report was formally published in early February. The gradings identify the Council's provision as good in five out of six of the areas inspected, and satisfactory in the sixth. These grades demonstrate that the Service has made significant progress since its first inspection.

The local Learning and Skills Council has accessed an additional £200,000 of core ACL funding for Herefordshire Council. This funding has been given to support the continuation of the Herefordshire Literacy Project (HELP), a successful voluntary organisation delivering Basic Skills and English Spoken as another Language courses both in the South Wye and across the County.

During December, the Community Involvement Co-ordinator and Parish Liaison Officer organised and ran a

briefing session for Council Officers to update on Parish Plan protocol and answer questions relating to moving Parish Plans forward. Work began on implementation of the Council's Community Involvement Strategy, and as a result Council Officers were advised on the processes, mechanisms and methods for consultation on projects such as the Widemarsh Street Pedestrianisation scheme, and the St. James and Bartonsham Community Travel Plan.

Various ARCH European funded projects either commenced or were approved during this period; including two projects giving young people the skills and confidence to enter into employment, a project helping the disabled into work and another providing community learning centres in Ross-on-Wye, Bromyard and Leominster.

The Herefordshire Partnership Annual Conference took place in November 2004. The event, entitled "Exploring the Vision", offered delegates a chance to listen to keynote speakers and to participate in associated Workshops. Feedback from the workshops will contribute to the consultation process for the Review of the Herefordshire Plan, which is being undertaken in 2005.

The newly updated Herefordshire Partnership website was launched on 1st January. The new site meets very stringent accessibility standards for use by the disabled, as well as meeting guidelines for Freedom of Information and Data Protection.

Herefordshire Partnership produced its Winter Newsletter in January. The edition was hosted by two Ambition Groups - Social Inclusion & Anti-Poverty and Community Development and Local Services. The articles submitted reflected the work undertaken by representative organisations in pursuit of their respective Ambitions; to reduce poverty and isolation in Herefordshire and encourage communities to shape the future of Herefordshire.

### Exceptional P.I. Performance

**Percentage of partner organisation staff who think the Herefordshire Plan/Partnership is relevant to their work**

Target 53% - The 40% achieved is an increase from 38% in 2004. In order to further raise the level of awareness of Council staff of the Herefordshire Plan, the team has and will continue to issue briefing notes to all Council staff about the review of the Herefordshire Plan in 2005.

## Cultural Services

### ISSUES ARISING DURING THE PERIOD

Staff vacancies at the Tourist Information Centres created problems.

The application for continued funding for the Tourism Enterprise Programme was rejected, and with the budget cuts within the Council this has caused difficulty in planning beyond March 2005.

### Main Activity and Key Achievements October, 2004 to January, 2005



Walkers over Bromyard Downs— part of the successful Winter Walking Festival.

The Herefordshire Winter Walking Festival took place in December; over 300 walkers participated in 11 different walks. All of the walks were fully booked and the number of people from outside Herefordshire attracted to the event increased again this year. The one major achievement for the future of the Walking Festival was that private sector sponsorship was negotiated by the Principal Tourism Officer with Exodus Travel, overseas walking holiday specialists. The sponsorship deal is worth £25,000 over 3 years.

Cultural Services' work in the field of Creative Industries was recognised when the authority received 'Cultural Pathfinder' status. The Herefordshire Council is one of just 13 local authorities that have been singled out as leading the way in demonstrating how culture and sport can help deliver Government priorities across public life. Creative Industries' work in

assisting artists and crafts people to improve their businesses was regarded as a boost to the local economy. Cultural Services will now help other local Councils to successfully use culture and sport to improve the quality of life for their residents.

In November, the Hereford Museum launched its work in partnership with the RNCB, which included audio guides, Braille and tactile images.

During January a non-visitor survey was conducted by Heritage Services and over 300 replies were collected.

The survey highlighted several misconceptions about museums — for instance, some non-users did not know where the buildings were and others believed that there was an entrance charge. The survey has provided very useful feedback which will inform Heritage Service's marketing strategy.

### Exceptional P.I. Performance

**BV170 (a) The number of visits to and usages of museums/heritage centres per 1,000 population:** At time of writing, the outturn against this indicator was 696 against the annual target of 815. This indicator counts all visits including those made via the website. One factor in the numbers being lower than anticipated for the time of year is the fact that at time of writing the number of web hits for the month of January could not be included due to the changeover to the new website .

