

## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 13th November, 2014 at 5.00 p.m. at the AFC Telford Learning Centre, Haybridge Road, Wellington, Telford**

**PUBLISHED ON WEDNESDAY, 19<sup>th</sup> NOVEMBER, 2014**

**(DEADLINE FOR CALL-IN: MONDAY, 24<sup>th</sup> NOVEMBER, 2014)**

**PRESENT:** Councillor K.S. Sahota (Leader and Chair), E.A. Clare, S. Davies, A.R.H. England, W.A.M. McClements, R.A. Overton, H. Rhodes, C.F. Smith and P.R. Watling

**ALSO PRESENT:** Councillor A.J. Eade (Conservative Group Leader), Councillor W.L. Tomlinson (Liberal Democrat/Independent Group Leader)

### **CB-49      MINUTES**

**RESOLVED** – that the minutes of the meeting of the Cabinet held on 16 October 2014 be confirmed and signed by the Chair.

### **CB-50      APOLOGIES FOR ABSENCE**

None

### **CB-51      DECLARATIONS OF INTEREST**

None

### **CB-52      HOMELESSNESS STRATEGY**

**Key Decision** identified as **Homelessness Strategy** in the Notice of Key Decisions published on 15 October 2014.

Councillor C.F. Smith, Cabinet Member: Housing, Development & Borough Towns, presented the report of the Assistant Director: Family & Cohesion Services, which detailed the consultation that had taken place with stakeholders following approval of the draft Homelessness Strategy in September 2013. A copy of the finalised Strategy for the period 2014-2017 was appended to the report.

The Homelessness Strategy set out how the Council would work with partners to prevent and tackle statutory and non-statutory homelessness, including eliminating the need for rough sleeping. It also included an Action Plan (which was appended to the report) to achieve the three principal aims of the Strategy:

- Preventing homelessness in Telford & Wrekin
- Having appropriate housing pathways, including advice and support for homeless households in the Borough
- Meeting the statutory duty to accommodate the Gypsy, Romani and Traveller community.

Further consultation had taken place with Maninplace, the Salvation Army KIP project, Stay Supported Housing, Wellington & District YMCA, private and registered landlords and the Scrutiny Management Board. This had strengthened the collaborative working with partner organisations, which was co-ordinated through the local Homelessness Partnership.

Significant progress had been made through the delivery and implementation of the Action Plan, with key achievements to date including the launch of the Telford Housing Options Tool, the development of a gypsy and traveller transit site at Snedshill, the commencement of works to extend the permanent gypsy and traveller site at Lodge Road, Donnington Wood, and the phasing out of Bed and Breakfast for emergency accommodation.

Members welcomed the Strategy and the multi-agency approach being taken to supporting people and to ensuring there was joined-up working to prevent and tackle homelessness. It was noted that the impact of the Government's welfare reforms was leading to more evictions for rent arrears and people then presenting themselves as homeless.

#### **RESOLVED –**

- (a) **that the Homelessness Strategy 2014-2017, as appended to the report, be adopted;**
- (b) **that the progress being made on the Strategy, as summarised in the action plan shown at Annex 1 of the report, be noted.**

#### **CB-53            REVISED SCHOOL FUNDING FORMULA 2015/16**

**Key Decision** identified as **Revised Funding Formula for Telford & Wrekin Schools for 2015/16** in the Notice of Key Decisions published on 15 October 2014.

Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, presented the report of the Assistant Director: Education & Corporate Parenting, which sought approval for revisions to the funding formula used to allocate Government funding to mainstream schools in Telford & Wrekin.

The Department for Education had made only minor changes to the school funding regulations for 2015/16, apart from the introduction of Minimum Funding Levels for local authorities which sought to ensure that each local authority had sufficient money to fund its schools at minimum levels. This had resulted in Telford & Wrekin receiving a net increase in grant of 1.4%, which equated to £1.3m of additional Dedicated Schools Grant.

Consultation had taken place with the Telford & Wrekin Schools Forum on how to utilise the additional funds, and the Cabinet Member thanked the Forum for their input. It was proposed that £1m be used to remove the cap on increases in school funding per pupil. This would enable the new funding formula to take effect more quickly, with any remaining funding to be used to increase the basic per pupil funding rates. £300,000 would be used to support the 'High Needs' education budgets which were currently facing considerable pressures.

In response to a question from Cllr W Tomlinson (Liberal Democrat/Independent Group Leader) regarding how far the Government looked ahead in terms of pupil numbers and schools funding, the Assistant Director: Education & Corporate Parenting advised that the Department for Education captured numbers twice during an academic year and used that information to help determine the following year's grant allocation. So it was in effect "lagged" funding based on the previous year's pupil numbers.

**RESOLVED** – that the revisions to the funding formula for Telford & Wrekin mainstream schools for 2015/16 be approved.

**CB-54            AWARD OF NETWORK SERVICES, TELEPHONY, CONTACT CENTRE AND ASSOCIATED SUPPORT CONTRACT**

**Key Decision** identified as **Network & Voice Tender** in the Notice of Key Decisions published on 15 October 2014.

Councillor H. Rhodes, Cabinet Member: Customer Services, Libraries & Transport, presented the report of the Assistant Director: Customer Services, which advised Members of the procurement and tendering process that had been undertaken for the supply of the Council's voice and data network.

Telford & Wrekin's network provided data and voice services for 186 sites, including 75 schools, and supported over 150 home and mobile workers. The network was now 9 years old and in need of investment to upgrade critical component parts, and to support new contact centre upgrades and the use of more cost effective channels for customers to do business with the Council. The existing contract with Capita ICT Services (formerly Synetrix) for the supply of the current network expired in June 2015. Following Cabinet approval on 30 January 2014, an EU Restricted Tender process had been undertaken to test the market place in order to select a preferred supplier for the provision of the voice and data network after June 2015. The contract would be for 5 years, with the option to extend for a further 5 years. Full details of the procurement process were outlined in the report. The new contract would enable the upgrade of critical network links and replacement of equipment as well as supporting new customer service innovations.

At the end of the tender process, the preferred supplier was Capita ICT Services. The capital cost of the contract would be funded through the Council's ICT capital programme. In revenue terms, the new contract would deliver budget savings of £160k. Schools would benefit as the reduced

contract costs would be fed into the charging model for the ICT Managed Service for Schools in 2015/16.

In response to a question from Cllr W Tomlinson (Liberal Democrat/Independent Group Leader) regarding guarantees against network out-ages and faults, the ICT Service Delivery Manager advised that the new contract had very robust arrangements for the supplier to provide financial recompense for disruption to business as a result of identified network problems. These arrangements could also be reviewed over the course of the contract.

### **RESOLVED –**

- (a) that authority be delegated to the Assistant Director: Customer Services, in consultation with the Cabinet Member for Customer Services, Libraries & Transport, to award to Capita ICT Services the Network Services, Telephony, Contact Centre and Associated Support Contract;**
- (b) that authority be delegated to the Assistant Director: Law, Democracy & People Services to agree and execute all necessary documentation, including the affixing of the common seal of the Council to contractual documents as appropriate;**
- (c) that the capital and revenue investment as detailed in the report and outlined in the ICT Capital Programme be approved.**

### **CB-55      COMMUNITY PRIDE FUND – GRANT ALLOCATION**

#### **Non-Key Decision**

#### **Part Recommendation to Full Council in relation to decision (d) below not subject to Call-in**

Councillor S. Davies, Cabinet Member: Neighbourhood Services, Employment & Skills, presented the report of the Managing Director which provided an update on the implementation of the Community Pride Fund and the process that had been undertaken to allocate grants from the Fund to applicants from the local community.

The Community Pride Fund was established to support the delivery of the Council's Pride in Your Community Programme, with £1m of capital funding being available to support local schemes/projects that would benefit the physical, social and economic regeneration of the Borough. The response had been overwhelming and, by the closing date of 5 September 2014, a total of 66 applications had been received from 60 different organisations amounting to over £2.5m. Due to the significant response and the quality of the applications received, it was proposed to increase the budget for the Fund to £1.260m. The additional money would be found from in-year savings, and would enable a greater number of projects to be funded.

The report detailed how the applications were evaluated and then scored against agreed criteria by the Community Pride Fund Advisory Panel. Thanks were extended to all those who sat on the Panel, which had cross-party Member representation as well as volunteers from the Co-operative Commission. It had been a robust process with the Panel carrying out qualitative evaluations of all the applications in order to prioritise the projects to be recommended for funding. Appended to the report was a list of the 37 projects, with a total value of £1.257m, that it was proposed to be funded through the Fund. It was noted that all areas of the Borough would benefit from the allocation of funding to these projects.

The Advisory Panel had recommended that plans be put in place to re-allocate funding should any of the prioritised projects not be able to deliver their scheme and spend the grant within the agreed timescales. The progress of the successful projects would be tracked through ongoing monitoring, with applicants being required to submit regular updates and encouraged to contribute to the Community Pride Fund 'blog'.

Members welcomed the success of the Community Pride Fund, which was a good example of co-operative working to help local communities help themselves. It would also open up other funding opportunities to these community groups and organisations. Thanks were extended to Rachael Jones and her team for the administration of the Fund and allocation process.

#### **RESOLVED –**

- (a) that the budget for the Community Pride Fund be increased to £1,260,000 to enable a greater number of projects that contributed to the Council's priorities to be supported;**
- (b) that the projects that have been prioritised using the Funding Advisory Panel evaluations, as shown in Appendix 1 of the report, be approved for funding from the Community Pride Fund;**
- (c) that authority be delegated to the Managing Director, in consultation with the Cabinet Member: Neighbourhood Services, Employment & Skills, to re-allocate any grant funding that has not been spent within the timescales for an approved scheme, based on the principle that the money is allocated to the next highest prioritised project on the list from the appropriate funding pot;**
- (d) To RECOMMEND to COUNCIL that the transfer of £0.260m into the Community Pride Fund, to be funded from the delivery of additional in-year savings in 2014/15, be approved.**

**CB-56      LOCAL CRISIS AND LOCAL RESETTLEMENT ASSISTANCE  
POLICY**

**Non-Key Decision**

Councillor W.A.M. McClements, Cabinet Member: Finance & Enterprise, presented the report of the Assistant Director: Customer Services, which sought approval for a revised policy for Emergency Welfare Assistance which would be funded directly by the Council.

Cabinet approved the Council's Crisis Assistance and Resettlement Assistance Policy in March 2013 in order to manage the Local Welfare Provision funding allocated to local authorities by Government as a replacement for the centrally run Social Fund. The basic principle of Telford & Wrekin's scheme was that the assistance would be via the provision of goods and services rather than cash payments. In January 2014, the Government announced that it would not be providing any funding for Local Welfare Provision after 2014/15. It would be for each local authority to determine whether it wished to continue to provide support from its own budgets.

The number of applications for assistance under the existing Policy had been significantly fewer than expected. The report detailed the key criteria for receiving assistance and the main types of assistance provided. These had provided local residents with an invaluable safety net to meet essential needs in the event of a personal or financial crisis. In light of the experience gained in operating the scheme, the Policy had been reviewed. The core principles had not been changed, but the document had been simplified and re-named as the Emergency Welfare Assistance Policy in order to avoid confusion with the Telford Crisis Network which operated the food bank scheme. A copy of the revised Policy document was appended to the report.

In terms of financing the scheme for 2015/16, it was proposed that £138,000 be allocated – to be funded from rolling forward a projected underspend of £104,000 of 2014/15 grant money with a top-up of £34,000 from Council resources in order to meet the forecasted costs of operating the scheme next year.

Members expressed concern that the Government had decided to cease funding a scheme that was designed to provide emergency support to the most vulnerable. Even many people in work were reaching crisis point, and it was important that the scheme should continue alongside the valuable work of the voluntary sector in providing Food Banks etc.

**RESOLVED –**

- (a) that the change of name for the scheme to Emergency Welfare Assistance be approved;**
- (b) that the Emergency Welfare Assistance Policy, as shown at Appendix A of the report, be approved;**

- (c) that budgetary provision of £138,000 be allocated for 2015/16 to fund the administration and awards of assistance under the Policy.

**CB-57            GRANT FOR PROVISION OF SHORT-TERM COMMUNITY LOANS**

**Non-Key Decision**

Councillor W.A.M. McClements, Cabinet Member: Finance & Enterprise, presented the report of the Assistant Director: Customer Services, which proposed the making of a grant to enable a local credit union to provide an ethical, short-term loans scheme to support some of the most vulnerable people in the community.

There was an increasing problem with people getting into debt as a result of taking out payday or other short term loans to meet everyday needs. The interest rates charged by the lending companies tended to be very high (up to 7000% APR). Credit unions offered lower-cost loans but, unlike payday lenders, they tended not to offer loans for shorter time periods. However, some credit unions were now starting to offer affordable alternatives to payday loans, and an officer/member working group had been working with colleagues from the Citizens Advice Bureau to investigate the viability of working with a local credit union to create a low-cost ethical loans scheme. A specification for such a scheme was drawn-up, with assistance from the Co-operative & Communities and Budget & Finance Scrutiny Committees. It was proposed that the Council provide a grant of up to £100,000 to cover any set-up and administration costs for the life of the project and to fund the capital pot to be used for the awarding of loans. In July 2014, invitations were issued to three local credit unions asking them to submit bids for the funding. One bid, from Just Credit Union Ltd, was received, and details of their operation were provided in the report. They had estimated that the £100k grant would enable them to make loans to the value of £272k.

The proposed £100k payment to Just Credit Union would be funded from an amount rolled forward from the Crisis Assistance funds allocated for 2013/14. The Council would support Just Credit by raising awareness of the loan scheme.

Reference was made to the motion that had been passed by Council in March 2013 regarding the proliferation of legal loan sharking, and that this was a practical and pro-active means for local people to be offered a low-cost alternative to unaffordable payday loans. The involvement of a local credit union was welcomed. All Councillors were urged to help get the message out to residents about the availability of this scheme, and reference was made to how people using other Council services could be signposted to the scheme if they were in need of short term financial assistance.

**RESOLVED –**

- (a) that £100,000 of funding from the 2013/14 Crisis Assistance allocation be ring-fenced to fund a grant to enable a local credit union to provide an ethical short-term loans scheme (that mirrors some of the benefits of the payday loans concept at significantly reduced charges) to local residents who would otherwise be unable to access low interest rate credit;
- (b) that the grant be allocated to Just Credit Union Ltd, who had successfully bid through a competitive process;
- (c) that authority be delegated to the Assistant Director: Customer Services, in consultation with the Cabinet Member: Finance & Enterprise, to approve the detail of an ethical short-term loans scheme and oversee its implementation;
- (d) that authority be delegated to the Assistant Director: Law, Democracy & People Services to approve and execute all necessary contractual documentation in accordance with the Constitution.

**CB-58      EXCLUSION OF PUBLIC AND PRESS**

**RESOLVED** – that the public and press be excluded from the meeting for the following item of business on the grounds that it may involve the disclosure of exempt information relating to the financial or business affairs of any particular person (including the authority holding that information) as defined in paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

**CB-59      DISPOSAL OF LAND AT ALLSCOTT**

**Key Decision** identified as **Land at Allscott** in the Notice of Key Decisions published on 15 August 2014.

Councillor W.A.M. McClements, Cabinet Member: Finance & Enterprise, presented the report of the Assistant Director: Development, Business & Employment, which sought approval for the disposal of a surplus land asset at Allscott.

A 2.1 acre site in the village of Allscott was held within the Council's Property Investment Portfolio (PIP), and was currently occupied by way of an annual grazing licence. A recent review of assets within the PIP had identified this site as a possible opportunity for residential development. If approved for disposal, an outline planning application for residential use would be submitted and, if granted, the site would be brought forward for open market disposal to achieve best consideration.

The report detailed the value of the land based on its current use and the potential value should it achieve residential planning consent. A significant

proportion of the land sale would be used as part of the corporate capital receipts programme.

**RESOLVED –**

- (a) that authority be delegated to the Assistant Director: Development, Business & Employment, in consultation with the Cabinet Member: Finance & Enterprise, to
  - promote a planning application on the site identified on the plans appended to the report;
  - market and dispose of the freehold interest as outlined in the report;
  - apply the capital receipt as detailed in the report, and update the capital programme as necessary.
  
- (b) that authority be delegated to the Assistant Director: Law, Democracy & People Services to seal or sign any documents required to give effect to the recommendation above.

The meeting ended at 5.50 pm.

**Signed for the purposes of the Decision Notices**

**Jonathan Eatough**  
**Assistant Director: Law, Democracy & People Services**  
**Date: 19 November 2014**

**Signed: .....**

**Date: .....**

# Children & Young People Scrutiny Committee Report

## **Review of Youth Unemployment**

November 2014

# Contents

	Page
Chair's Foreword	3
Introduction	4
Overview and main findings	5
Key issues, conclusions and recommendations	6
Summary of recommendations	15
Acknowledgements	18
Appendix 1	20

## Chair's Foreword

Everyone we have spoken to during this review has recognised that youth unemployment is a priority in Telford and Wrekin and we have received evidence of the work each of the organisations is doing to reduce the rate of youth unemployment. It can be easy during a Scrutiny Review to focus on the negative findings and in the latter stages of the review during discussions with some partner organisations I have become aware of some of the joint working that is taking place across sectors. I recognise that this report perhaps does not fully set out the relationships that do already exist between our FE colleges and local employers e.g. that TCAT is working with Reed recruitment agency and New College has a full time Recruitment Officer to ensure that students are given the opportunity to apply for jobs with local employers. The opening of the Automotive Engineering Centre at TCAT has been supported by many local employers and is a great example of what can be achieved.

However, despite these examples of good practice – all the organisations we spoke to recognised that further work is required and that there is a need to ensure that this is co-ordinated and funded at a strategic level. The Committee recognised the commitment made by the Council and the leadership role it is developing as demonstrated through the Job Junction Scheme and Jobs Fair. There is an opportunity for the Council's role to be further developed through a longer term skills strategy and to ensure that organisations are working together and sharing information to meet the needs of all the young people in the Borough and our local employers. We have also made some practical suggestions about how to help young people access the Job Junctions and to ensure that the Council can demonstrate these outcomes.

I want to thank everyone who has taken part in this review. Many of the organisations who have taken part in this review are not required by law to participate in Local Government Scrutiny but I have been pleased that everyone we asked to provide information and attend meetings did so - and in a spirit of partnership working. This demonstrates the unique role that Scrutiny can have in both holding the Council Executive to account and bringing organisations together to find solutions. I also want to thank the apprentices who came to speak to us – they demonstrated a commitment and enthusiasm for their work and are a credit to themselves and the Council. Finally I would like to recognise the work of the previous chair of the Children and Young People Scrutiny Committee, Cllr. Mike Ion, who instigated this work with the Committee last year.

**Cllr. Kevin Guy**

**Chair of the Children and Young People Scrutiny Committee**

## Introduction

The rise in the level of youth unemployment precipitated by the financial crisis and ensuing recession became a matter of concern in the UK and across Europe.

Members of the Children & Young People Scrutiny Committee were concerned that the rate of youth unemployment in Telford and Wrekin was so high and that it was significantly higher than national and regional average rates. In November 2013 the rate in Telford and Wrekin was 32.1% compared to 24.6% regionally and 20.8% nationally, equating to around 3,700 young people.

The committee was concerned about how this could affect the life chances of so many young people in the borough and the implications of the loss of so much potential on the on prosperity of the borough as a whole.

The committee decided to review what provision was available to support young people into work focussing on three key lines of enquiry:

1. To investigate what barriers exist locally for young people (aged 16-24) to getting work
2. To examine whether all agencies are playing their part in supporting young people into work
3. To investigate whether there are any gaps and/or overlaps in current provision.

Members took evidence from the Cabinet member Neighbourhood Services, Employment & Skills, senior Council officers, Principals and officers of FE providers, Jobcentre Plus, Work Programme prime contractors and provider, the Marches LEP Skills Champion, Chair of the Telford Business Board and some of the Council's apprentices who had experienced unemployment. Members also visited a number of Job Junctions to see them in action and to hear the views of staff and customers.

The committee would like to thank all those who took the time to meet with them or to support the review.

The review took place between November 2013 and September 2014. In May 2014 changes were made to the membership of the committee at Annual Council. Cllr. Mike Ion stepped down as Chair and was Cllr. Kevin Guy was appointed as Chair, and Cllr. Scammell was appointed to replace Cllr. Hope.

## Overview and main findings

The committee considered a wealth of information presented during the review.

A presentation to the committee in November 2013 set the context for the review and in January 2014 the Cabinet report Tackling Youth Unemployment – Our Commitment set out additional background information and a number of Pledges and investment priorities which were adopted as the cornerstone of the Council's youth unemployment strategy. In September 2014 the committee received an update on the trend in youth unemployment and progress towards delivery of the Pledges.