**BV170 (b) The number of pupils visiting museums and galleries in organised school groups** A figure of 3,057 had been achieved against the annual target of 7,000. The target was based on last year's outturn, but is greatly affected by the amount of time within the school term that Herefordshire is in possession of the Museum on the Move bus. A lack of formal arrangements around this (with Shropshire and Worcestershire), combined with the oversight that it was Herefordshire's turn to set up this year's display on the bus (which takes around a month to do) means that the number of weeks available to Herefordshire to tour with the bus whilst the children were at school was substantially less than last year.

**Customers satisfied that the service they received at TIC was good or excellent:** As this is a new indicator for this year, a target of 60% was set to establish the baseline. Pleasingly, the outturn is currently 99%

## Economic Investment and Development

### Main Activity and Key Achievements October, 2004 to January, 2005



The Tinsmiths in Ledbury — one of the latest projects to be completed under the Redundant Building Grant Scheme.

Public consultation on the City centre improvement project at Eign Gate was undertaken during October 2004. The consultation on the two proposed options began with an invitation to all local retailers to attend a special “Retailers Day” on Monday 11<sup>th</sup> October 2004 in All Saints Church. The event was attended by local radio and by many city retailers. A display stand was available until 29<sup>th</sup> October, and a council officer attended every lunchtime. 161 members of the public completed consultation sheets. Almost 80% of respondents agreed that Eign Gate should be refurbished. Suggestions were received on how people would like the street to look. This feedback resulted in some changes to the original proposal and a further round of consultation was held on those proposed changes in January. The project is now proceeding to tendering stage and work on removing trees will start in March.

The Team's work on the Economic Development pages of the Council website was recognised by a reported second place in the Society of Information Technology Manager's (SOCITM's) survey of local government websites at the end of 2004. With the move to a new software platform for the website in January 2005 a great deal of work was undertaken during December to migrate the economic development pages to the new software. This work will continue in 2005 to make best use of the new software facilities now available.

The Team has continued to work with

Advantage West Midlands Rural Business Connect Project, this project will help to ensure that support to rural businesses is provided more seamlessly and that the support services available is more widely known.

Work on the Economic Development Strategy for Herefordshire continued with the development of a set of high level performance indicators designed to measure the impact that the Strategy is having on the County's economy. A structure for managing the Economic Development Strategy in the future was agreed. The Strategy is due to be launched in April 2005 once the consultation exercise is complete.

John Kyrle High School in Ross-on-Wye was awarded a grant of £140,000 from EU sources, and Travellers Heritage a grant of £50,000 from the Heritage Lottery Fund, after receiving help from the Project Development Team. This Team also arranged a successful Funding Fair attended by over 120 people, and a Big Lottery Fund seminar attended by 50 people.

The Start-Up Grant Scheme has over achieved its target of awarding 50 grants this year with applications still coming in.

Two more Redundant Building Grant projects, The Tinsmiths in Ledbury and Clubsport in Kington, have come to fruition generating good publicity for the Scheme and the Council as well as helping these businesses develop.

### Exceptional P.I. Performance

**No. of inward investment enquiries:** target 110. Only 29 enquiries have been received year to date (compared to 105 in total for last year). Actions to improve the desirability of Herefordshire for businesses are being formulated as part of the Economic Development Strategy work.

**No. of hits received on Economic Development pages of Council's website:** target 1,800— hits recorded until end of January 2,634. It is hoped this figure will only continue to improve.

**No. of jobs created through RBG Scheme:** target 60. Only five achieved to date largely due to a four month delay in the start of the scheme and delays in applications around building control issues. Many of the jobs expected to be created in the first year of this scheme will be realised in 2005/06

**No. of jobs safeguarded through RBG Scheme:** target 25. Twelve jobs had been safeguarded as at the end of January, many more are to come but may not be realised until 2005/06 for the same reasons stated above.



## External Liaison (Sports Development)

### Main Activity and Key Achievements October, 2004 to January, 2005

The Sports Development Team joined the Obesity Task Group with the PCT. The Group will develop a strategy for joint working towards national targets for reducing obesity, particularly in young people. This may open opportunities for further work with Children's Services and Health agencies in pursuit of the new Public Health agenda.



Girls' Tag Rugby Festival for the Whitecross School Sport Partnership.

Shirley Goodwin-Jones has joined the Sports Development Team as SHAPES Development Officer, driving this new physical activity project. SHAPES (funded through the Active England Fund) will not only provide a diverse range of activity sessions over the next three years for people from the south of the County, but will also provide training and mentoring opportunities for people who wish to learn more about health, fitness and exercise.

The Sports Referral Project has worked with 18 new referrals from a range of agencies including YOT (Youth Offending Team), Education, DASH and The Probation Service. The clients have been linked to a number of sports including

kickboxing, fishing, badminton and the gym with some working closely with mentors from local clubs.

The Active Sports Programme has enabled approximately 150 young girls to try out rugby. Successes of the programme to date is three of the girls being selected to attend trials at regional level. One player - from St Mary's school - has been selected to represent the region and will be training with the West Midlands squad.

### Exceptional P.I. Performance

**Percentage of existing LIFT Exercise Referral clients completing the Programme:** The target of 45% is based on the 2003/04 outturn. Performance is currently running at 37%. It is unlikely that the target will be met because, for the purposes of this performance indicator, completion of the LIFT Programme relies on an end-of-course consultation. It is the number of these consultations which is down. Clients are still completing the practical sessions but are unable to have a final consultation due to the current level of demand for the finite number of consultation rooms at the leisure centres. Negotiations with halo are ongoing, and the possibility of holding the consultations at alternative venues is being looked at.

**Number of new referrals to the LIFT Exercise Programme:** Only 610 new referrals have been achieved to date against the target of 1,050. Although referrals to the Programme from G.P.'s has increased over last year, an initial consultation is necessary for clients to be accepted on to the Programme. Again it is the problem of accessing consultation rooms at the leisure centres which is hampering performance in this area.

**Participants completing community based sports leaders awards and coach education programmes:** A target of 50 for the year was set against this new performance indicator. However, a shortage in tutors (who are mainly being requested to take this tutoring on as voluntary work) means that the target is unlikely to be met. A number of new tutors have now been identified and are currently being trained in order to increase the capacity available for next year.

## Community Regeneration

### ISSUES ARISING DURING THE PERIOD

During the period the Council made representations to Advantage West Midlands (AWM) in respect of their strict funding arrangements for towns eligible for tier 3 Market Towns Initiative money – both the Ross-on-Wye and Leominster areas are in line for this funding. AWM were proposing that only capital projects that delivered economic outputs would be eligible for inclusion in implementation plans. As a result of our approach AWM have now changed the criteria to include up to a third of the £500,000 available for each town being made up of revenue projects and that not all projects need to have economic outputs.

### Main Activity and Key Achievements October, 2004 to January, 2005



Unveiling of plaque at Arrow Valley archeological site of a castle – one of the completed Leader + Projects

In the Ross-on-Wye area, work has been undertaken with the Ross Area Partnership to finalise the draft 'Ross and Area Strategic Action Plan' for presentation to the Market Towns Task Group in March. The Strategy is a plan to facilitate the social and economic regeneration of the Ross-on-Wye area. The completion and adoption of the Plan should help to secure approximately £500,000 of Market Towns Initiative funding from Advantage West Midlands towards a three year regeneration programme for the area.

With the Ledbury Market Town Initiative coming to an end on the 31<sup>st</sup> March 2005, the Ledbury Area Regeneration Partnership has developed a Strategic Implementation Plan that prioritises key future regeneration. Additionally, the partnership has created a regeneration company (Ledbury and Area Development Trust) that will seek to become a self-sustaining vehicle for future regeneration development in the Ledbury area.

The Herefordshire and Worcestershire Social Enterprise Support Partnership has developed a Social Enterprise Strategy for Herefordshire and Worcestershire. The Partnership is co-ordinated by the two

County Councils and includes Business Link, Community First, HVA specialist agencies and regional bodies, as well as sector representation. The Strategy sets out a series of actions to support and develop the Social Enterprise Sector.

Money Box has now been expanded into a countywide Credit Union. It has secured funding for one worker, opened collection points in South Wye, commissioned a website, re-launched with new marketing materials, and is growing rapidly in membership, loans and savings.

Development of 2005-2008 Leader + Action Plan – has led to the approval from GOWM of funding for the remainder of the programme. This £1,348,788 although not additional funding, was by no means guaranteed to be awarded to the County and required the Programme Team to demonstrate that to date the Programme and its projects have delivered success and benefits to the LEADER+ area.

### Exceptional P.I. Performance

**Percentage of customers rating the service provided by the Community Regeneration Team as 'good' or 'excellent' - Target 77%** This year's satisfaction survey was targeted at the Team's known customers and was accompanied by the Team's 'What do we do?' leaflet. The Team is therefore confident that the survey result of 90.91% of customers rating the service they offer as 'good' or 'excellent' is a true picture.