The update showed that between November 2013 and March 2014, youth unemployment in the borough had fallen from 32.1% to 26.4%. Comparable regional and national figures were 24.6% to 22.3% and 20.8% to 19.3% respectively – in other words, youth unemployment was falling at a faster rate in Telford and Wrekin than the regional or national average rate.

Key elements of the committee's work were looking at FE provision, DWP's work programme and the effectiveness of Job Junctions, the Jobs Fair and other Council funded provision.

The committee concluded that the direction of travel is good in terms of the Council's response to the issue and the rate of reduction of youth unemployment in the borough. Members commended the great strides that have been taken, in particular:

- The designation of Executive and officer responsibility for skills and employment
- The decision to move the Skills Team from education services to business support to enable closer alignment of skills provision with business needs
- The adoption of the Pledges and the additional £1.3m investment
- The Council's engagement with the Marches LEP Skills Board and Skills Plan so Telford & Wrekin is prepared to bid for funding allocations flowing through the LEP
- The excellent work of officers in delivering the Jobs Fair, the Job Junctions, the Job Box Mentors and the development of a coherent offering under the Job Box brand to streamline and improve access to the range of support services.

Although the downward trajectory of youth unemployment is encouraging there is a long way to go: 26.4% youth unemployment means there are around 3,200 individual young people aged 16-24 not in education, training or employment.

The following section of this report sets out in detail the issues identified by the review and a number of recommendations aimed at addressing the issues. The committee accepts that a huge amount of good work has already gone into, and continues in, tackling youth unemployment and the recommendations in this report are intended to build on this work to strengthen the position further.

## Key issues, conclusions and recommendations

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
<b>Developing the role of the Council in providing a strategic lead in driving the skills agenda with partners across the borough and the need to align employment opportunities and future skills needs with FE provision</b>		
<p>Key to tackling youth unemployment and growing the local economy is to ensure the skills that employers need are available in the local labour market and at the right time.</p> <p>The committee agreed that the Council should take a strategic lead in driving the skills agenda forward across the borough and that the Council is well placed to lead on skills identification.</p>	<ul style="list-style-type: none"> <li>• The Council acknowledged it has a duty to lead in driving forward the strategy to tackle youth unemployment</li> <li>• Cabinet agreed a number of Pledges for the Council in tackling youth unemployment in its role as Facilitator and Broker</li> <li>• College Principals felt the Council had a role to play as strategic lead, including the development of a skills plan to project business needs, co-ordinating the alignment of resources and data sharing</li> <li>• An employer view was that public sector agencies need to be better at identifying and understanding business needs</li> <li>• A written submission from one of DWP's prime Work Programme contractors stated that "Serco's approach is achieved by working alongside strategic and delivery partners, including local authorities, local enterprise partnerships, employers, community regeneration groups, sector skills councils and</li> </ul>	<p>1.The Council should continue to develop its strategic role in leading the skills agenda across the borough.</p> <p>2.This role should include developing a longer term (3 years) Skills Strategy for the borough within 6 months which should:</p> <ul style="list-style-type: none"> <li>• Provide detailed skills needs projections for businesses in the borough linked to employment opportunities in other LEP areas to inform skills planning</li> <li>• Show how connections between businesses and the education sector (schools, FE and HE) will be further developed and strengthened, including exploring sponsorship opportunities.</li> <li>• Set clear outcomes that will be used to evaluate the success of the strategy and the Council's investment to enable young people to find and remain employed in the long term.</li> </ul> <p>3.Cabinet should work with the LEP to access funding opportunities to support the</p>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
	<p>Government departments to ensure that the Work Programme complements, rather than duplicates, existing employment and training provision.”</p> <ul style="list-style-type: none"> <li>• Cumulative figures for the Work Programme in Telford and Wrekin to March 2014 showed 770 JSA claimants aged 18-24 had been referred to the work programme and there had been 222 job outcomes.</li> </ul>	<p>development and delivery of the strategy.</p> <p>4.The Council should build links with the two Work Programme prime contractors operating across Telford and Wrekin to explore how provision can be better joined-up.</p>
<b>The need to align employment opportunities and future skills needs with FE provision</b>		
<p>The committee was impressed by the quality of provision offered by both colleges and agreed the borough was fortunate to be served by 2 providers with vision and ambition. Both were going beyond their remit as FE providers in terms of engaging hard-to-reach young people.</p> <p>Members acknowledged there were arguments on both sides of the merger argument but felt that with new Principals at both colleges now is an opportune time for the colleges to reconsider coming together to look at provision across the borough in a more strategic and holistic way. This could be as a federated body with shared governance</p>	<ul style="list-style-type: none"> <li>• The Marches LEP Skills Plan identified “delivering skills required for business growth” and “developing shared responsibility for skills through effective partnerships” as priorities. The LEP Skills Board Chair acknowledged connections between businesses and FE could be stronger and that future skills demands need to be fed through to FE providers in a timely way.</li> <li>• A view from an employer that there needs to be better connections between business and FE</li> <li>• Members visited the two FE colleges (TCAT and New College) and spoke to the Principals of both. Members noted that</li> </ul>	<p>5.Cabinet should challenge the colleges to show how they make decisions about provision and how provision meets the needs businesses and of people across the borough.</p> <p>6.Linked to the recommendation above the Council should broker a discussion between the Principals of the FE providers to reconsider the option of a joint delivery model. In the short term, consider setting up a joint working group/link group, made up of staff from both colleges, who could meet periodically to discuss ways forward for more joint working on the subject of youth employment.</p>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
<p>and managements structures rather than a merger. Blackburn could provide a model.</p>	<p>college provision is concentrated in the north of the borough and that there could be the potential for duplication of resources or provision. Members heard there had been discussions about a possible FE merger which had stalled.</p> <ul style="list-style-type: none"> <li>• Views of the college Principals on the question of a potential merger. One view was that competition is good, and as long as providers focus on the students, having separate colleges is not an impediment to securing better opportunities for young people. The other view was that one strategic provider could serve the interests of the borough better but it would need to be a genuine merger and not a take-over of one institution by another.</li> </ul>	
<p><b>The need to identify who and where young unemployed people are so that help can be targeted towards them</b></p>		
<p>The committee welcomed the pro-active approach of the Council in identifying people</p>	<ul style="list-style-type: none"> <li>• Data showed there are a significant number of young people unemployed but</li> </ul>	<p>7.The Strategy should make proposals for on-going data-sharing mechanisms with</p>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
<p>to target for support but were concerned that the database will quickly become out of date and a more permanent data sharing solution needs to be found</p>	<p>not claiming benefits who will not show up on the claimant count</p> <ul style="list-style-type: none"> <li>• The Council has a statutory duty to track young people up to age 19 and officers were confident this happens. There is no statutory duty to track post-19 except adults with learning disabilities aged 20-24 and there is a risk that young people fall from sight</li> <li>• Data protection precludes DWP sharing personal details about individual claimants meaning the Council cannot proactively target support. Through a secondment from DWP to the Council, Members heard in November 2013 that a database of c.300 claimants aged 18-24 had been built up. The approach was to nudge those closest to the labour market into work and to reach those furthest away from the labour market by knocking on doors and re-engaging them through an approach based on their needs.</li> <li>• Jobcentre Plus could not add a tick-box to their forms for clients to give permission for their details to be shared with the Council without a change of national policy</li> <li>• New College funds a project for a provider</li> </ul>	<p>reference to Jobcentre Plus and FE colleges to identify hard-to-reach young people and improve destination tracking.</p>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
	<p>to work in local communities and knock on doors to reach disengaged young people and TCAT employ 5 workers whose role is to engage with communities.</p> <ul style="list-style-type: none"> <li>• Staff in Job Junctions said they needed to know who and where unemployed young people are to target them for help.</li> </ul>	
<p><b>The need to increase the number of apprenticeship opportunities and to support small companies to offer apprenticeships</b></p>		
<p>The committee supports the development of the Apprenticeship Hub and a brokerage service for local employers to promote apprenticeships and reduce the administrative burden on businesses.</p> <p>One member raised questions about the quality standards of apprenticeships which were not within the scope of this review but the committee agreed was a valid issue to explore.</p>	<ul style="list-style-type: none"> <li>• There are 4,700 SMEs in the borough – if half offered an apprenticeship it could wipe out youth unemployment</li> <li>• Approximately 20% of businesses in Telford and Wrekin had offered an apprenticeship in 2013</li> <li>• The LEP Skills Plan identified approximately 25% of businesses would be interested in offering a government supported traineeship program where a young person gained periods of work experience</li> <li>• The Chair of the Telford Business Board said there is a lack of awareness in the private sector about grants and support available to help them offer apprenticeships.</li> <li>• The Chair of the Telford Business Board</li> </ul>	<p>8.The Council should prioritise the development of the Apprenticeship Hub as a Pledge and this should include:</p> <ol style="list-style-type: none"> <li>a) Assigning a named point of contact to each business</li> <li>b) Proactively targeting of the 25% of businesses identified by the LEP as interested but not having time to get involved</li> <li>c) Promote the Hub through business networks including the Telford Business Board, Telford Business Partnership and the Chamber of Commerce</li> <li>d) Note that the Scrutiny Committee would support a bid for funding through the LEP to support this work.</li> </ol>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
	<p>raised concerns about providers' lack of understanding about business needs which results in a mismatch between the skills needed by businesses offering work placements and the skills of the young person placed with the company. A poor experience can deter further involvement.</p>	<p>9.The Council should monitor and report on the progression of care leavers and where appropriate prioritise care leavers for Council apprenticeships.</p>
<p><b>The need for a co-ordinated single point of entry to services so young people and their parents know where to look for help and whether there are any gaps in provision</b></p>		
<p>The Committee agreed that the Council has done a good job in developing the Job Box website as a virtual, one-stop-shop for people to access support and job vacancies.</p> <p>Members thought the website is well laid out and easy to use and were pleased to see it linked into employer and recruitment agency vacancies.</p> <p>The Committee was also pleased to hear that an App was being developed to increase penetration into the youth market.</p> <p>The committee commended the apprentices who attended a scrutiny committee meeting as a credit to the team of apprentices and to themselves.</p>	<ul style="list-style-type: none"> <li>• In November 2013 a presentation to the committee listed over 20 interventions which play a role in helping young people into work, from training providers to targeted support programmes to wider services such as improving school attendance and mental health services. A key question was how young people and their parents know what support is available and how to access it.</li> <li>• Feedback from Council apprentices showed very diverse routes which had led them to the apprenticeship (Connexions, parents, Relate, social worker, employment fair) but that there was an issue with young people not knowing where to go for help.</li> <li>• Apprentices identified a need for work experience opportunities with a check list</li> </ul>	<p>10.Efforts should be made to target marketing of the Job Box website to parents so they know how to help their children.</p> <p>11.Consider the suggestions put forward by the Council's apprentices for tackling youth unemployment set out in Appendix 1, noting that Members do not support the principle of offering monetary incentives to engage young people.</p>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
	<p>to show prospective employers what they have done</p> <ul style="list-style-type: none"> <li>• One apprentice had consulted other apprentices to gather ideas about how to tackle youth unemployment and a list of ideas was provided to the committee</li> </ul>	
<p><b>Whether the Council's investment in the Jobs Fair and Job Junctions deliver value for money and the programmes funded by the Council's £1.3m investment are sustainable</b></p>		
<p>The committee agreed tackling youth unemployment is a key priority for the Council and should remain so. The additional £1.3m investment to tackle the issue is supported.</p> <p>The Committee commended officers on the success of the Job Junctions and the Jobs Fair but agreed that further work was needed to monitor performance over the longer term in order to evidence their value for money.</p> <p>Members agreed the Job Junctions and Job Box Mentors were filling a gap in provision by offering independent, expert one-to-one support in venues accessible to local communities.</p> <p>The committee was pleased to hear that</p>	<ul style="list-style-type: none"> <li>• Members visited several Job Junction sessions in different locations to see them in action and get feedback from staff and customers. Feedback from customers was positive. Feedback from members based on the visits was positive in terms of how staff were supporting people. Attendance was good in the established venues but attendance by young people was poor. Members commended the excellent work of staff.</li> <li>• Data on Job Junctions showed attendance was growing and 105 people had been helped into work</li> <li>• Members were not provided with detailed costs of the Job Junctions</li> <li>• Data on the cost and outcomes from the Jobs Fair showed 69 vacancies filled from the fair at a pro-rata cost of £287</li> </ul>	<p>12.The Council should review performance of the Job Junctions and develop proposals to secure future funding, potentially through the LEP, to support the development of the service. This should be reported back to the committee in 12 months.</p> <p>Members ask that the following suggestions are considered :</p> <ul style="list-style-type: none"> <li>• Put systems in place to monitor performance in terms of job outcomes to evidence the added value of Job Junctions in helping people into work to support future funding bids.</li> <li>• Explore New College as a partner in the Job Junctions for delivery, referrals and links with the hard-to-reach project</li> <li>• Members felt the Job Junctions could be delivering wider benefits such as social</li> </ul>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
<p>Telford &amp; Wrekin is supporting the LEP Skills Board and this should position the authority to benefit from future funding.</p>	<ul style="list-style-type: none"> <li>• The Council had invested £1.3m into interventions from early delivery of savings</li> <li>• The Council does not benefit from DWP funding for helping people into job such as invested in the work programme</li> <li>• The Council is not eligible as an employer for apprenticeship grants</li> </ul>	<p>contacts or improvements to mental health. There should be referral mechanisms with wider council services and partners, particularly GPs.</p> <ul style="list-style-type: none"> <li>• The referral mechanisms between FutureFocus / Turnaround and Job Junctions should be strengthened so young people continue to access help and do not fall through the net</li> <li>• Develop a customer feedback form to identify any gaps in provision to inform the development of provision and courses.</li> <li>• Consider providing a telephone for customer use with appropriate safeguards.</li> <li>• Consider increasing the number of computers in Sutton Hill to 16</li> <li>• Consider more central venues for the Newport Job Junction including the option of using the library</li> <li>• Improve internal and external signage</li> <li>• Consult young people on how they want to be engaged and develop a strategy which supports their greater engagement with the Job Junctions</li> <li>• Information from the database of young unemployed people should be shared</li> </ul>

Committee's conclusions	How the issue was identified and what evidence was considered	Recommendations
		<p>with staff in Job Junctions so they are able to target support.</p> <ul style="list-style-type: none"> <li>• Consider the benefits of bringing employers and recruitment agencies into the Job Junctions to deliver sessions about what employers are looking for and to encourage employers to see the Job Junctions as a positive recruitment channel. Consider the potential to develop as an income generation service.</li> </ul>
<b>Holding the Executive to account and monitoring the implementation of recommendations accepted</b>		
<p>The committee noted the Cabinet members' willingness to be held to account for delivery of the Pledges. The Committee will also monitor the implementation of the recommendations in this report accepted by Cabinet.</p>		<p>13.Cabinet to note that the committee will monitor the implementation of the recommendations in this report accepted by Cabinet and delivery of the Pledges at a future meeting.</p>

## Summary of recommendations

### **Developing the role of the Council in providing a strategic lead in driving the skills agenda with partners across the borough and the need to align employment opportunities and future skills needs with FE provision**

1. The Council should continue to develop its strategic role in leading the skills agenda across the borough.
2. This role should include developing a longer term (3 years) Skills Strategy for the borough within 6 months which should:
  - a) Provide detailed skills needs projections for businesses in the borough linked to employment opportunities in other LEP areas to inform skills planning
  - b) Show how connections between businesses and the education sector (schools, FE and HE) will be developed and strengthened, including exploring sponsorship opportunities.
  - c) Set clear outcomes that will be used to evaluate the success of the strategy and the Council's investment to enable young people to find and remain employed in the long term.
3. Cabinet should work with the LEP to access funding opportunities to support the development and delivery of the strategy.
4. The Council should build links with the two Work Programme prime contractors operating across Telford and Wrekin to explore how provision can be better joined-up.
5. Cabinet should challenge the colleges to show how they make decisions about provision and how provision meets the needs businesses and of people across the borough.
6. Linked to the recommendation above the Council should broker a discussion between the Principals of the FE providers to reconsider the option of a joint delivery model. In the short term, consider setting up a joint working group/link group, made up of staff from both colleges, who could meet periodically to discuss ways forward for more joint working on the subject of youth employment.
7. The Strategy should make proposals for on-going data-sharing mechanisms with reference to Jobcentre Plus and FE colleges to identify hard-to-reach young people and improve destination tracking.

### **The need to increase the number of apprenticeship opportunities and to support small companies to offer apprenticeships**

8. The Council should prioritise the development of the Apprenticeship Hub as a Pledge and this should include:
  - a) Assigning a named point of contact to each business
  - b) Proactively targeting of the 25% of businesses identified by the LEP as interested but not having time to get involved

- c) Promote the Hub through business networks including the Telford Business Board, Telford Business Partnership and the Chamber of Commerce
- d) Note that the Scrutiny Committee would support a bid for funding through the LEP to support this work.

9. The Council should monitor and report on the progression of care leavers and where appropriate prioritise care leavers for Council apprenticeships.

**The need for a co-ordinated single point of entry to services so young people and their parents know where to look for help and whether there are any gaps in provision**

10. Efforts should be made to target marketing of the Job Box website to parents so they know how to help their children.

11. Consider the suggestions put forward by the Council's apprentices for tackling youth unemployment, noting that Members do not support the principle of offering monetary incentives to engage young people.

**Whether the Council's investment in the Jobs Fair and Job Junctions deliver value for money and the programmes funded by the Council's £1.3m investment are sustainable**

12. The Council should review performance of the Job Junctions and develop proposals to secure future funding, potentially through the LEP, to support the development of the service. This should be reported back to the committee in 12 months.

Members ask that the following suggestions are considered:

- Put systems in place to monitor performance in terms of job outcomes to evidence the added value of Job Junctions in helping people into work to support future funding bids.
- Explore New College as a partner in the Job Junctions for delivery, referrals and links with the hard-to-reach project
- Members felt the Job Junctions could be delivering wider benefits such as social contacts or improvements to mental health. There should be referral mechanisms with wider council services and partners, particularly GPs.
- The referral mechanisms between FutureFocus / Turnaround and Job Junctions should be strengthened so young people continue to access help and do not fall through the net
- Develop a customer feedback form to identify any gaps in provision to inform the development of provision and courses.
- Consider providing a telephone for customer use with appropriate safeguards.
- Consider increasing the number of computers in Sutton Hill to 16
- Consider more central venues for the Newport Job Junction including the option of using the library
- Improve internal and external signage
- Consult young people on how they want to be engaged and develop a strategy which supports their greater engagement with the Job Junctions
- Information from the database of young unemployed people should be shared

with staff in Job Junctions so they are able to target support.

- Consider the benefits of bringing employers and recruitment agencies into the Job Junctions to deliver sessions about what employers are looking for and to encourage employers to see the Job Junctions as a positive recruitment channel. Consider the potential to develop as an income generation service.

**Holding the Executive to account and monitoring the implementation of recommendations accepted**

13. Cabinet to note that the committee will monitor the implementation of the recommendations in this report accepted by Cabinet and delivery of the Pledges at a future meeting.

# Acknowledgements

## **Members of the Children & Young People Scrutiny Committee**

Cllr. Kevin Guy (Chair)  
Cllr. Stephen Burrell  
Cllr. Gill Green  
Cllr. Jackie Loveridge  
Cllr. Alan Mackenzie  
Cllr. Jane Pinter  
Cllr. Roy Scammell  
Cllr. Chris Turley  
Cllr. Mike Ion (Chair to May 2014)  
Cllr. Tracy Hope (member until May 2014)  
Dr. Shaukat Ali - HE representative  
Mr. A. Atkinson - Catholic Diocesan representative  
Mr. Roger Avey - Town & Parish Council representative  
Ms. Emma Ofori - Secondary Parent Governor representative  
Mr. Steve Rayner - Anglican Diocesan representative  
Ms. Mel Ward - Primary Parent Governor representative

## **Witnesses**

The committee would like to thank the following people for taking the time to meet them:

- Cllr. Shaun Davies, Cabinet Member Neighbourhood Services, Employment & Skills
- Kate Callis, Assistant Director Development, Business & Employment
- Sue Marston, Skills Service Delivery Manager
- Jan Ellis, Principal & Chief Executive, Telford College of Arts & Technology (Feb 2014)
- Chris Scott, College Deputy Principal, Telford College of Arts & Technology (Feb 2014)
- Bev Jackson, Assistant Principal – Learner Services, Telford College of Arts & Technology
- Garry Philips, Principal and CEO, New College Telford (March 2014)
- Catherine Whitehead, Assistant Principal, Student Voice and Reputation, New College
- Steve Orton, Employer Manager, Jobcentre Plus Telford and Wrekin
- Liz Harding, County Training
- Paul Hinkins, Chair of the Telford Business Board and Marches LEP Board member
- Prof. Ian Oakes, Higher Education Champion on the Marches LEP Board and Deputy Vice Chancellor, University of Wolverhampton
- Nathaniel Sambrook, Amy Giles and James Doyle, Council apprentices

The committee would also like to thank Marie Blake and her team of staff working in the Job Junctions for supporting the member visits and for their valuable insights, in particular Steve Blake, Nigel Lunn and customers who took time to talk to the members.

## **Key written evidence**

- Youth Unemployment Presentation (November 2013)
- Telford College of Arts & Technology Presentation (November 2013)
- Tackling Youth Unemployment – Our Commitment, Cabinet Report (January 2014)
- Jobcentre Plus – Customer Journey Presentation (February 2014)

- ONS claimant flows for Telford and Wrekin and breakdowns to small areas (February 2014)
- Ideas for Youth Unemployment from Telford & Wrekin apprentices (February 2014)
- New College Telford Presentation (March 2014)
- DWP Work Programme Official Statistics to March 2014 and cumulative referrals and job outcomes for Telford and Wrekin to March 2014
- Serco Briefing on Work Programme outcomes in Telford and Wrekin, The Work Programme Executive Summary and the Customer Charter (August 2014)
- Marches Skills Plan Presentation (September 2014)
- The Marches Skills Plan 2013-2015 and First Annual Review October 2013
- Update on Youth Unemployment report including data on Job Junction and Jobs Fair outcomes (September 2014)
- Tackling Youth Unemployment – Progress to Date, Cabinet Report (September 2014)

### Suggestions Following Discussion with Council Apprentices

Following discussions with colleagues, members of the public and 30 young people aged between 16-24 the following suggestions were put forward by an apprentice employed by the Council who had met with the Scrutiny Committee as part of the Review:

- **Up – Front Wage:** Upon starting either a job or an apprenticeship, I believe the wage should be put up-front, this is due to the growing numbers in youth debt, it is a well known fact that money is the main incentive for anyone to go into a job, so in a way to get youths into employment perhaps an up – front wage could be a good idea.
- **Coffee Morning** – This is due to the lack of knowledge about certain jobs, as it would be a casual informal discussion between an employer and members of the public, discussing the ins and outs of what their job warrants, for instance business administration, discussing the transfer and distribution of data. As it would be casual and have free beverages I believe it would be excellent, perhaps set up in a central location such as First Point.
- **Voucher** – Perhaps as an incentive to want to get to the interview stage, those who are successful get a £10 -£25 Telford town centre gift card, whether successful or unsuccessful in getting the job.
- **Job prospects** – Following the National Entrepreneur Week where small business owners came together to discuss expansion within Telford & Wrekin, I believe that a scheme should be set up with these small businesses to enlarge their business, they require more staff to achieve this goal and money, we have the demand from a large number of would – be employees and due to the new government Wage incentive scheme which entitles an employer a sum of money upon employing a youth. Following the initial training the Youth would then be entitled to qualify for a full time position within the company.
- **Free Driving Lessons** – In most Jobs the employee needs to be flexible, such as my own position, where I travel around Telford a lot via public transport, however, public transport is defiantly not reliable. Due to the low wage packet received by Apprenticeships (roughly £99 p/w), I believe they should warrant for free driving lessons whilst in their apprenticeship, whether car or motorbike. (This idea was given to me by about 25 of the 30 youths I spoke to.)
- **Longer Work experience perhaps 3 x 2 weeks in Years 9, 10 & 11** - In order for youths to get a taste of employment I believe the single taste they are given in year 10 is not enough, also our minds are constantly changing regarding our careers so the taster they have in Year 10 may not be anything to do with the career path they choose. If warranting 3 x 2 weeks is not an option due to age or other aspects, perhaps expanding the 2 weeks in year 10 to a month with the possibility of 2 separate placements is an option.

Other than Incentives a few other ideas are:

**Reducing the high aspects of jobs that Youths hold** - By this I mean, if a youth's passion is in football and their goal is to be an International sports star, this does not mean, that we should not keep that passion alight, however show them other career aspects within football, Manager, Coach, Teacher e.t.c. Show them the jobs behind the scenes, not just the glory, allow them to see that their maybe a CEO to a company however in order to attain that position he had to climb up the ladder, so show them each step the CEO took to achieve their position.

I work with CV's (Curriculum Vitae) and a main segment is that of Key skills the skills a would be employee has that would keep an employer interested in them.

**Key Skills** – These are their personal skills that may be interesting to an employer, for example if a Youth wishes to gain employment within Software in ICT, they need the knowledge of JAVA, an international company who works with JAVA and is looking to recruit Apprentices, Cap-Gemini could be used as a training provider. If a Youth wishes to gain employment in sport a key skill would be the knowledge of coaching a football team, which perhaps Telford AFC could provide a 2 to 3 day training course.

An increasing number of youths are starting to claim job seekers as an income, and due to the nature of an apprenticeship the wage is only slightly more. If a young mother is claiming income support and housing benefit and wishes to go into employment, she will lose most if not all of her housing benefit and most if not all of her income support, the average rent for a property is roughly £475 a month for a two bed property, an apprenticeship wage is £430 roughly a month, not only would they be unable to pay for their rent, this has not taken into account shopping, baby care and bills. If it is our wish for young mothers especially to go into employment, I believe we as a council must set up a scheme to help reduce the stress from them, perhaps letting them keep their full housing benefit.

Housing benefit is one of the main issues surrounding the transfer of Youths on benefits to Youths in employment.

On a lighter note, there are services we provide that help Youths in Telford and Wrekin Council a few of these are:

- Telford Job junctions
- TCAT
- Connexions
- Relate
- Employment Coaches
- Turn Around
- NCS

Other suggestions from Apprentices put forward at the meeting with the Scrutiny Committee:

- Need to publicise NUS membership to apprentices so they can access discounts

- Apprenticeships could be promoted in the council newsletter. It should be eye catching, perhaps next to an article which people will be interested in. Could be a series “The life of an apprentice” featuring a different apprentice each time.

**TELFORD & WREKIN COUNCIL****CABINET - 11 DECEMBER 2014****CABINET RESPONSE TO SCRUTINY REPORT: REVIEW OF YOUTH UNEMPLOYMENT****REPORT OF ASSISTANT DIRECTOR: DEVELOPMENT, BUSINESS & EMPLOYMENT****LEAD CABINET MEMBER: CLLR SHAUN DAVIES****PART A – SUMMARY REPORT****1 SUMMARY OF MAIN PROPOSALS**

This report provides a response to a series of recommendations made by the Children & Young People Scrutiny Committee in relation to addressing youth unemployment. In summary, nine of the thirteen recommendations have been wholly accepted with the remaining four being partially accepted.

**2 RECOMMENDATIONS**

**2.1 That Cabinet note the recommendations made by the Children & Young People (CYP) Scrutiny Committee along with the responses included at Appendix 1 of this report.**

**3 SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	<p>Providing a programme of support to help our young people into training or employment directly contributes to the following priorities:</p> <ul style="list-style-type: none"> <li>• Putting our children and young people first</li> <li>• Creating jobs as part of a 'Business Supporting, Business Winning Council'</li> <li>• Improving local people's prospects through education and skills training</li> </ul> <p>The recommendations made by the CYP Scrutiny Committee will further strengthen this work and support the above priorities.</p>
	Will the proposals impact on specific groups of people?	
	Yes	There is borough wide impact with a specific focus on 16-24 year olds, education providers and businesses.
<b>TARGET COMPLETION/ DELIVERY DATE</b>	Additional funding to tackle youth unemployment was secured in April 2014 and supports a two year programme of activity. The recommendations made by the CYP Scrutiny Committee, where accepted, will be implemented as soon as possible to support the delivery of the programme.	
<b>FINANCIAL/ VALUE FOR MONEY IMPACT</b>	Yes	Any financial implications arising from adopting the recommendations as detailed within this report and at Appendix 1 will be contained within the approved £1.3 million budget for Youth Unemployment.

<b>LEGAL ISSUES</b>	Yes	The Council's statutory duty to provide education and/or training currently extends to 16-19 year olds, however the Council can rely upon section 111 of the Local Government Act 1972 which allows the authority to do anything which is calculated to facilitate, or is conducive or incidental to its statutory functions to extend the current and any future schemes to cover 20-24 year olds. The exercise of the power will also be subject to express statutory restraints such as the public sector equality duty, procurement and state aid rules.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	No	None
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	There is a borough wide impact however impact is greatest in those wards where there are the highest concentration of youth unemployment including Cuckoo Oak, Woodside, Malinslee, Haygate, Brookside and Donnington.

## **4.0 INFORMATION**

### **4.1 Background**

In January 2014, Cabinet approved a £1.3m programme of support aimed at reducing youth unemployment in the Telford & Wrekin area over a two year period. The Children & Young People Scrutiny Committee subsequently identified this as a work stream that justified in depth review due to the concerns that the rate of youth unemployment in Telford & Wrekin was significantly higher than regional and national averages. The committee was concerned about how this could affect the life chances of so many young people in the borough and the implications of the loss of so much potential on the prosperity of the borough as a whole. An early report by officers, to the scrutiny committee, provided contextual information on the work to date to tackle the levels of youth unemployment. The committee agreed to three key lines of enquiry:

1. To investigate what barriers exist locally for young people (aged 16-24) to getting into work.
2. To examine whether all agencies are playing their part in supporting young people into work.
3. To investigate whether there are any gaps and/or overlaps in current provision.

Members took evidence from the Cabinet Member for Neighbourhood Services, Employment & Skills, senior council officers, principals and officers from further education (FE) providers, Jobcentre Plus, Work Programme prime contractors and providers, the Marches LEP Skills Champion, Chair of Telford Business Board and some of the Council's apprentices who had experienced unemployment. Members also visited a number of Job Junctions to see them in action and hear the views of staff and customers.

### **4.2 Response to Recommendations of the Scrutiny Report**

Members of the Scrutiny Committee commended the work undertaken to date to tackle youth unemployment but also identified a number of recommendations which they believed would further strengthen this work, as summarised in Appendix 1. Many of the recommendations are already in the process of being implemented under the Youth

Unemployment programme and as a result considerable positive progress has already been made over the past nine months:

- Youth unemployment in Telford & Wrekin is decreasing at a greater rate than the regional and national rates – we believe this is a direct result of our intervention as well as our growth agenda.
- 105 work experience placements and 130 apprenticeships posts have been identified across the Council.
- Job Box Mentors have been appointed to work with young people aged 20-24 to provide them with one to one support to get into work, and have so far found employment for 75 people.
- 69 vacancies were filled as a direct result of the Partnership for Jobs event held in March 2014
- Nine additional Job Junctions have been set up in new areas of the borough with the aim of providing greater access for residents who are looking for work. As a result we are seeing record highs in attendance with the number of users to date, already exceeding last year's total. 105 people have been supported into employment through our Job Junctions this year.
- We have developed and launched our Job Box brand to unify our youth unemployment offer and ensure there is a common theme across our promotional media.
- We launched our Job Box website in March 2014 with 27.5% of all people viewing the site being aged between 18 and 24. This figure is improving on a weekly basis.
- We are using our 'Invest in Telford' programme to identify upcoming employment opportunities and relaying them through the various support services of the Job Box.
- We have developed a comprehensive offer to support businesses with their recruitment needs which links closely with our Invest in Telford offer.
- We have developed our Ambassador programme which will facilitate stronger links between businesses and schools to support the promotion of careers and work place learning and will launch this in the New Year.
- We have developed our Apprenticeship Hub programme that will de-risk the appointment of an apprentice for the employer, by Telford & Wrekin Council taking on the responsibility of managing the contract and wages of the apprentice and will launch this in the New Year
- We are developing a scheme to ensure that our young people are "work ready" through a Skills Passport programme, which will be developed alongside business needs.
- We are launching a programme of support, "Young Telford" to help young people to start their own business.
- We also recognise the differences in this group of young people whether that be by geographical location, culture, ethnicity etc and in response have developed a series of Neighbourhood Employment and Skills Plans for each of our six priority action areas. The plans pull together existing data relating to skills and employment and are shared with the outreach team so that consideration can be given to the types of provision that would make a difference to those in the area. The plan is reviewed every six months.

With considerable positive action already underway, the CYP Scrutiny Committee recommendations are welcomed and provide some valuable new ideas and advice around which we can further develop the service. Each of the recommendations made has been responded to in detail in Appendix 1. In summary, nine of the thirteen recommendations have been wholly accepted with the remaining four being partially

accepted.

## **5 PREVIOUS MINUTES**

Cabinet Report: Tackling Youth Unemployment – Our Commitment (January 2014)  
Cabinet Report: Tackling Youth Unemployment – Progress to Date (September 2014)

## **6 BACKGROUND PAPERS**

Children & Young People Scrutiny Report – Review of Youth Unemployment (November 2014)

**Report prepared by Kim Hodgetts, Programme Manager – Youth Unemployment,  
01952 381192**

## Cabinet Response to Scrutiny Report

<p><b>Scrutiny Committee: Children &amp; Young People</b></p> <p><b>Report: Review of Youth Unemployment</b></p> <p><b>Lead Scrutiny Member: Cllr Mike Ion (to May 2014) Cllr Kevin Guy</b></p> <p><b>Lead Scrutiny Officer: Stephanie Jones / Fiona Bottrill</b></p>	<p><b>Cabinet Member: Cllr Shaun Davies</b></p> <p><b>Response prepared by: Kim Hodgetts, Programme Manager for Youth Unemployment</b></p> <p><b>Date of Cabinet meeting: 11 December 2014</b></p>
---	--

Scrutiny Recommendation	Response and summary of action being taken to implement, or reason for rejection	Date by which action will be taken	Person responsible for action (name and title)
<p>1. The Council should continue to develop its strategic role in leading the skills agenda across the borough.</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>• The Council are taking a proactive approach in leading the skills agenda. The Council are represented on the LEP skills board, have excellent working relationships with skills providers and have good links with local businesses, schools and training providers to understand the skills needs of businesses in order to support in the addressing of skills gaps.</li> </ul>	<p>Ongoing</p>	<p>Kate Callis – Assistant Director – Development, Business and Employment</p>
<p>2. This role should include developing a longer term (3 years) Skills Strategy for the borough within 6 months which should:</p> <ol style="list-style-type: none"> <li>a) Provide detailed skills needs projections for businesses in the borough linked to employment opportunities in other LEP areas to inform skills planning</li> <li>b) Show how connections between businesses and the education sector (schools, FE and HE) will be developed and strengthened, including exploring sponsorship opportunities.</li> <li>c) Set clear outcomes that will be used to evaluate the success of the strategy and the Council's investment to enable young people to find and remain employed in the long term.</li> </ol>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>• Each point made by the CYP scrutiny committee is responded to below:               <ol style="list-style-type: none"> <li>a) It is recognised that at a local level more work is needed to understand employers' skills requirements in order to determine a local skills strategy that supports the wider LEP strategy but also acknowledges differences and guides the programme from training providers. In response to this we have established a project team to lead on the development of a skills strategy which will;                   <ul style="list-style-type: none"> <li>• Capture the existing skills requirements of our local businesses both now and in the future</li> <li>• Summarise our strategy for skills development to enable our local economy to grow and expand in the sectors we want</li> </ul> </li> </ol> </li> </ul>	<p>April 2015</p>	<p>Kate Callis – Assistant Director – Development, Business and Employment</p>

	<ul style="list-style-type: none"> <li>• Strengthen our position and ability to respond to inward investment enquiries from existing and target sectors.</li> <li>• Position us favourably to access funding opportunities that may flow through the LEP.</li> <li>• Provide a meaningful evidence base to education providers to inform their curriculum development so that it responds to skill requirements.</li> <li>• Enable us to challenge education provision if we believe it is not fulfilling skills requirements</li> <li>• Support careers advisors to provide real time information on the skills requirements of local businesses and therefore existing and future opportunities</li> <li>• Support young people to make informed decisions about their futures based on an up to date picture of the local economy</li> </ul> <p>b) An Ambassador programme is currently being developed that will provide a brokerage service and effectively forge greater links between schools and businesses. We will look to widen this opportunity to FE and HE providers.</p> <p>c) Key performance indicators aligned to the relevant pledges are currently being developed</p>		
<p>3. Cabinet should work with the LEP to access funding opportunities to support the development and delivery of the strategy.</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>• With European funding now being allocated through the LEP it is incredibly important that we continue to work closely with the LEP and also ensure that our local priorities are accurately reflected in the wider LEP priorities thus ensuring maximum opportunity for funding.</li> <li>• We already have in place an internal LEP Board to manage the interface with the LEP and skills is to be added to remit of the board to ensure we are maximising opportunities.</li> <li>• The development of a local Skills Strategy will help evidence need and provide support for funding.</li> </ul>	<p>ongoing</p>	<p>Sue Marston, Service Delivery Manager – Skills</p>
<p>4. The Council should build links with the two Work Programme prime contractors operating across Telford and Wrekin to explore how provision can</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>• We will make contact with and arrange to meet the two Work Programme prime contractors to discuss greater linkages and</li> </ul>	<p>January 2015</p>	<p>Sue Marston, Service Delivery</p>

<p>be better joined-up.</p>	<p>opportunities for data sharing.</p> <ul style="list-style-type: none"> <li>• We believe that beneficial relationships can also be brokered with the sub contractors to the prime contractors in the Borough. This will ensure that we have a more local approach and are working with the deliverers of the programme.</li> <li>• We will arrange quarterly meetings with sub contractors to share best practice, information and ensure a more joined up approach.</li> </ul>		<p>Manager – Skills</p>
<p>5. Cabinet should challenge the colleges to show how they make decisions about provision and how provision meets the needs businesses and of people across the borough.</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>• It is accepted that the Council have a role to play in determining the curriculum of local FE and HE providers.</li> <li>• The development of a Telford &amp; Wrekin Skills Strategy, which is regularly updated and reflective of existing and emerging skills requirements, will support this.</li> <li>• Once developed we will share this intelligence from businesses to support the decision making of FE and HE regarding future provision.</li> <li>• Joint quarterly meetings will be set up with both FE colleges to enable wider discussions around provision of training.</li> </ul>	<p>Ongoing</p> <p>Quarterly</p>	<p>Kate Callis, Assistant Director – Development, Business and Employment</p>
<p>6. Linked to the recommendation above the Council should broker a discussion between the Principals of the FE providers to reconsider the option of a joint delivery model. In the short term, consider setting up a joint working group/link group, made up of staff from both colleges, who could meet periodically to discuss ways forward for more joint working on the subject of youth employment.</p>	<p><b>Partly Accepted</b></p> <ul style="list-style-type: none"> <li>• As a co-operative Council we are committed to working with and supporting our local FE providers to work co-operatively together to ensure appropriate provision for our young people.</li> <li>• The development of a local Skills Strategy, coupled with joint quarterly meetings will support ongoing and productive relationships.</li> <li>• We also recognise that it is also vital to forge strong relationships with our local schools and academies to tackle youth unemployment at an early stage.</li> </ul>	<p>Ongoing</p> <p>Quarterly</p>	<p>Kate Callis, Assistant Director – Development, Business and Employment</p>
<p>7. The Strategy should make proposals for on-going data-sharing mechanisms with reference to Jobcentre Plus and FE colleges to identify hard-to-reach young people and improve destination tracking.</p>	<p><b>Partly Accepted</b></p> <ul style="list-style-type: none"> <li>• Data sharing was underway between JobCentre Plus (JCP) and the Local Authority, facilitated through a secondment from JCP to the Council, however due to JCP data sharing rule changes, this secondment has ceased and currently we are unable to receive data from JCP, although we will continue to pursue this.</li> <li>• We have a statutory obligation as a local authority to provide</li> </ul>	<p>Ongoing</p> <p>June 2015</p>	<p>Sue Marston, Service Delivery Manager – Skills</p>