**Percentage of customer's rating how accessible the services provided by the Community Regeneration Team are as 'good' or 'excellent' - Target 80%** An outcome of 90.57% was achieved against this indicator for the same reasons given above.

## Community Youth Service

### Main Activity and Key Achievements October, 2004 to January, 2005



Members of Kington Young Film Group working on their documentary style film about food.

The Services newly recruited staff filling ten of the thirteen vacancies took up their posts during this period. This has been very beneficial to the service but resource intensive in induction and training activity. The next round of recruitment commenced in January, with interviews planned for March.

Youth work programmes continued across the County with the exception of Leominster where the Youth Centre had to close for two weeks to remove fungus from the building! Despite this, Leominster has been very active with three bands signed up to play the Ross-on-Wye Youth Centre Arts Festival in February. First Aid and Babysitting courses are about half way through their programme, and the D of E group all passed the expedition element of their Award. Leominster has experienced some problems in relation to other users and friends of users of the site. This has resulted in the police being called on one occasion. The Youth Service are working closely with the police and the landlord of the building to address this issue.

The Way2Go information service (Freephone / txt / email) is proving very popular. In September it received 91 enquiries from young people, the vast majority were about sex, sexuality and relationships, with the next most popular areas of enquiry being health and leisure.

Ross-on-Wye Youth Centre (The Y Zone) has been expanding its programme and activities and is working towards a big Arts Festival in February. Preparation work for the planned refurbishment of the building was undertaken, which will start as soon

as the final element of RRZ funding is finalised. A sponsored walk raised £800 pounds for the Centre. Ross Labels donated a minibus, and other generous support has been received from the Town Council and Ross Lions.

Sailing and canoeing activities have been developing with many new users and groups using the facilities for the first time. Particularly welcome were school groups and special schools using the new disabled access boats at Bodenham. For the first time the season has been extended through the purchase of wetsuits and cold weather kit.

Bromyard and Ledbury have had particular success with the Herefordshire Award (HA). Ninety young people achieved the first stage of the award. There are two major projects ongoing in Ledbury. The first is the Youth Arts Project which is run in conjunction with John Masefield School, The Courtyard and Rural Media. The second is the Right Direction Project (for young people at risk of exclusion from school) which is delivered in conjunction with John Masefield School and BODS (a local charity working with young people on environmental education).

Kington Young Film Group have completed a film about food which is to be shown in February. Their first film has been nominated for the First Light Film Awards (young film makers mini Oscars), they have been invited to attend the award ceremony in London in February.

The Youth Service produced a calendar and has a radio advert on Wyvern to promote the work of the Service.

### Exceptional P.I. Performance

Performance against accredited learning targets has improved and the trend is up. However it is still unlikely the target will be achieved by the year end. The other factor affecting performance in this area is that 17% of the young people the Service is working with (11 - 25yrs) are not in the target group (13 - 19yrs) that the KPI's are calculated from:

**Percentage of participation target that undergo personal and social development opportunities that result in a recorded learning outcome** Target for year 747 individuals. 391 achieved to date.

**Percentage of participation target that undergo personal and social development opportunities that result in an accredited learning outcome** Target for year 373 individuals. 182 achieved to date.

## Parks, Countryside and Leisure Development

### Main Activity and Key Achievements October, 2004 to January, 2005

Thanks to the mild winter, the construction of the new North Herefordshire Swimming Pool is back on schedule. Although there were delays in construction in the autumn caused by the world steel supply shortages, the new pool is now back on course for completion at the end of the year.

Despite a late start, the Aylestone Park Project is now on target to deliver Stage 1A and 1B phases by the end of the financial year. This involves the completion of the new entrance to the park and the installation of the gates.

Preparatory work on the 'clean up' of the Castle Pool was carried out in late January/early February. Undisturbed core samples of the silt were taken for analysis by English Heritage. This will enable them

to look at the pollen distribution of the last 160 years and they may be able to determine other archaeological information. Following these investigations it is expected that the necessary statutory consents to undertake the work will be in place by the end of this financial year. The work to remove the silt is scheduled to be undertaken in the autumn in order to avoid disturbance to local wildlife.

Forward planning negotiations have been undertaken with Herefordshire Jarvis Services to ensure that last season's grass-cutting difficulties will not be repeated. The service has been assured that HJS will recruit and maintain a skilled team of operators to carry out grounds maintenance at sites managed by the Council.



The mild winter has allowed for time to be made up on the construction of the North Herefordshire Pool caused by the delay in the steel reaching site.