	<p>destination information to central government in relation to every young person in the Borough. This has proven to be problematic in the past due to ineffective data sharing agreements. In response to this we propose to enter into a new memorandum of understanding with the FE colleges, training providers and post 16 schools to ensure senior management buy in to the timely collection and sharing of data.</p>		
<p>8. The Council should prioritise the development of the Apprenticeship Hub as a Pledge and this should include:</p> <p>a) Assigning a named point of contact to each business</p> <p>b) Proactively targeting of the 25% of businesses identified by the LEP as interested but not having time to get involved</p> <p>c) Promote the Hub through business networks including the Telford Business Board, Telford Business Partnership and the Chamber of Commerce</p> <p>d) Note that the Scrutiny Committee would support a bid for funding through the LEP to support this work.</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>• The Apprenticeship Hub is a priority for the Council as identified in the original list of youth unemployment pledges approved by Cabinet. A process and legal framework has been established and an application is to be made imminently to the National Apprenticeship Service to secure our status as a training provider, albeit we will commission local colleges to provide the taught part of apprenticeships. We have soft market tested the scheme with local businesses and have secured four businesses with whom we will pilot the scheme. We aim to formally launch at the Jobs Fair in March 2015. Each point made by the CYP scrutiny committee is responded to below: <ul style="list-style-type: none"> <li>a) Businesses already have a named point of contact through our Business Support Team and they will support this scheme with businesses moving forward. In addition to this we are looking to recruit an officer to oversee and manage the Apprenticeship Hub programme who will be the named representative specifically in relation to this scheme.</li> <li>b) We will target those businesses identified by the LEP but will also use data and intelligence from our own skills survey conducted in 2013 as well as our Business Support Officers to effectively target businesses.</li> <li>c) The Hub will be promoted through our existing channels including those mentioned as well as additional avenues.</li> <li>d) We have already identified the LEP as a possible funding opportunity for the Hub moving forward and will endeavour to secure funding once we have piloted the project. We are also looking at income generation through our charging policy to businesses to support the scheme on an ongoing basis.</li> </ul> </li> </ul>	<p>March 2015</p> <p>March 2015 - ongoing</p> <p>March 2015 – ongoing</p> <p>January 2016</p>	<p>Kim Hodgetts, Programme Manager – Youth Unemployment</p>
<p>9. The Council should monitor and report on the</p>	<p><b>Wholly Accepted</b></p>	<p>January 2015</p>	<p>Sue Marston,</p>

<p>progression of care leavers and where appropriate prioritise care leavers for Council apprenticeships.</p>	<ul style="list-style-type: none"> <li>We are producing a targeted offer for our care leavers and will be focusing some activity on supporting these young people to access Council apprenticeships should they wish.</li> </ul>		<p>Service Delivery Manager – Skills</p>
<p>10. Efforts should be made to target marketing of the Job Box website to parents so they know how to help their children.</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>The importance of targeting and engaging with parents is something that we have recognised as an area requiring additional attention. We are currently developing a Parent Strategy which will support our campaign to target parents/carers with information about support available for their children. Following the strategy development we will implement a campaign that will target both parents and carers.</li> </ul>	<p>February 2015</p>	<p>Kim Hodgetts, Programme Manager – Youth Unemployment</p>
<p>11. Consider the suggestions put forward by the Council’s apprentices for tackling youth unemployment set out in Appendix 1, noting that Members do not support the principle of offering monetary incentives to engage young people.</p>	<p><b>Partially Accepted</b></p> <p>Each of the points raised in Appendix 1 have been responded to below:</p> <ul style="list-style-type: none"> <li>Up Front Wage. This is not something that we would support on the basis it reduces the incentive for the apprentice to perform once in post.</li> <li>Coffee Morning. The suggestion here is for an informal discussion between an employer and members of the public to discuss careers. We are planning to hold a skills/careers event in March 2015 which would support this.</li> <li>Voucher. The suggestion is around an incentive of a voucher to get to interview stage. This is not supported but we recognise that as an organisation we need to commit to providing unsuccessful candidates with useful and constructive feedback to help them with future applications. We will consider incentives/vouchers where appropriate, for example we are trialling an introduction incentive for young people who sign up to our Job Box Mentor service.</li> <li>Job Prospects. We are developing our Apprenticeship Hub which will encourage more employers to take on an apprentice.</li> <li>Free Driving Lessons. As part of an incentive package for Telford &amp; Wrekin Council apprentices we are exploring offering a number of driving lessons when an apprentice achieves a pre determined target in their work. However, incentives will only be considered when an apprentice exceeds minimum expectations.</li> <li>Longer work experience. This is something that we would be willing</li> </ul>	<p>Ongoing</p>	<p>Kim Hodgetts, Programme Manager – Youth Unemployment</p>

	<p>to explore with local schools but the decision would ultimately rest with the schools.</p> <ul style="list-style-type: none"> <li>We are looking to engage further with the apprentice forum to help develop ideas around incentives and progression opportunities for apprentices as well as raise the profile of apprentices and apprenticeships.</li> </ul>		
<p>12. The Council should review performance of the Job Junctions and develop proposals to secure future funding, potentially through the LEP, to support the development of the service. This should be reported back to the committee in 12 months.</p> <p>Members ask that the following suggestions are considered :</p> <ol style="list-style-type: none"> <li>Put systems in place to monitor performance in terms of job outcomes to evidence the added value of Job Junctions in helping people into work to support future funding bids.</li> <li>Explore New College as a partner in the Job Junctions for delivery, referrals and links with the hard-to-reach project</li> <li>Members felt the Job Junctions could be delivering wider benefits such as social contacts or improvements to mental health. There should be referral mechanisms with wider council services and partners, particularly GPs.</li> <li>The referral mechanisms between FutureFocus / Turnaround and Job Junctions should be strengthened so young people continue to access help and do not fall through the net</li> <li>Develop a customer feedback form to identify any gaps in provision to inform the development of provision and courses.</li> <li>Consider providing a telephone for customer</li> </ol>	<p><b>Partly Accepted</b></p> <ul style="list-style-type: none"> <li>As part of the programme we have processes in place to monitor the effectiveness of the pledges and ultimately determine the opportunities for future funding. The Job Junctions will form part of this review.</li> </ul> <p>Each point has been responded to below:</p> <ol style="list-style-type: none"> <li>Systems are in place to monitor Job Junction outcomes and these are reported monthly.</li> <li>New College do not have any outreach workers / workers that work in the community so this was not explored with them previously. However, we will explore this with New College.</li> <li>We have previously completed an internal marketing campaign to showcase what the Job Box has to offer. We will develop a marketing programme and associated material to raise greater awareness amongst partners and potential referral agencies of the support that the Job Box has to offer. We will also continue to promote to our wider council services.</li> <li>The new data system we are adopting will allow us to hold more detailed client information and will support us in making the relevant links at the relevant times.</li> <li>A customer feedback form is currently in development and will be implemented imminently.</li> <li>Providing a telephone is difficult as the venues used are not all Council owned venues. We will do some work to understand how often the use of a telephone is requested during sessions and if necessary will explore the purchase of mobile phones for this use.</li> <li>10 new laptops have been ordered to use across the Job Junctions.</li> <li>We will work with TCAT to explore options for relocating the Newport Job Junction.</li> <li>New external signage has been ordered to promote the Job</li> </ol>	<p>January 2016 – in line with timescales for the wider project.</p> <p>February 2015</p> <p>December 2014</p> <p>March 2015</p> <p>December 2014 January 2015</p> <p>Complete</p>	<p>Kim Hodgetts, Programme Manager – Youth Unemployment</p>

<p>use with appropriate safeguards.</p> <p>g) Consider increasing the number of computers in Sutton Hill to 16</p> <p>h) Consider more central venues for the Newport Job Junction including the option of using the library</p> <p>i) Improve internal and external signage</p> <p>j) Consult young people on how they want to be engaged and develop a strategy which supports their greater engagement with the Job Junctions</p> <p>k) Information from the database of young unemployed people should be shared with staff in Job Junctions so they are able to target support.</p> <p>l) Consider the benefits of bringing employers and recruitment agencies into the Job Junctions to deliver sessions about what employers are looking for and to encourage employers to see the Job Junctions as a positive recruitment channel. Consider the potential to develop as an income generation service.</p>	<p>Junctions.</p> <p>j) We will produce a consultation form for Young People we are engaged with to get their feedback. We will also look to further promote the benefits of attending a Job Junction through existing mechanisms such as our Facebook feed as well as our in development “News” feed on the website.</p> <p>k) Job Junction staff already have access to information we hold about young unemployed people.</p> <p>l) Employers and recruitment agencies do attend Job Junctions as and when they have a recruitment need and we work hard to develop community learning courses in line with users needs as well as emerging opportunities with local businesses. This is not something we would be looking at in order to generate an income.</p>	<p>Ongoing</p> <p>Complete</p> <p>January 2015</p>	
<p>13. Cabinet to note that the committee will monitor the implementation of the recommendations in this report accepted by Cabinet and delivery of the Pledges at a future meeting.</p>	<p><b>Wholly Accepted</b></p> <ul style="list-style-type: none"> <li>We recognise that monitoring the success of our interventions is critical in order to determine value for money. We already have a framework in place to monitor performance against each of the pledges and we will be providing regular feedback as to the progress of the delivery of the pledges and their outcomes, along with the implementation of these recommendations. We will also look to produce and provide evidence of potential sustainability of each element of the programme going forward.</li> </ul>	<p>Ongoing</p>	<p>Kim Hodgetts, Programme Manager – Youth Unemployment</p>

**TELFORD & WREKIN COUNCIL**

**CABINET - 11 DECEMBER 2014**

**WELLINGTON TOWN CENTRE REGENERATION**

**REPORT OF ASSISTANT DIRECTOR: DEVELOPMENT, BUSINESS & EMPLOYMENT**

**LEAD CABINET MEMBER – CLLR CHARLES SMITH**

**PART A – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

- 1.1 Wellington Centre, like many secondary town centres, has suffered from a changing retail environment accentuated by the recent economic recession. Vacant space has increased, led by the withdrawal of high street names, resulting in a different future for the vitality of the centre. The Town Council recognised the changing dynamics and commissioned a report setting out a vision for the future of Wellington Centre. Wellington 2020 was published in January 2014 and led to Wellington Town Council (WTC) approaching the Borough Council to assist with the implementation of the recommendations contained within the report. This has led to a formal collaboration with the Local Authority agreeing to work with WTC to put some of the idea's regarding Wellington's future prosperity into action.
- 1.2 An initial focus on Wellington is recommended on the basis that the Town Council have adopted a pro-active approach by commissioning the Wellington 2020 report and then committing resources in the form of match funding for officer time. If successful, this model could be extended to other Borough Towns where similar issues of vacant sites and declining retail uses exist.

**2. RECOMMENDATIONS**

- 2.1 That Cabinet endorse the working arrangements with WTC set out within this report, along with the proposals contained within the Action Plan (Appendix 1)
- 2.2 That Cabinet support the Council entering into a funding agreement for the receipt of £10,000 in 2014/15 and £15,000 in 2015/16 from Wellington Town Council to Telford & Wrekin Council. These sums are being match funded by the Council in terms of in kind officer contribution.
- 2.3 That Cabinet approve the use of £180,000 of the existing Housing Development capital allocation to tackle the Priority Sites/Areas set out in the Action Plan and the spend is delegated to the Assistant Director for Development, Business & Employment in consultation with the Cabinet Member for Housing, Development & Borough Towns.

## SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Protect and create jobs as a 'Business Supporting, Business Winning Council' Ensure that neighbourhoods are safe, clean and well maintained Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing
	Will the proposals impact on specific groups of people?	
	Yes	Existing and new businesses in the Wellington Town Centre will benefit from more footfall with a greater number of dwellings within the central area. Residents will benefit from a more vibrant and sustainable town centre.
<b>TARGET COMPLETION/DELIVERY DATE</b>	Action Plan to be produced before end of 2014 and implemented during the next two years.	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes/No	By entering into the Funding Agreement (Appendix 2), Telford & Wrekin Council will be committing to provide existing officer time and resources worth the equivalent of £15,000 per year for two years 2014/15 and 2015/16 to develop the Wellington Town Centre Project. In return for this commitment, WTC will be required to make funding payments to Telford & Wrekin Council of £10,000 in 2014/15 and £15,000 in 2015/16. It is proposed that £180,000 of existing Housing Development capital allocation is ring fenced to the Wellington Project to kick start the redevelopment of sites as identified within the Action Plan. JAC 14.10.14
<b>LEGAL ISSUES</b>	Yes/No	<p>The Council can seek to develop a detailed action plan and implement the recommendations of the Wellington 2020 Report using its various general powers to promote or improve economic, social and environmental regeneration, supported by the freedoms and flexibilities afforded by the General Power of Competency under the Localism Act 2011.</p> <p>The detailed Action Plan will need to identify the powers under which the Council can promote/support the schemes that come forward, along with any impacts and risks to the Council and its partners in addition to the opportunities that have already been highlighted.</p> <p>A formal legal agreement will be drawn up between the Council and WTC in respect of the financial contributions and contributions in kind.</p>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes/No	Risks and opportunities are highlighted throughout the report.
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	Haygate and College Wards

## **PART B – ADDITIONAL INFORMATION**

### **3. INFORMATION**

- 3.1 Wellington is the largest Borough Town within the urban area of Telford. With a long history and a market dating from 1244, the Wellington Town Centre represents a place where shifting patterns of retail, employment and living have contributed to a steady decline in those activities.
- 3.2 Between 2009 and 2013, Telford & Wrekin Council directly invested over £11 million in Wellington through the construction of a new civic building incorporating a new Library, Registry Office and refurbished leisure centre and car park as well as almost £3.5 million of public realm and highway improvements (consisting of improvements to most of the central town centre streets (New Street, Walker Street, Market Square, Bell Street, Crown Street and Duke Street), general highway improvements to the roads surrounding the centre as well as the creation of a new bus station.
- 3.3 The Council has raised approximately £2.6m through the sale of various property assets in Wellington over the last three years. Through these disposals, 65 new dwellings (of various size and tenure) have or are being delivered and 21,000 sq ft of office space has been brought back into use.
- 3.4 In January 2014, the Town Council approached the Borough Council to discuss the opportunities to work together to address the findings of a study, Wellington 2020, commissioned by the WTC. The study looked at the background of the town centre on the basis of surveys, research into retail patterns including comparisons between local and national drivers, and other areas which faced similar issues. The study proposed a vision for retail, living, leisure, arts, culture and community in Wellington Centre.
- 3.5 The Study sets an ambitious agenda for Wellington's regeneration which, to deliver in its entirety, would require significant investment and strong partnership working. The study focussed on a number of elements and gave the following key messages:
- There is demand and support for more quality independent shops in Wellington Centre
  - A successful Wellington in 2020 will not be one built solely on a revival in retail
  - Leisure and hospitality will need to be an important part of a revived Wellington in 2020
  - Wellington should also seek opportunities to fill gaps in Telford's arts and cultural offer as a form of differentiation
  - Residential development should be encouraged in the centre of Wellington
- 3.6 At the heart of the study is a desire to see Wellington as a destination maximising on the opportunities from its accessibility by road and rail, historic character, market and the new housing being developed within walking distance of the Centre. A key focus was on delivering a centre that has less reliance on retail, with that remaining offering more diversity alongside a greater mix of leisure and residential living.
- 3.7 Since the publication of the study, discussions between the Borough and Town Council have focussed on establishing a viable Action Plan and delivery model that will focus on delivering an agreed number of specific actions which will drive forward the achievement of the study's objectives and seeking to coordinate the various activities being undertaken by different partners to contribute to a shared plan.

- 3.8 To deliver this co-ordinated plan, a Wellington Project Board has been established. This currently includes six members (three from the Town Council) and three Officers from Telford & Wrekin including Kate Callis (Assistant Director: Development, Business & Employment), Katherine Kynaston (Business & Development Planning Manager) and Phil Edwards (Inward Investment & Housing Group Manager). Terms of Reference are included at Appendix 3. It is proposed that the Board will meet quarterly with working group sessions involving appropriate officers being held on a monthly basis to drive forward delivery. At the same time the Project Board will engage with Cabinet Members for Housing, Development & Borough Towns and Finance & Enterprise whilst keeping local Ward Members advised of priorities and delivery.
- 3.9 The first task of the Project Board has been to put together a draft Action Plan setting out the priorities for delivery over the next two years. There is already considerable work in the pipeline for the physical regeneration of the Town Centre and this has been drawn into the Action Plan complemented by other initiatives. The aim is to have the Action Plan agreed by the end of 2014 to support the 2020 vision.
- 3.10 The draft Action Plan focuses on land and activities within the Town Centre. The map within the Action Plan illustrates the area covered by the Action Plan, including land within Vineyard Road, King Street, Victoria Road and Bridge Road. This covers the main retail area, the Market, Wellington Civic & Leisure Centre, the rail and bus stations and significant sites such as the former Charlton Arms Hotel and the former Arriva bus depot.
- 3.11 The Action Plan, although draft at the moment, will identify funding options for the priority projects and areas. This will enable a business case and financial model to be developed for each project, outlining the benefits of any intervention to the Town and Borough Council through the generation of jobs, business rates, council tax and new homes bonus.
- 3.12 The Project is being led by officers within Development, Business & Employment recognising that the input of these services including planning, property and business support is key to the delivery of the Plan. The Council's input to the Project includes providing a project manager (the Council's Inward Investment & Housing Group Manager) who will coordinate the input of other services as well as engaging with external partners, funders and landowners bringing existing contacts/expertise particularly in unlocking stalled development. The project is focussed on strategic and operational delivery of the Action Plan.
- 3.13 A key aspect of the project is to ensure that the Plan is focussed, viable and deliverable. The main focus in the initial stages will be the delivery of key priority sites that have been vacant or require re-development. These include the former Charlton Arms Hotel and the Arriva bus depot sites where intervention work has already begun to bring these sites forward. Hereafter, issues such as vacant retail space, the market, accessibility between places, encouraging residential development and more upmarket retail offerings will all be investigated and implemented where practical.
- 3.14 Preparatory work has commenced on the Charlton Arms site following the grant of planning permission for conversion to residential apartments and new dwellings on the former car park area. The owners have been clearing the interior of the former hotel and the car park prior to implementing the proposed development. And are in the process of discharging a series of pre commencement planning conditions.
- 3.15 WTC are providing £25k over the next 18 months to support delivery matched by the Borough Council in Officer time. On a project specific business case basis, other funds e.g. from New Homes Bonus may be made available in addition to accessing external funding

sources including LEP, HCA and national government initiatives to support delivery. The approval of Telford & Wrekin Council will be required where the project specific business case relies upon funding from the Borough Council (the use of New Homes Bonus, for example).

- 3.16 In order to kick-start redevelopment of the sites identified within the action plan, as well as other stalled sites, it is proposed that £180,000 of the existing capital allocation for Housing Development Delivery is reallocated to support delivery of projects in Wellington. This would assist delivery of these brownfield sites in the Action Plan where viability is a barrier to commencement.
- 3.17 The Action Plan will also take into account the number of organisations already operating in Wellington and seek to both complement their goals and aspirations, where possible, and provide a focus through the Action Plan for their involvement and delivery of viable outcomes. The Action Plan provides an opportunity to align what at times are disparate local agendas and aspirational goals and also to feed into the Council's plans for investment into Wellington e.g. in relation to public realm, highways, to ensure a coordinated and financially sustainable approach.

The Groups to be engaged through the Project include:

- The Wellington Town Partnership
- Wellington Chamber of Commerce
- The Clifton Community Arts Centre Ltd
- Wellington Civic Society

- 3.18 Wellington centre has the potential, as outlined in the 2020 Report, to re-invent itself as a viable market town utilising the assets such as rail and motorway links, available commercial premises for re-use, affluent catchment area and improved public realm. The Action Plan will focus on delivering viable outcomes which have an impact within the local community and set the foundations for change and achieving the potential of the Town. It may also provide a viable model through which we can address the regeneration of some of our other local centres and borough towns.

#### **4. PREVIOUS MINUTES**

None

#### **5. BACKGROUND PAPERS**

Wellington 2020 - Setting out a Vision for the future of Wellington Centre

**Report prepared by Phil Edwards, Development Delivery Group Specialist, Telephone: 01952 384022**

# **WELLINGTON TOWN CENTRE REGENERATION**

## **ACTION PLAN**



**OCTOBER 2014**

**DRAFT**

***WELLINGTON TOWN CENTRE REGENERATION***

***ACTION PLAN***

***PREPARED FOR***

***WELLINGTON PROJECT BOARD***

# Contents

---

1.0 Introduction .....	4
2.0 Study Area.....	5
3.0 Objectives.....	6
4.0 Retail & Business.....	7
5.0 Residential.....	10
6.0 Destination & Tourism.....	11
7.0 Summary.....	12
8.0 Priority Sites/Areas	
8.1 Charlton Arms Hotel.....	13
8.2 Arriva Bus Depot.....	15
8.3 Clifton Cinema.....	17
8.4 High Street.....	19
8.5 Walker Street.....	21

# 1.0 Introduction

---

This Action Plan represents a shared vision between Wellington Town Council and Telford & Wrekin Council to implement the recommendations of the Wellington 2020 Report.

Wellington historically was a vibrant place but like many secondary town centres has suffered from a changing retail environment accentuated by the recent economic recession. Vacant space has increased led by the withdrawal of high street names resulting in a different future for the vitality of the centre. The Town Council recognised the changing dynamics and commissioned a report setting out a vision for the future of Wellington Centre. Wellington 2020 has led to a formal collaboration with the Local Authority to put some of the idea's regarding Wellington's future prosperity into action.

As one of the Borough Towns in the Council's administration, Wellington is the largest within the urban area of Telford. With a long history and a market dating from 1244, the Town Centre represents a place where shifting patterns of retail, employment and living have contributed to a steady decline in those activities.

A report by the Town Council was received in January 2014 entitled, Wellington 2020. It looked at the background of the town centre by conducting surveys, researched retail patterns, compared the local versus national drivers, examined other areas which faced similar issues and importantly created a vision for retail, living, leisure, arts, culture and community by 2020.

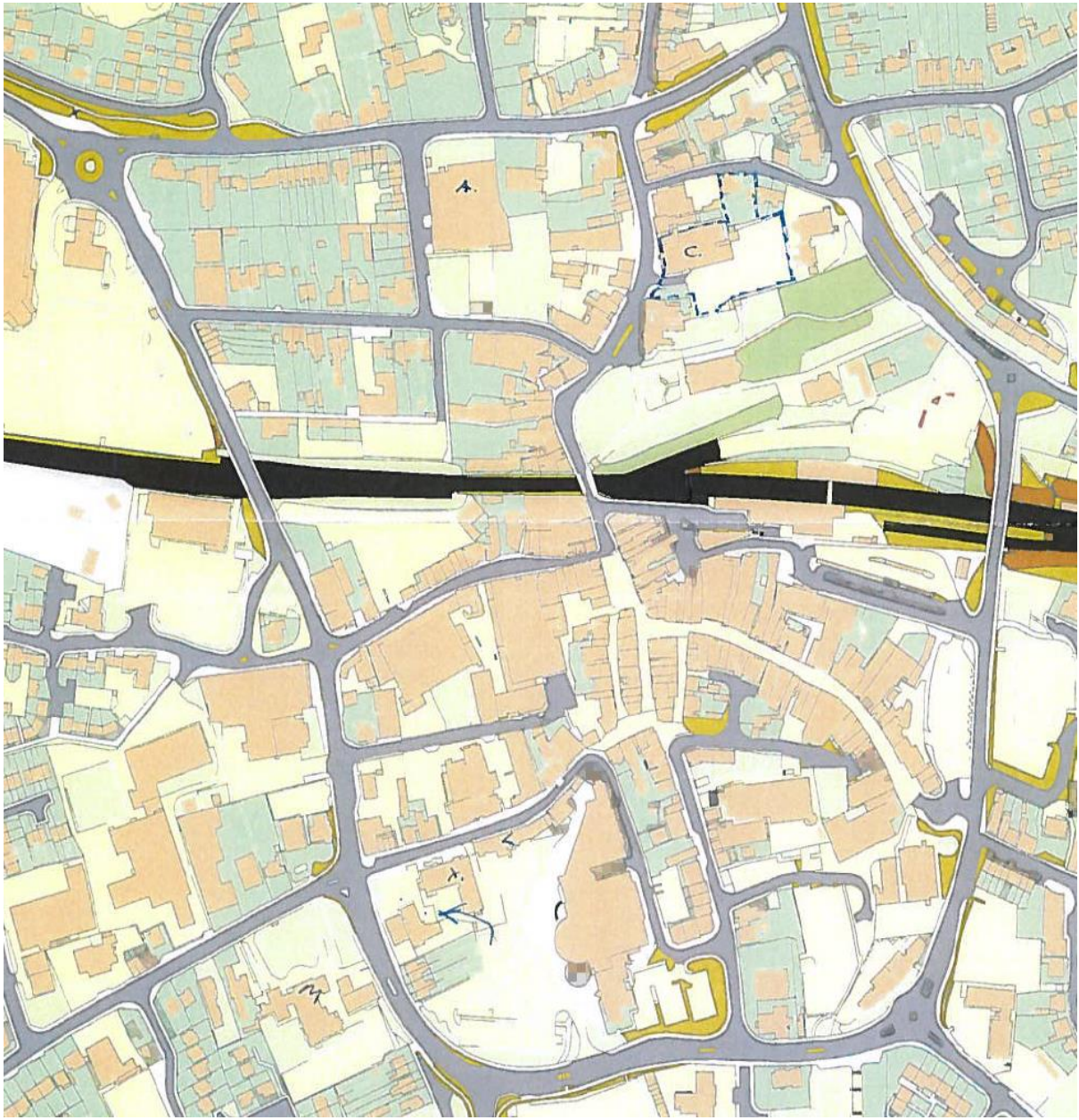
## **Key to the Delivery of the Vision are;**

- A centre that has less reliance on retail and what retail offer remains will be more robust and diverse.
- The centre will have more residential living through the re-use of vacant floor space and re-development of empty sites.
- Efforts will be made to make Wellington a real destination rather than just a dormitory town for commuters.

The Borough Council has made significant direct investment into Wellington in recent years including the delivery of the new Wellington Civic & Leisure Centre with its Business & Planning First Point, where the majority of the services able to contribute to delivering against the vision are co-located. The Borough's Council's involvement will focus on pragmatic delivery of specific projects and activities coordinated by the Development Delivery Group Specialist. The main focus in the initial stages will be the delivery of key priority sites that have been vacant or require re-development drawing on expertise in unlocking stalled sites. In addition issues such as vacant retail space, the market, accessibility between places, encouraging residential development and more upmarket retail offerings and strengthening the destination and its strategic marketing will all be investigated and implemented where practical.

## 2.0 Study Area

---



The Action Plan will concentrate largely on land and activities within the Town Centre. This consists of the area within Vineyard Road, King Street, Victoria Road, Wrekin Road and Bridge Road. This includes the main retail area, the Market, Wellington Civic & Leisure Centre, the rail and bus stations and significant sites such as the former Charlton Arms Hotel and the former Arriva bus depot. Concerted effort on these sites for instance will provide a catalyst for wider regeneration and confidence for further investment by occupiers in both business and residents.

The one exception will be the focus of the High Street area off Victoria Road. This has been categorised as a Priority Area given the level of premises for sale and its need for a co-ordinated approach if possible to secure a viable future.



## 4.0 Retail & Business

### Retail Context

The most recent synopsis of the state of retail in Wellington was captured in the Final Report of Retail & Leisure Capacity Study and Health Check in February 2014 by WYG Planning & Environment. Their report gave the following evidence;

- Wellington centre is located approximately 7 km to the north west of Telford **Town Centre** and 14 km to the south west of Newport.
- Wellington's Primary Shopping Zone as defined in the Wrekin Local Plan 1995-2006 Proposals Map is focused on Market Square, Duke Street, Crown Street, Bell Street and New Street. The Secondary Shopping Zone includes a wider area incorporating Market Street, Bridge Road, Queen Street, Church Street and Tan Bank.
- The site visit of Wellington centre in March 2013 identified that there was a total of 213 units in Wellington district centre boundary, equating to a gross floorspace of 43,420 sq.m.
- When looking at the diversity of uses in Wellington, it is evident that the centre is well provided for in terms of **convenience goods floorspace, with the proportion of such floorspace (27.3%) substantially above the national average figure (14.4%)**. The main convenience goods retailer in the centre is the Morrisons on Springhill, with an additional offer provided by the Aldi on Grooms Alley and Wellington market on Market Approach. Although the proportion of comparison goods units in the district centre equates to the national average figure, the centre is slightly under-provided for in terms of comparison goods floorspace. There is a good representation of financial and business service units in the centre, however there is a slight under-provision in leisure service provision.
- **The proportion of both vacant units (7.0%) and floorspace (6.5%) are below the respective national average figures of 12.2% and 10.2%**. The majority (67%) of vacant units in the centre have a gross floorspace of 150 sq.m or less. The largest vacant unit in the centre is 18 to 20 Church Street (970 sq.m) which was formerly occupied by the Charlton Arms public house and restaurant. Since the 2006 survey was undertaken the vacancy rate in the district centre has decreased slightly, with the proportion of vacant units decreasing from 7.6% in 2006 to 6.5% in 2013.
- The health check indicators show that Wellington shows signs of being a vital and viable centre. The centre has improved its position in the Venuescore retail rankings by 47 places since 2010. Although the majority of units in the centre are operated by independent retailers, there are also a number of national multiple retailers in the centre. On the day of the site visit good levels of pedestrian activity were noted in the central areas of the centre, with the environmental quality of the centre generally being favourable. **The centre is performing well in terms of vacancy rates, which are below the national average. Notwithstanding these positive indicators, the centre would benefit from additional representation from the comparison goods and leisure service sectors.**

Furthermore the concluding section of the Report gave Wellington a positive future as a Town Centre;

- Of the current district centres, it is evident that the role of Wellington continues to evolve, not least through the Civic & Leisure Centre development which opened in March 2012. The development includes a new library, council offices, registry office and a refurbishment of the swimming pool and leisure facilities. Moreover, it is evident from the household

survey, that Wellington claims a greater level of both convenience and comparison goods expenditure than Newport (partly as a result of the performance of the Morrisons superstore, but also due to the accommodation of other national multiples in the centre). Due to its performance and its wider civic function, we consider that Wellington operates as a town centre and that it should be recognised as such in order to provide for its future growth to help meet identified needs.

However the report did reinforce the recommendations from Wellington 2020 by proposing a concentration of the current retail floorspace;

- We proposed two substantial amendments to the existing centre boundary of Wellington, namely a contraction of the centre to exclude an area to the west (around Simon Close and Haygate Road) and to the north (around Queen Street), both of which are predominantly residential in character. We consider that there is merit in excluding such areas from the centre in order that the uses which fall within the boundary are generally those identified to be main town centre uses by Annex 2 of the NPPF. We also recommend that the boundary of Wellington's primary shopping area (formerly known as primary retail zone) is rationalised to exclude premises at Walker Street which are not in A1 retail use and for which the point of access is not contiguous with core retail streets including Market Street and Market Square.

### **Business Context**

Although dominated by mainly retail uses including professional services and food & drink, there are two large employers in the centre, the Borough Council at the Civic Centre and the Royal Mail depot in Walker Street.

The Royal Mail, now publicly owned, may consider consolidating its asset base in the future with increased competition in the parcel sector. Also consideration to the following;

- Discuss changes to business rates which came into effect on 1 April 2014 to support local shops and high streets
- Consider how digital technology can help create sustainable high streets
- Examine key recommendations from the Distressed Town Centre Property Taskforce report
- Assess the latest feedback on the 27 high street Town Team 'Portas Pilots' in England
- Explore the impact of the plus 330 'Town Teams' and their likely future direction

### **Retail & Business Actions**

- 1. Attempt to attract a branded convenience store for the Town Centre**
- 2. Seek to encourage more independent and niche retailers to the Town Centre**
- 3. Promote the provision of cafes and restaurants in the Town Centre, in association with an increased residential population, in order to stimulate the evening economy**
- 4. Seek to improve the Market offer in consultation with the operators**
- 5. Maintain dialogue with the Royal Mail regarding its future plans**
- 6. Maintain dialogue with the Wellington Chamber of Commerce and the Wellington Town Partnership to complement work supporting the regeneration of the Centre.**
- 7. Encourage the re-use of vacant buildings along Tan Bank.**

## 5.0 Residential

### Residential Context

Wellington like many areas of the country has seen a steady growth in new housing outlets. Already the centre has seen the delivery of 24 apartments in Church Street known as the Bank. This represented the first significant residential development since the Victoria Road apartments and offered affordable high quality accommodation. Currently the following sites are under construction;

- Grooms Alley 40 units
- 62 Wrekin Rd 14 units
- The Mount 18 units
- 47 Wrekin Rd 14 units

**Total 86 units**

Whilst these are not directly in the Centre, they demonstrate a reasonable market place for residential development on the fringe. With an improving housing market generally, there are other planning permissions for more residential in and around the town centre, namely;

- 27-31 High Street – 12no.flats (TWC2013/0306)
- 2 Vineyard Road - change of use to 3no.1 bed flats and 1no.duplex (TWC/2014/0278)
- 11 Whitchurch Road – 9no.flats (TWC/2014/0383)
- 2-4 Park Street - 7no. 1 bed flats and 1no. 2 bed house (TWC/2014/0567)
- 7 High Street (former Three Crowns Pub) – 7no. studio flats (TWC/2014/0630)
- 10a Crown Street – conversion of upper floor to 1no.flat (TWC/2014/0652)

The sites above total a further **41** residential properties all using vacant floorspace. Further potential sites include the former Library in Walker Street and the priority projects included in Section 8.

### Residential Actions

- 1. Increase the residential stock in the Town Centre to provide an ‘urban village’ model based on a variety of uses rather than predominately retail.**
- 2. Encourage the use of vacant floorspace above shops and business premises to be converted into residential use such as the Wrekin Hall/YMCA Building at 1 Walker Street**
- 3. Implement the current planning permissions for residential development as outlined above.**
- 4. Ensure all housing developments have dedicated car-parking preferably within the curtilage of the site to minimise impact on shoppers parking.**
- 5. Encourage the delivery of accommodation for the older population with the introduction of private sheltered housing opportunities**

## 6.0 Destination & Tourism



### Destination & Tourism Actions

1. Review accessibility between the bus station and railway station and the town centre by improving links between these places.
2. Implement the shared space proposals on Market Street/Church Street
3. Assist the Clifton Steering Group in supporting its objective to provide a new community arts centre at the former Clifton Cinema
4. Engage in the development of proposals to improve marketing of the Wellington destination for leisure tourism by using local assets such as the Wrekin and Sunnycroft
5. Promote a 'Wellington' brand by using successful independent ventures such the Ironbridge Brewery in Market Street

## 7.0 Summary

The aim of the Action Plan is about pragmatic delivery within realistic timescales. Local intervention will help Wellington Town Centre to a great degree but many of the regeneration aspirations rely on national economic performance providing the confidence to invest.

Already the town centre has seen improvements with new residential, new shopfronts and better public realm spaces. The task remains difficult though with further vacancies brought about by continuing changes in retail strategies and consumer behaviour.

Provided the stakeholders engaged in the delivery of the objectives work together, Wellington Town Centre has a real opportunity to regenerate as a successful Market Town.

## 8.1 Charlton Arms Hotel - Site 1

*Area:*

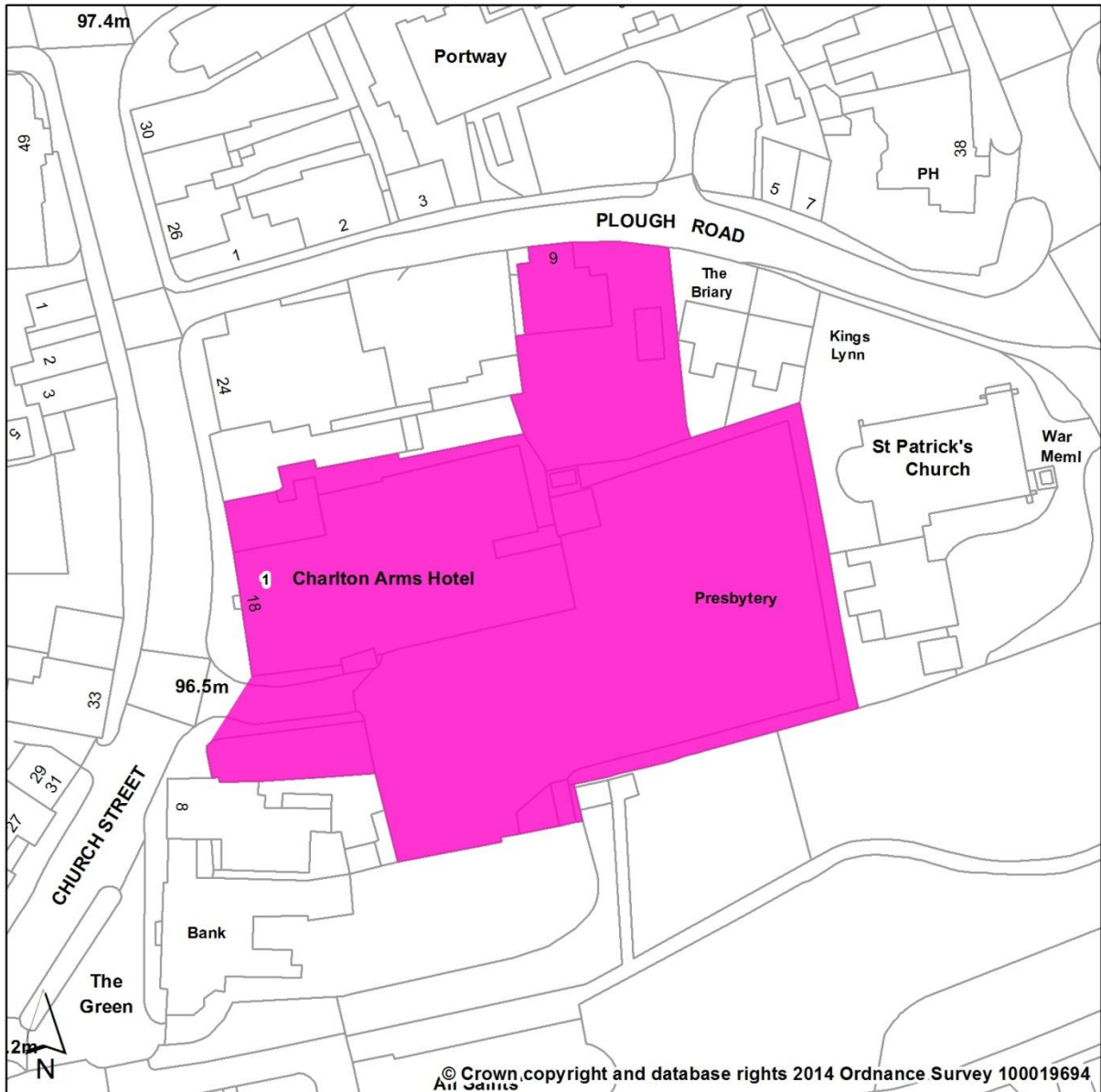
**1.062 ACRES**

*Ownership:*

**SINGLE PRIVATE**

This site benefits from an extant consent for 41 residential units but has remained vacant for several years now. The listed former hotel building on Church Street has recently received some cosmetic treatment to improve the street-scene but remains unviable without some form of intervention to assist the current or future owners. Once the existing buildings are brought back into use, the rest of the site becomes far more marketable to new developers. Extensive negotiations between the Borough Council and the owner's representatives have been on-going which have resulted in a way forward to commence Phase 1 (the redevelopment of the former hotel). Removal of the remaining contents from the hotel use has begun to enable the full scope of works internally to be scheduled.





*Implementation:*

**PRIVATE  
BOROUGH COUNCIL  
REGISTERED PROVIDERS**

*Timescale:*

**2014-2017**

*Business Case:*

**ADDITIONAL COUNCIL TAX/NEW HOMES BONUS REVENUE**

## 8.2 Arriva Bus Depot - Site 2

*Area:*

**1.36 ACRES**

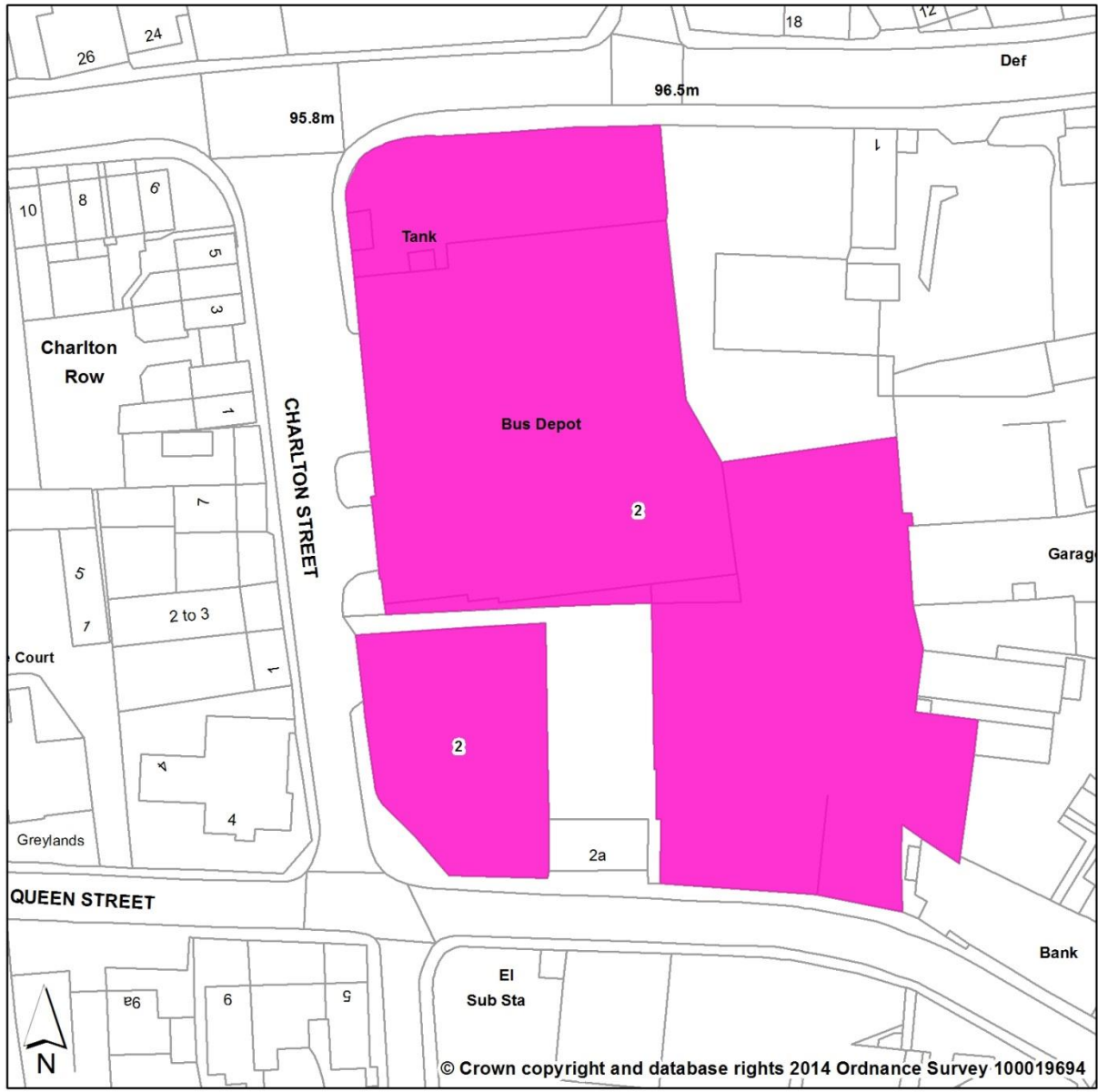
*Ownership:*

**SINGLE PRIVATE**

This site has been vacant for over 2 years and has been marketed extensively by Andrew Dixon & Co during that period. The only credible purchaser after several failed offers is a local company who have drawn up proposals for new homes on the land. However given the previous use of the land, contamination is evident which has resulted in abnormals meaning there is a gap between value and costs. Therefore some form of financial intervention is required to bring this site forward.

The redevelopment of this site is crucially important for the outcome of the Wellington Project and would help to improve the vitality of other areas in the Town Centre.





*Implementation:*

**PRIVATE  
BOROUGH COUNCIL  
REGISTERED PROVIDERS**

*Timescale:*

**2015-2017**

*Business Case:*

**ADDITIONAL COUNCIL TAX/NEW HOMES BONUS REVENUE.**

## 8.3 Clifton Cinema - Site 3

*Area:*

**0.75 ACRES**

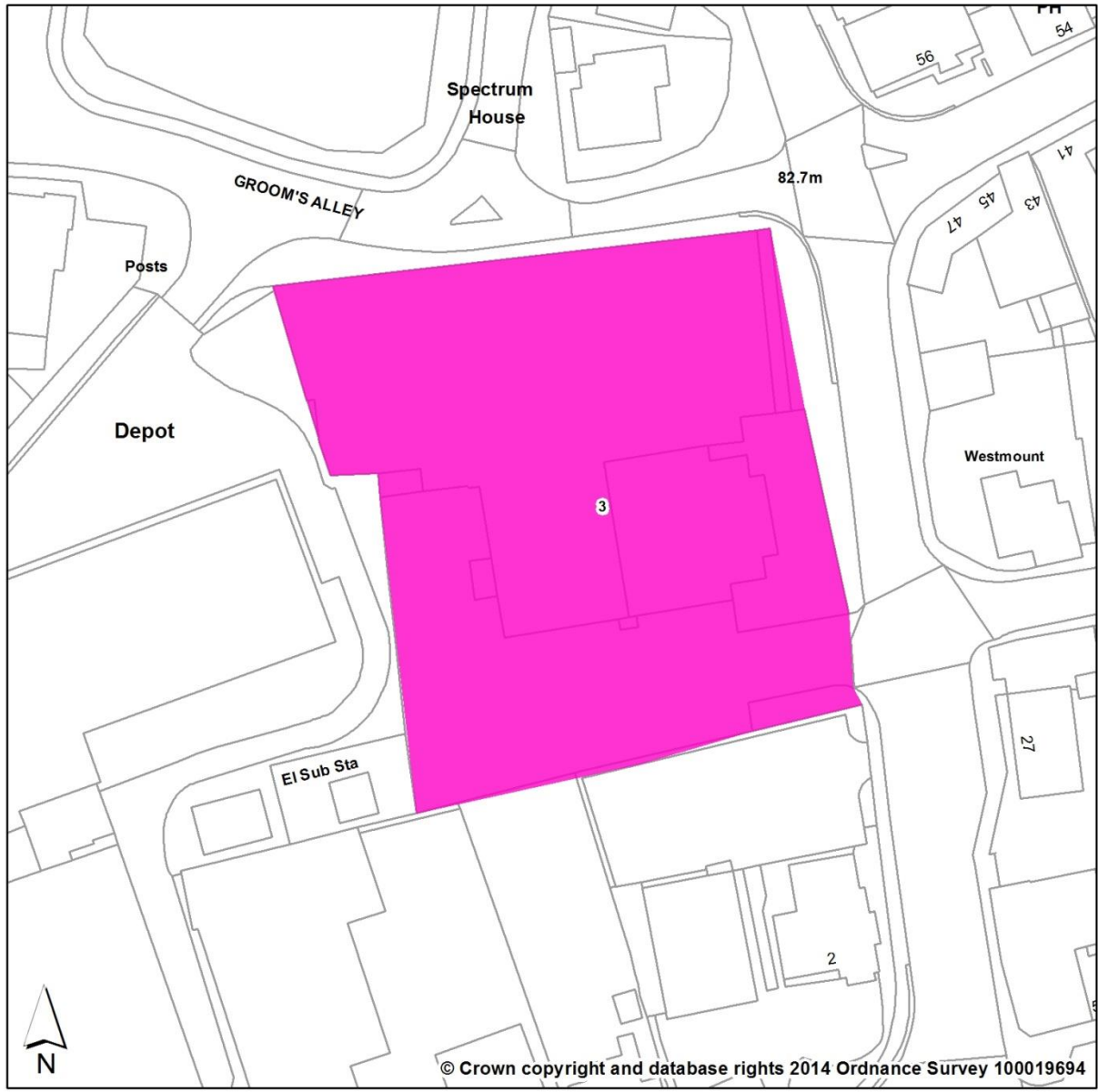
*Ownership:*

**SINGLE PRIVATE**



Again this site has been for sale by Cushman & Wakefield since April 2013. The site is actually split into two parts with the former cinema and rear retail space and the single storey retail unit along Grooms Alley. A Steering Group has already been formed to bring the building back into use as an entertainment and arts centre with the potential status of an Asset of Community Value.

A possible mixed use including residential around the perimeter could support the restoration of the Clifton building element. The various stakeholders would be consulted to establish a mini-masterplan for the site liaising closely with development management if this option was feasible.



*Implementation:*

**PRIVATE  
BOROUGH COUNCIL  
TOWN COUNCIL  
CLIFTON COMMUNITY ARTS CENTRE LTD**

*Timescale:*

**2015-2019**

*Business Case:*

**BUSINESS RATES GENERATION, ADDITIONAL COUNCIL TAX/NEW HOMES BONUS  
REVENUE. POSSIBLE FUNDING OPTIONS INCLUDE HERITAGE LOTTERY FUNDING**

## 8.4 High Street - Area 4

*Area:*

**0.96 ACRES**

*Ownership:*

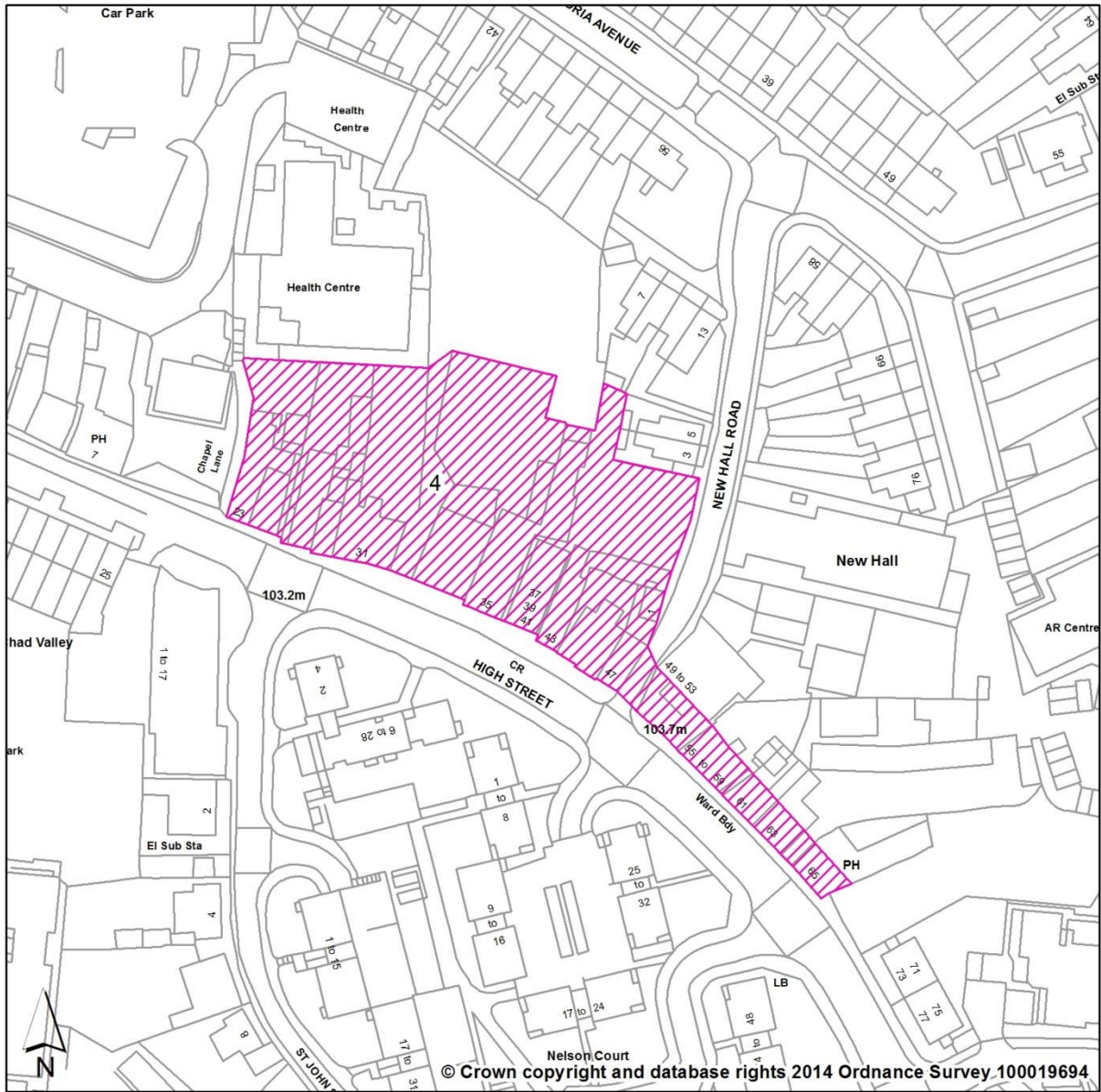
**MULTIPLE PRIVATE**

Although this is known as the High Street, the construction of Victoria Road effectively consigned the end of this street for retail. Presently empty shops, a boarded up pub and a derelict site are amongst the properties along this road.

The proposal is to give the area a new lease of life away from the reliance of difficult to let retail and return the street to more residential. Planning has already been granted (Sept 14) to convert the Three Crowns pub at 7 High Street into 7 flats whilst at 27 to 31 High Street, planning is in place for 12 residential units.

Both 23 High Street and 33-41 High Street are currently for sale giving an opportunity to redevelop a significant amount of frontage to improve this area.





*Implementation:*

**PRIVATE  
BOROUGH COUNCIL**

*Timescale:*

**2014-2018**

*Business Case:*

**ADDITIONAL COUNCIL TAX/NEW HOMES BONUS REVENUE**

## 8.4 Walker Street - Area 5

Area:

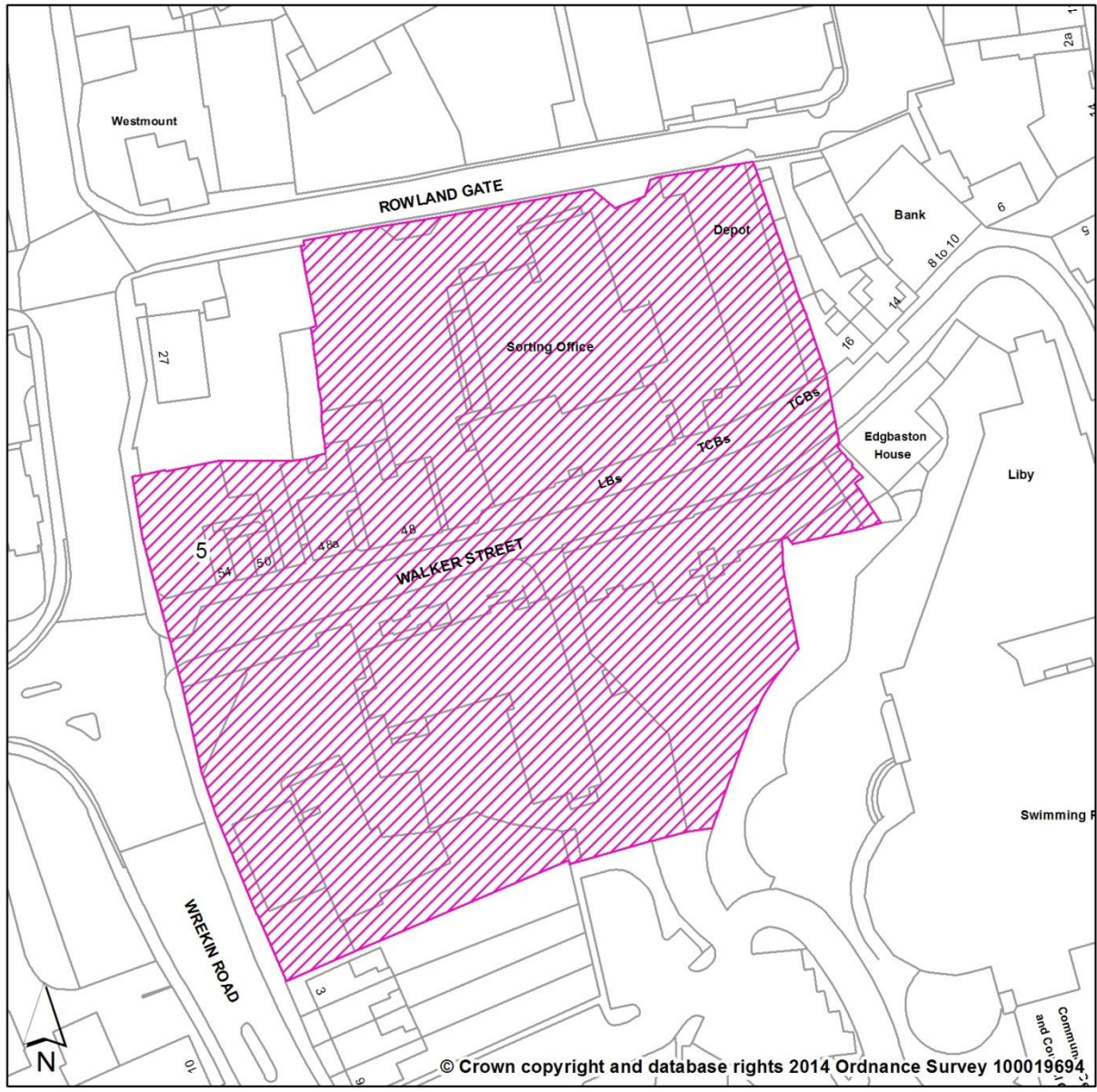
**2.54 ACRES**

Ownership:

**MULTIPLE PRIVATE**

This is the largest Priority area dominated by the key uses of Royal Mail, the Market Annexe, the former Council library, the former tax office (now a discount supermarket) and a car retailer. With the exception of the library, these uses are all operational but there maybe scope for an enhanced street scene to improve the gateway to the centre. The library and associated buildings have been sold by the Council subject to contract with the likely use to be residential improving the street further following the refurbishment of Edgbaston House earlier this year.





*Implementation:*

**PRIVATE  
BOROUGH COUNCIL**

*Timescale:*

**2014-2018**

*Business Case:*

**BUSINESS RATES RETENTION, ADDITIONAL COUNCIL TAX/NEW HOMES BONUS  
REVENUE**

## **Appendix 2 – Funding Agreement**

### **Wellington Town Centre Regeneration – Funding Contribution by Telford & Wrekin Council**

The Local Authority is committed to seeing the Market Town of Wellington prosper over the next few years and have jointly agreed with the Town Council to implement an Action Plan administered by a Project Board.

Telford & Wrekin Councils Development, Business & Employment Service Area is based in the Civic Offices, Wellington and includes wide ranging functions such as planning, property, design, business support and inward investment which are relevant to the regeneration of Wellington. These will be harnessed in the delivery of the Action Plan providing the Local Authority match. In detail this will include:

Inward Investment & Housing Group Manager (IIHM) – in kind funding of £7,500 by TWC per year for two years, 2014/15 and 2015/16, which will enable the IIHM to spend up to 2 days per week managing, co-ordinating and delivering the Action Plan. This represents salary and on-costs. Other resources that will be sought and brought as necessary on a project by project basis and are anticipated to include;

- Business Support Team – direct engagement by Officers to assist local business
- Inward Investment & Destination – advice on destination approach and support on funding and tourism opportunities
- Planning – both strategic and development control to ensure sustainable growth
- Housing Team – Empty Homes Officer to focus on reducing vacant buildings
- Property – Liaison with Estates team to co-ordinate disposals and sales.

This capacity will be in addition to the dedicated Officer lead. The equivalent Officer time is difficult to precisely project but based on existing project ideas is estimated to add at least another £7,500 to this Project per year for two years 2014/15 and 2015/16.

The aim is too establish a representative from each service to contribute in the first instance to preparation of the Action Plan and then the delivery with resources coming together to ensure the goals are achieved.

In recognition of the funding in kind provided by Telford & Wrekin Council, Wellington Town Council will provide match funding of £10,000 in 2014/15 and £15,000 in 2015/16 to support the delivery of the Wellington Town Centre Regeneration.

## Appendix 3

### WELLINGTON PROJECT BOARD (WPB) TERMS OF REFERENCE

#### 1.0 Membership

1.1. Members of the Board will be:

<b>Member</b>	<b>Representative</b>
Chair: Wellington Town Council (WTC) Policy & Resources Committee*	Stephen De Launey
Deputy Chair WTC Policy & Resources Committee	Barry Tillotson
Member of WTC Policy & Resources Committee	Frank Burns
Assistant Director : Development, Business & Employment	Kate Callis
Service Delivery Manager - Business & Development Planning	Katherine Kynaston
Group Manager – Inward Investment & Housing	Phil Edwards

\*Chair of Wellington Project Board

- 1.2. Only members of the Board will have the right to attend. However, other individuals may be invited to any meeting as and when appropriate. Members may nominate an appropriate substitute if they are unavailable to attend a meeting.
- 1.3. The composition and terms of reference of the Board will be reviewed by the Board every 12 months.
- 1.4. The Board will be chaired by the Chair of Wellington Town Council Policy & Resources Committee. If the Chair is not present at any of the meetings of the Board then the remaining members shall elect one of themselves to chair the meeting.

#### 2.0 Support

- 2.1 The Group Manager-Inward Investment shall act as a secretariat for the Board to co-ordinate agendas/papers/minutes for any meetings.

#### 3.0 Frequency of Meetings

- 3.1. The Board shall meet every quarter for approximately two hours. More frequent meetings shall be scheduled when appropriate.
- 3.2. Timing of meetings will allow for the Project Board to report on progress and any key decisions.

#### 4.0 WPB Objectives and Priorities

- 4.1. Following the publication of the Wellington 2020 Vision Report, the Town Council and Borough Council has agreed to work together to establish and drive delivery of an Action Plan leading to the implementation of key recommendations within the Vision Report. A number of strategic objectives underpin the delivery of the Vision and establishment of the Action Plan:
- Consolidating the Centre as an important place for the Town, securing the context for the future;
  - Achieving a significant contribution to new residential development in the heart of the Town, providing a balanced mix of types and tenures appropriate for this location;
  - Developing opportunities for new forms of business activity;
  - Providing a new range of social and community facilities to support the community;

- Significantly enhancing the quality of the environment and building on the Centre's unique urban and architectural heritage;
- Promoting the artistic, cultural and tourism potential of the Centre and,
- Achieving a delivery mechanism that allows sustainable patterns of investment to be secured realising the potential of the Centre to contribute to the success of the Town and ultimately the wider Borough.

4.2. The purpose of the Wellington Project Board (WPB) is to oversee and co-ordinate the development of the Action Plan and its subsequent implementation through the delivery of a number of projects and areas of activity that will achieve the objectives above.

The WPB will:

- Ensure appropriate and necessary resources are allocated to the development and delivery of the Action Plan and its constituent projects and activities;
- Maximise other funding contributions to support delivery of projects
- Consider any issues raised by the Group Manager and give guidance on appropriate courses of action;
- Review and manage project risks and their impact on achieving the project's objectives;
- Monitor delivery of the projects and project deliverables/outputs;

## 5.0 Approvals

Approved by the Board on.....2014

.....  
 Chair – Chair Policy of Resources & Committee

**TELFORD & WREKIN COUNCIL**

**CABINET - 11<sup>th</sup> DECEMBER 2014**

**TRANSFER OF 0-5 CHILDREN'S PUBLIC HEALTH COMMISSIONING TO LOCAL AUTHORITIES**

**REPORT OF ASSISTANT DIRECTOR: HEALTH WELLBEING and PUBLIC PROTECTION**

**LEAD CABINET MEMBER – CLLR RICHARD OVERTON**

**PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

Public health commissioning responsibilities for 0-5 year olds will transfer from NHS England to local authorities on the 1<sup>st</sup> October 2015. The transfer encompasses the 0-5 Healthy Child Programme which includes health visiting services and Family Nurse Partnership services; a targeted service for teenage mothers.

The transfer marks the final part of the overall public health transfer, which saw public health responsibilities successfully transfer to local government in April 2013.

The report sets out the approach and seeks approval to delegate responsibility for the transfer to officers in consultation with the lead member.

**2. RECOMMENDATIONS**

**2.1 Members note the transfer of public health commissioning responsibilities for 0-5 year olds from NHS England to Local Authorities on the 1<sup>st</sup> October 2015**

**2.2 Members approve delegation of responsibility to the Director of Health, Wellbeing and Care, in consultation with the Director of Children and Family Services; the Cabinet Lead for Health and Wellbeing; and the Cabinet Lead for Children, Young People and Families, to undertake the transfer of commissioning arrangements including all matters relating to any contracts and commissioning.**

### 3. SUMMARY IMPACT ASSESSMENT

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Put our children and young people first  Improve the health and wellbeing of our communities and address health inequalities
	Will the proposals impact on specific groups of people?	
	Yes	Children aged 0-5 years and their families
<b>TARGET COMPLETION/DELIVERY DATE</b>	1 October 2015	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	Work is ongoing with NHS England to formally agree this amount of funding to transfer to Telford & Wrekin council and to resolve other transitional issues. NHS England estimate the funding to transfer to Telford & Wrekin in 2015/16 (for period 1 <sup>st</sup> October to 31 <sup>st</sup> March 2016) to be £1.246m.  It is expected that all ongoing activity transferred will be funded from the Public Health grant.
<b>LEGAL ISSUES</b>	Yes	The Secretary of State will use powers contained at Section 7A of the NHS Act 2006 ("the Act") to transfer the 0-5 children's public health commissioning to local authorities. Accordingly the Council, under Section 6C of the Act, will be required by statute to undertake that commissioning function. Delegated powers are sought at paragraph 2.2 of this report to allow officers to undertake the necessary transitional work to ensure that the timescales for the transfer of the service are met. This could include the novation of an existing contract(s) or the commencement of a new commissioning exercise(s). Any

		contract documentation will be executed by the Assistant Director: Law, Democracy and People Services in accordance with the existing delegated powers. By way of background information, the Cabinet has previously considered reports relating to public health transition issues on 29 <sup>th</sup> march 2012 and 20 <sup>th</sup> September 2012 and granted delegated powers for that work to be undertaken.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	No	
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	Borough-wide impact

## **PART B) – ADDITIONAL INFORMATION**

### **4. INFORMATION**

Public health commissioning responsibilities for 0-5 year olds will transfer from NHS England to local authorities on the 1<sup>st</sup> October 2015. The transfer encompasses the 0-5 Healthy Child Programme which includes health visiting services and Family Nurse Partnership services; a targeted service for teenage mothers. Only the commissioning responsibility is being transferred. Health Visitors will continue to be employed by their current provider which for Telford and Wrekin is the Shropshire Community Health NHS Trust.

Health visitors have a crucial role in the early years of a child's development providing ongoing support for all children and families; they lead the delivery of the Healthy Child Programme during pregnancy and the early years of life. Health visitors also have a key role in developing communities, in early help and contributing to more complex cases. Transition to parenthood and the first 1001 days from conception to age 2 is widely recognised as a crucial period, impacting and influencing the rest of the life course.

The transfer marks the final part of the overall public health transfer, which saw public health responsibilities successfully transfer to local government in April 2013.

For 2015/16, the transfer of commissioning responsibilities is in effect a 'lift and shift' arrangement. The Department of Health will transfer to Local Authorities the financial resources that NHS England's Area Teams are expecting to contract and spend on 0-5 services at the point of transfer. From 2016/17 onwards the 0-5 baseline will be added to existing local government public health grant allocations to form an overall public health grant allocation.

The Government will legally require local authorities to provide the universal elements of the 0-5 Healthy Child Programme for 18 months, with a review after 12 months.

A transition steering group has been established, chaired by the Assistant Director for Health, Wellbeing and Public Protection with reports of progress to the Early Help Partnership Board and Children and Families Board.

Work is underway with the Area Team and the provider to progress the transfer with a focus on understanding the overall costs, current contractual arrangements, the workforce and identification and mitigation of any risks and issues.

Council officers are working with the Area Team to inform the service pre-transfer to ensure post transfer that the 0-5 services are fit for purpose and maximise their contribution to our overall vision and strategy for delivering Early Help services to children and families. This collaborative approach has been well received by the Area Team, the provider and wider partners.

## **5. PREVIOUS MINUTES**

Cabinet – 29<sup>th</sup> March 2012 (CB – 115), 20<sup>th</sup> September 2012 (CB – 40)

## **6. BACKGROUND PAPERS**

**Department of Health - Transfer of 0 – 5 children's public health commissioning to local authorities -**

<https://www.gov.uk/government/publications/transfer-of-0-5-childrens-public-health-commissioning-to-local-authorities>

**Report prepared by Louise Mills, Service Delivery Manager Health Improvement, Telephone: 01952 380505**

**TELFORD & WREKIN COUNCIL**

**CABINET – 11 DECEMBER 2014**

**USE OF COUNCIL STREET FURNITURE AT FUTURE ELECTIONS**

**REPORT OF THE RETURNING OFFICER/ MANAGING DIRECTOR**

**PART A) – SUMMARY REPORT**

**1. SUMMARY**

1.1. The Council currently allows election posters to be attached to the Council's street furniture in the Borough (principally lamp posts) provided that the posters are taken down within 14 days after the close of Poll.

1.2. As a result of experience during the recent European Elections the Returning Officer/Managing Director, (acting in both capacities but referred to only as the Returning Officer in the remainder of this report) has been consulting on whether or not election posters should be allowed to be attached to the Council's street furniture in future elections, referenda or other polls that may arise.

**2. RECOMMENDATIONS**

**2.1 That Members consider the Returning Officer's recommendation to ban the display of election posters on Council property at any time with effect from 1 January 2015.**

**2.2 That Members note the existing powers to prosecute for breaches of the law**

**3 SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-operative Council priorities?	
	Yes	<i>Ensuring that neighbourhoods are safe, clean and well-maintained</i>
	Will the proposals impact on specific groups of people?	
	No	

<b>TARGET COMPLETION/DELIVERY DATE</b>	Changed policy to become effective from 1 January 2015	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	There is a cost to the Council of removing posters. The work is generally undertaken by the Council's Rapid Response Team so this is an opportunity cost, i.e. if they are doing this they are not clearing up elsewhere in the Borough
<b>LEGAL ISSUES</b>	Yes	<p>Whilst posters erected on land not owned by the Council are subject to control through planning laws, see below, the Council can control signs/posters erected on the highway or on street furniture as the land owner.</p> <p>The Control of Advertisements (Town and Country Planning (Control of Advertisements) Regulations 1992) do not require planning permission for advertisements relating to a pending election. However, there is a requirement to remove such posters within 14 days after the close of the Poll.</p> <p>The Council may restrict the use of its land and property for the display of such posters. The vast majority of lamp posts and other street furniture within the Borough are within the ownership of the Council.</p> <p>If no permission is granted the Council may remove the posters. Furthermore it is an offence to put such signs up if no permission is granted and if found guilty the fine can be up to £2,500</p> <p>There are human rights considerations to be addressed in respect of the right to freedom of expression or the right to free elections but it is considered that this proposal does not stop the use of election posters on private land – in windows or fields for example and, in</p>

		a world of social media, is an increasingly outdated method of communicating with the electorate and, in the circumstances the proposal has a legitimate purpose and is both proportionate and reasonable.
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	Posters de-faced with offensive graffiti on street furniture within the Borough has a divisive impact upon the community and offends people living in the area and affects the reputation of the Borough
<b>IMPACT ON SPECIFIC WARDS</b>	No	Borough-wide impact

## **PART B) – ADDITIONAL INFORMATION**

### **4 Background**

4.1 Political groups have, in the past, used Council owned street furniture/ land, principally lamp posts, to put up election posters during the pre-election period. This has been allowed by the Council on the understanding that the posters are removed within 14 days of the close of poll.

4.2 This has generally worked well although sometimes election posters have remained up for longer than the agreed 14 days.

4.3 During the European elections earlier this year election posters on the street furniture in a number of areas of the Borough were damaged or de-faced, some with offensive language or symbols on them.

4.4 Complaints were received and Council officers incurred time and expense taking these posters down. The Returning Officer has also received complaints about the number of posters in certain parts of the Borough.

4.5 Reasons to consider a change of policy include:-

- Damage to posters also causes litter problems which have to be cleaned up by the Council at its cost.
- The proliferation of signs in certain areas does not enhance the appearance of Borough neighbourhoods.
- The offensive nature of some of this graffiti means that the Council, in accordance with existing service standards, is committed to act within 2 hours to remove it.
- Complaints were received from residents who felt that the display of large numbers of posters on lamp posts was detrimental to the appearance of the Borough.

- Giving consent to advertise this material on Council property could arguably be in conflict with the prohibition on the use of Council resources for political purposes.
- The council's current approach results in parties/individuals being charged for the cost of removal for signs still up 14 days after the election. However, contacting individual agents/candidates after an election is not straightforward. Recovery of the council's costs, particularly for individual candidates, of removing posters is not guaranteed as people may no longer be contactable.

#### 4.6 Practices in other West Mercia and West Midlands councils

The table of responses from other councils shows that Telford & Wrekin is now amongst a minority of councils who allow posters to be affixed to street furniture.

<b>Councils currently allowing display of election posters (subject to conditions)</b>	<b>Councils currently not permitting display of election posters</b>
Telford & Wrekin Birmingham Shropshire Sandwell	Wolverhampton Coventry Hereford Wyre Forest Stafford County Stafford Borough Worcester Warwickshire Rugby Solihull

4.7 In the light of this the Returning Officer has consulted with interested parties, detailed in Appendix 1, and via the media, with local people by way of press release reported by the Shropshire Star and the Telford Journal, an interview on Radio Shropshire and listing on social media and the Council's web-site.

4.8 A list of the people consulted, and a summary of the responses received are included in Appendix 2 to this report.

## 5 **CONCLUSIONS**

5.1 From the consultation responses it can be seen that a majority of the people or organisations that have responded support the idea of a ban.

5.2 Respondents who supported a ban did so on the grounds that the existence of the posters was very disruptive to local communities, the graffiti was "shameful" and, in a world of 24 hours news and social

media, was an outdated practice.

5.3 Respondents who were against a ban objected on the grounds that posters help to publicise elections and increase turnout and that this outweighed the small scale disruption to the local authority.

5.4 There was a particular comment regarding the importance of this facility for independent candidates who might not have resources for other methods of campaigning. The Returning Officer has considered this and addresses this in his rationale supporting his recommendations.

5.5 Accordingly the Returning Officer has considered the consultation responses and taken into consideration the experience from the last elections held in Telford, the European elections in May 2015, where he was the local Returning Officer.

5.6 It is clear that there is a preference from the, albeit relatively small number of respondees, in favour of a ban.

5.7 It is the Returning Officer's view that, if the Council was to continue to allow the use of posters it could only expect to see at least a similar level of detrimental impact in the community as were experienced in the European Elections earlier this year, accompanied by complaints about offensive graffiti and de-facement, complaints about the number and location of posters and the fact that they remain in place long after the 14 day deadline post-election for their removal. Furthermore there are many ways for both political groups and independent candidates to engage with the public during the pre- election period that do not carry the same risks of causing the same degree of offence and disruption to the community. He particularly refers to the use of social media, as easy for political groups to make use of as it is for independent candidates. These are the primary reasons for his decision and appear to be supported by the consultation responses. The impact on the Council's budgets, in a time of severe financial constraint being an important, but secondary consideration.

5.8 In conclusion the Returning Officer's recommendation to Cabinet is that they agree to withdraw consent for the use of Council owned street furniture or any other means of displaying election posters on Council owned land with effect from 1 January 2015.

## **6 BACKGROUND PAPERS**

6.1 Redacted consultee responses.

**Report prepared by Jonathan Eatough, Assistant Director: Law, Democracy & People Services. Telephone: 01952 383200**

**TELFORD & WREKIN COUNCIL**

**CABINET – 11 DECEMBER 2014**

**DRIVING DELIVERY OF THE COUNCILS PRIORITIES: 2014/15 6 MONTH  
PERFORMANCE ANALYSIS**

**REPORT OF THE MANAGING DIRECTOR**

**LEAD CABINET MEMBER – CLLR RICHARD OVERTON**

**PART A) – SUMMARY REPORT**

**1. SUMMARY OF MAIN PROPOSALS**

1.1. To present an overview of 2014/15 6 month performance against the Council's priorities and the strategic risk register for review and update.

**2. RECOMMENDATIONS**

**That the Council's:**

- **6 month performance for 2014/15 is reviewed; and the**
- **strategic risk register is reviewed and updated.**

**3. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to specific Co-operative Council priority objective(s)?	
	Yes	<i>All Priorities</i>
	Will the proposals impact on specific groups of people?	
	Yes	<i>The Council's priorities impact across all communities</i>
<b>TARGET COMPLETION/DELIVERY DATE</b>	<i>This is part of the on-going monitoring of delivery of the Council's priorities.</i>	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes	The Council has a net revenue budget of £129m and a capital programme of £134m in 2014/15 which represents the core finances available to meet its priorities and plans for the year.  The delivery of services within the budgets set is regularly monitored and the latest position was presented to Cabinet on 16 October. The projected year end position is that revenue spend will be within budget despite a number of service pressures being identified, primarily relating to Adult Social Services and children in

		<p>care.</p> <p>The Service &amp; Financial Planning Strategy for 2014/15 delivered a package of savings but also had clear investment priorities which will generate additional income and attract new jobs and investment into the borough. Given the financial outlook of further government grant cuts, continued strong and proactive financial management is vital so that essential services can be delivered with reduced resources. Strategic risks are considered as part of the budget setting process.</p>
<b>LEGAL ISSUES</b>	Yes	<p>The Council has statutory responsibilities to undertake functions which are, in many cases, subject to central government regulations and guidance. Some of the Council's priorities listed in this report at Appendix 2 are additional objectives which add to, but don't replace, the Council's statutory responsibilities.</p> <p>Any changes to corporate priorities, the risk register and/or performance indicators to meet our priorities must ensure that the Council also continues to fulfil its statutory duties.</p> <p>Changes in legislation such as the introduction of the Care Act 2014 demonstrate how new legislation causes the need for a review of how new responsibilities will affect the way in which the Council needs to adapt its strategy regarding its corporate priorities.</p>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	Yes	<p>The report identifies key areas that require improvement to the delivery the Council's priorities</p>
<b>IMPACT ON SPECIFIC WARDS</b>	No	<p>Borough-wide impact</p>

## PART B) – ADDITIONAL INFORMATION

### 4. Driving Delivery of the Council's Priorities

#### **4.1. Telford & Wrekin – our vision and priorities**

4.1.1. The [Medium-term Council Plan](#) sets out the Council's priorities and how we will use our resources to deliver them:

- Put our children and young people first
- Protect and create jobs as a 'Business Supporting, Business Winning Council'
- Improve local people's prospects through education and skills training
- Protect and support our vulnerable children and adults
- Ensure that neighbourhoods are safe, clean and well maintained
- Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing
- Improve the health and wellbeing of our communities and address health inequalities

4.1.2. This report sets out the progress against the priorities for the first 6 months of 2014/15 as measured by a set of performance indicators presented in Appendix 1. Priority 1, 'Putting our Children and Young People first', is an overarching priority and as such does not have any specific performance indicators.

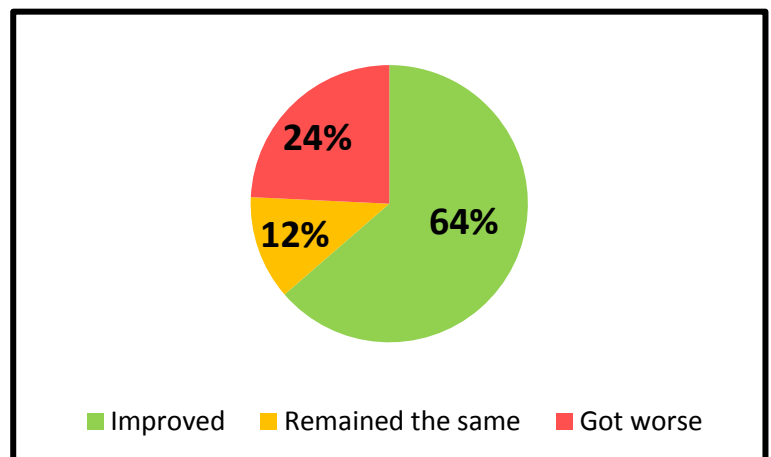
#### ***Headline Messages***

4.1.3. The report demonstrates that the Council continues to drive both economic and housing growth. Importantly, it continues to support the development of the Borough's workforce of the future both through improved educational attainment and better schools. Linked to the growth agenda, the Council's programme to tackle youth unemployment is paying dividends with a significant decrease in the latest youth unemployment data.

4.1.4. Whilst safeguarding children performance has seen improvements, especially around the numbers of children in care reducing, there still remain pressures in adult social care. Tackling health inequalities remains a challenge and, whilst improvements have been made in some areas, the number of children who are either overweight or obese (excess weight) has increased.

4.1.5. The report outlines the progress made around recycling rates within the Borough further to the introduction of a new service in April 2014.

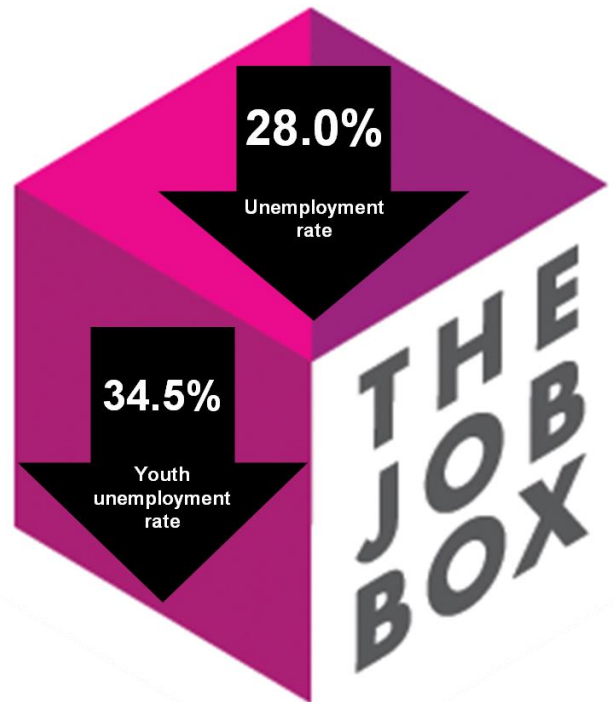
4.1.6. Of the 79 performance measures set out in Appendix 1, 33 have 6 month data and are comparable to 2013/14 year end data. Of the 33 measures, 21 have shown an improvement in the first 6 months' performance, 4 have remained the same and 8 have got worse.



**4.2. Protect and create jobs as a 'Business Supporting, Business Winning Council'** App 1, p1

4.2.1. The Council manages the development of the Borough and wants to ensure that it creates jobs for local people and ensure that growth is both sustainable and protects the Borough's reputation as a 'green town'.

4.2.2. In March 2014, 'Job Box' was launched, a one-stop-shop for information and support on vacancies, training and employment within the Borough. In the first six months of this year Job Box supported 158 young people into employment, 125 into training and 7 into voluntary work. For further detail about the progress of Job Box please refer to the [youth unemployment report](#) presented to Cabinet in September 2014.



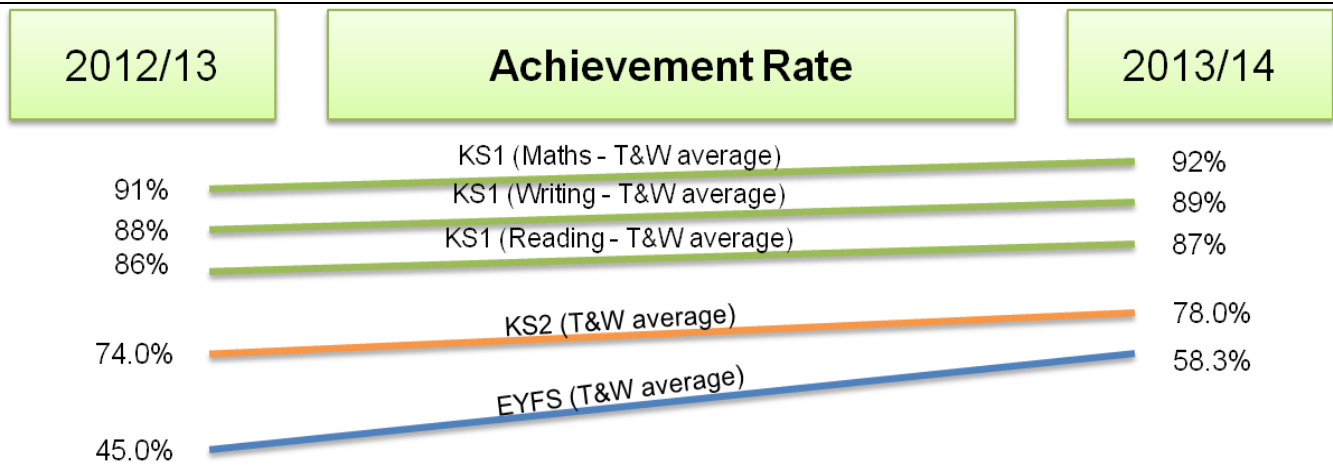
4.2.3. Supported by the Council's investment in programmes such as Job Box, apprenticeships and work placements, the Borough's overall unemployment rate (16-64 year olds) has decreased from 9.3% to 6.7% (a reduction of 28.0%). Similarly, the youth unemployment rate has decreased from 32.1% to 20.9% (a reduction of 34.5%).

4.2.4. In the first 6 months of this year, the Council has attracted, via the stewardship of Homes and Communities Agency land, £16.15 million inward investment. This will create and protect 234 new jobs.



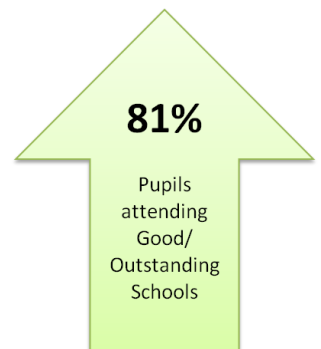
**4.3. Improve local people's prospects through education and skills training** App 1, p1

4.3.1. Overall, educational achievement continues to improve and is now comparable to the national picture. For 2013/14 of particular note is the significant and important improvement in the Early Years Foundation Stage achievement rate from 45.0% in 2012/13 to 58.3% in 2013/14. This is a 25.6% improvement from 2012/13 and brings us to within 2%-points of the provisional national average (60.4%). Key Stage 1 achievement rate (Reading, Writing and Maths) have improved and are either the same as, or higher, than the national averages (2013/14). Key Stage 2 has also seen an improvement from 74.0% in 2012/13 to 78.0% in 2013/14 (an increase of 5.4%) and is now the same as the provisional national average (78%).



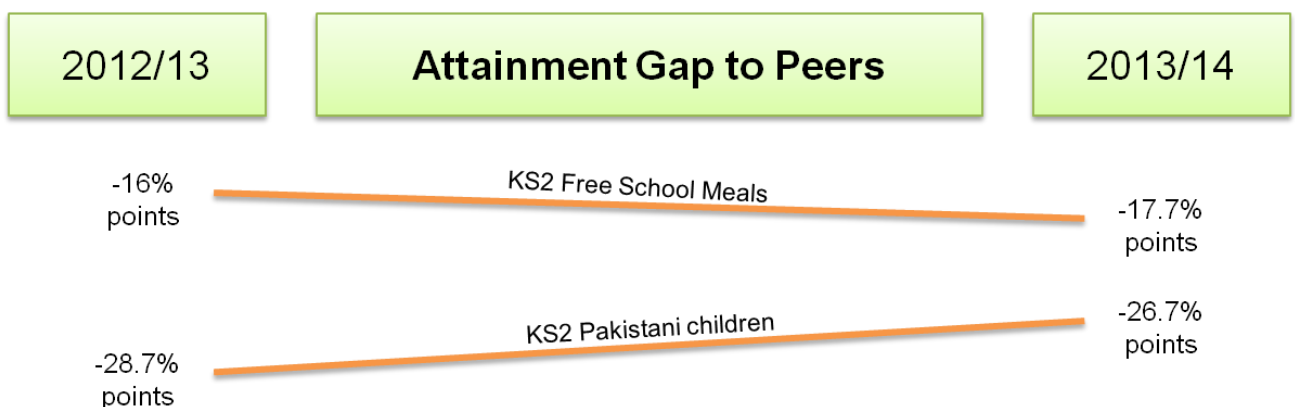
4.3.2. For 2013/14, Key Stage 4 (5 A\*-C GCSEs including English and Maths) attainment is a challenge. The achievement rate is not confirmed but we are expecting to see a significant decrease in the percentage of students achieving the 5 A\*-C target (including English and Maths). One of the reasons for this projected fall is that the methodology for Key Stage 4 has changed significantly from the previous academic year and now only measures the first result submitted, rather than the best result. Changes have also been made to restrict the qualifications counted, to prevent any qualification from counting as larger than one GCSE and to cap the number of non-GCSEs included in performance measures at two per pupil.

4.3.3. 81% of pupils in Telford and Wrekin attend schools graded by OFSTED as 'Good' or 'Outstanding' this is a 2% increase from the previous year. The Council is working towards an ambitious target that by the end of 2014/15 academic year 100% of primary school pupils will be attending good or outstanding primary schools.



4.3.4. For the Council's statutory equality targets (improving the attainment of those in receipt of Free School Meals and Pakistani learners) there has been mixed progress since 2012/13:

- At Key Stage 2 there has been an improvement in the attainment of Pakistani learners (i.e. there has been a reduction in the attainment gap between them and their peers) from being 28.7%-points behind their peers to 26.7%-points behind. The expected drop in overall performance at Key Stage 4 (see 4.3.2) is likely to mean that the attainment gap will also be adversely affected.



- At Key Stage 2 there has been an increase in the gap between those that meet the pre-September 2014 free school meals eligibility criteria and their peers. In 2012/13 the attainment gap was recorded as 16%-points lower than their peers, this has increased in 2013/14 to 17.7%-points. At Key Stage 4 we expect to see an improvement in attainment gap of Free School Meal learners and this will place us nearer the national average.

4.3.5. The percentage of young people not in education, employment or training has decreased, from 8.5% at the end of 2013/14 to 6.0%. However, this figure fluctuates month to month and currently is an 'unadjusted rate' which does not include those that are 'unknowns' due to it being the start of the academic year (work is being undertaken to identify them).

4.3.6. A recent service restructure incorporated the Early Years Service into the Education and Corporate Parenting Service which will enable a traded service to schools and providers to be developed. This work will be led by a school improvement adviser working with the private, voluntary, independent, and childminder support services who will provide increased opportunities for joint training between school practitioners and private providers, including the use of assessment.

4.3.7. The Council is confident that this coordinated approach, working with all schools and settings to raise expectations and demand the very best of standards in all teaching and learning activities, will ensure that the outcomes for all children and young people within the Borough will continue to improve.

#### 4.4. Protect and support our vulnerable-children and adults

App 1, p6

4.4.1. The Council recognises that the best place for most vulnerable children, young people and adults is with their families in their own communities where resources allow. We continue to strive, through service and partnership improvements, to improve the outcomes for our most vulnerable residents.

##### ***Vulnerable children and young people***

4.4.2. The child protection plan rate (34.6 per 10,000 population) has reduced and is now comparable with the national rate (37.9 per 10,000 population), however, numbers do fluctuate month to month. The slight increase in the first 6 months of this year equates to 5 more children on a plan (there are currently 135 children subject to a child protection plan).

4.4.3. Whilst the percentage of repeat child protection plans has decreased from 22.8% at year end to 21.3% it is still significantly higher than the national average (14.9%). Of the 16 children that are subject to a child protection plan for a subsequent time there are two large sibling groups that account for 7 of these children. Analysis of this data is being undertaken to identify the reason(s) behind the high number of repeat plans and what can be put in place to address this issue in a timely manner.



4.4.4. Since January 2014 the Council has established a downward trend for the number of children in care. Currently 301 children are in the care of the local authority and of these

219 are placed with foster carers. 35 of the 219 (16%) are placed over 20 miles from their home address whilst 134 (61%) are placed within the Borough.

4.4.5. Although placement stability (67.9%) is similar to the national average (67%) it has decreased since year end (2013/14). The Council is analysing the children involved and is progressing work to improve the long term stability for our most vulnerable children. However, in relation to short term stability the Council continues to improve and now 6.3% of children in care have had three or more placements; this is better than the national average of 11.0%.



4.4.6. The national measures for care leavers have been amended to reflect not only 19 year olds but also 20 and 21 year olds and therefore it is not possible to directly compare to the previous year's data. Of 93 care leavers only 68 are 'in touch'; of these 89.7% (61) are in suitable accomodation and 38.2% (26) are in a 'positive destinations' (education, employment or training). Work is being undertaken to look at how the Council can engage care leavers in education, employment or training using the services currently on offer, e.g. Future Focus and JobBox. The Corporate Parenting Strategic Group, which focuses on improving outcomes for children in care and care leavers, is monitoring and challenging the progress the changes made to the Children in Care and Leaving Care Service will have on the outcomes of our most vulnerable children and young people.

### **Vulnerable Adults**

4.4.7. For 2014, the Council has reviewed the basket of performance measures against this priority to reflect significant changes to the service and national legislation. Many of the measures are recorded on an annual basis and as such do not have any 6 month data available.

4.4.8. Within the adult safeguarding arena 61.6% of clients had their level of risk reduced from point of intervention to point of closure.



4.4.9. Of the clients that receive long term care 59.9% have received a review in the last 12 months. To address this the Council are introducing a differentiated review system as part of the cost improvement plan to increase the number of reviews. The Council are also taking steps to manage demand on social work teams to ensure less inappropriate referrals are made. The creation of a dedicated safeguarding team will also create capacity within social work team to complete reviews. In addition the Council have tendered to buy in specialist reviews for adults with learning difficulties.



4.4.10. The rate of permanent admissions of people aged over 65 to residential/nursing care homes currently sits at 99 (this is only 3 months of data). The Council estimate an outturn rate of 650 which will be closer to the national rate of 668.4 (this takes account of an

increase in demand over the winter period).

4.4.11. The Council and the Telford & Wrekin Clinical Commissioning Group are working together in partnership to integrate health and social care. This work is in its infancy, and to provide an understanding of the progress this will make the delayed transfers of care and avoidable hospital admissions have been included as key measures of success.

4.4.12. The rate of delayed transfers from hospital is 352 per 100,000 population, which equates to 2,265 days delayed. At the same point last year the number of 'days delayed' was 649. This rate includes delayed transfers of care as a result of both the NHS and the Council:

- the Council's rate has increased significantly from 68 days at end 2013/14 to 919 days as at end of 6 months (this includes delayed transfers that are both the Council's responsibility and Council and NHS responsibility). This increase is due to a number of factors including: access to Elderly and Mentally Infirm (EMI) nursing care, the ability of the market place in assessing, and a change to the hospital's transfer policy.
- The NHS's rate has also increased significantly from 581 days at the end of 2013/14 to 1,346 at the end of 6 months.

4.4.13. The rate of avoidable admissions to hospital has increased every year since 2011/12. At the end of 2013/14 it was recorded as 1486.6 which is 23.4% above the national average (1204.3) and is recognised as a concern.

4.4.14. The Council is working in partnership with the NHS, through the Better Care Fund Plan, to reduce both delayed transfers and avoidable admissions.

#### **4.5. Ensure that neighbourhoods are safe, clean and well maintained**

*App 1, p10*

4.5.1. Through partnership working, the Council continues to work to improve the physical condition of our neighbourhoods and reduce the level of crime and anti-social behaviour in the Borough to improve neighbourhood pride.

4.5.2. The average journey speed is 39mph and remains significantly higher than the national average (24.4mph). Annual data collected around the maintenance of roads will be presented in the year end performance report.

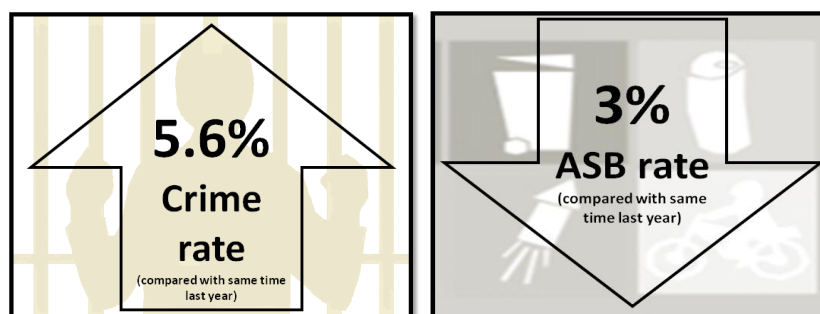
4.5.3. Following the introduction of the new kerbside recycling service (Veolia) in April 2014, the recycling rate has increased from 40% at year end to 51% at the end of September (an increase of 27.5%). This equates to an increase of approximately 1300 tonnes with the largest increase being plastics, followed by card and paper.

4.5.4. A more detailed report on the 'Pride in Your Community Programme' will be brought to Cabinet later in the financial year outlining progress and performance.

4.5.5. The crime and anti-social behaviour (ASB) rates only account for the first 6 months of the year. Comparing them to the



same point last year there has been a 5.6% increase in crime (from 28.9 incidents per 1000 to 30.4 incidents per 1000) and a 3% decrease in ASB (from 29.9 incidents per 1000 to 29.1 per 1000). Simultaneously there has been a 4.7% reduction in the percentage of residents with a fear of crime (from 38.1% at year end to 36.3% at the end of June 2014).



4.5.6. Whilst the overall crime trend may appear to be increasing this is likely to be due to 'raising awareness campaigns', for example the White Ribbon Campaign and Crucial Crew, and to changes in Police reporting procedures. The Neighbourhood Delivery Groups have identified key areas/streets within their locality with a history of ASB and/or crime and are beginning to target these areas and develop long term strategies to improve these local neighbourhoods. The Community Safety Partnership is driving forward a greater partnership approach to tackling long-term problems and empowering local communities to report crime and support the victims of crime, thus reducing their fear of crime with current approaches including, for example, Street Pastors and Taxi Marshalls.

**4.6. Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing**

*App 1, p12*

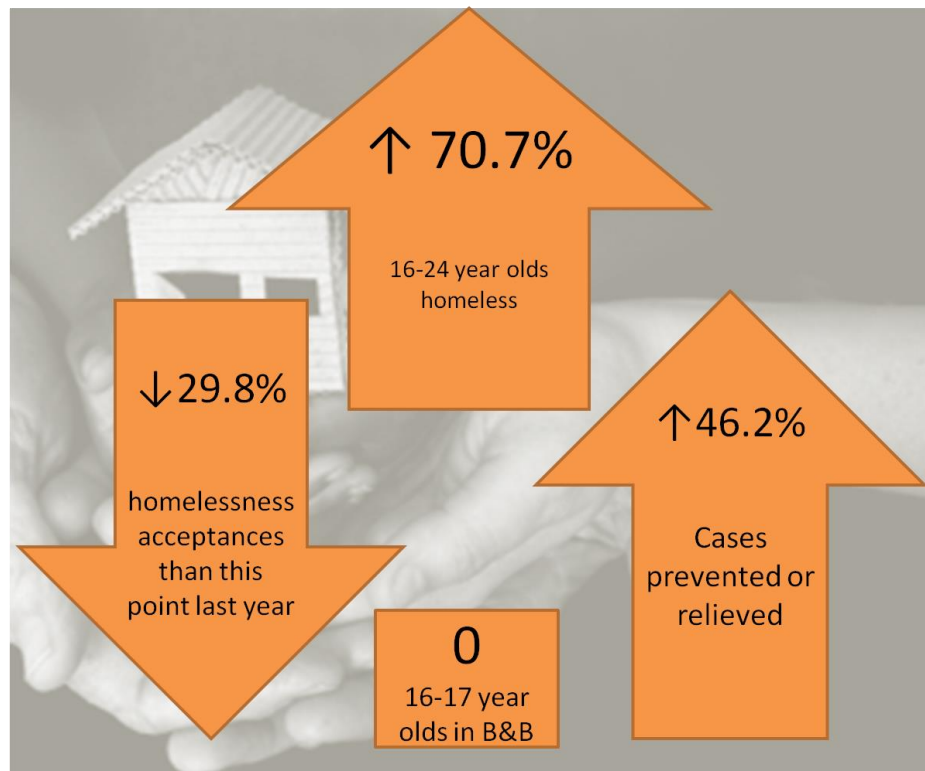
4.6.1. In the first 6 months of 2014/15 417 new homes have been built and it is estimated that this will rise to 1000 by year end, of which 30% will be 'affordable homes'.

4.6.2. There remain 219 stalled housing units within the Borough and it is estimated that this will drop to 195 by the end of March 2015. To combat this issue the Council is looking at establishing a funding mechanism to bring forward housing delivery on stalled sites through the New Homes Bonus.



4.6.3. The rate of 'households accepted as homeless' is 0.59 per 1,000 households. This is a 29.8% reduction from the same point in 2013 (17 less households). Of the 40 households accepted as homeless in the first 6 months, 31 were 16-24 year olds (77.5%); this is an increase of 70.7% from the end of 2013/14 where the percentage of 16-24 year olds was 45.4%. This is mainly due to the impact of the welfare reforms and the bedroom tax.

4.6.4. The Homelessness Partnership is monitoring the progress, and ensuring the delivery of, a sixteen unit accommodation targeting 16-25 year olds with complex needs that will be offering 24/7 support. This is a partnership approach and involves key housing partners across the Borough as well as the Council. The rate of cases being prevented or relieved has increased from 1.3 at year end to 1.9; this equates to 74 homelessness cases being prevented or relieved.



4.6.5. The partnership’s Homelessness Strategy 2013-16 will address both statutory and non-statutory homelessness issues in the Borough. There has been significant progress in the area since the strategy was first agreed in November 2013:

- Telford Housing Options Tool has replaced the Wrekin Housing Trust’s Choose Your Home Scheme and went live on 7<sup>th</sup> July 2014.
- The development of a gypsy and traveller site in Snedshill has significantly reduced the number of unlawful encampments across Telford and Wrekin.
- The development of the Foyer which will be called ‘The Woodlands’ (a 16 unit accommodation targeting 16-25 year olds with complex needs offering 24/7 support).

**4.7. Improve the health and wellbeing of our communities and address health inequalities**

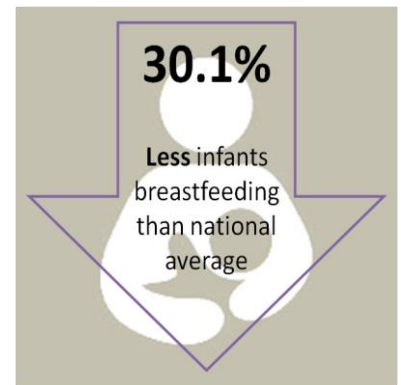
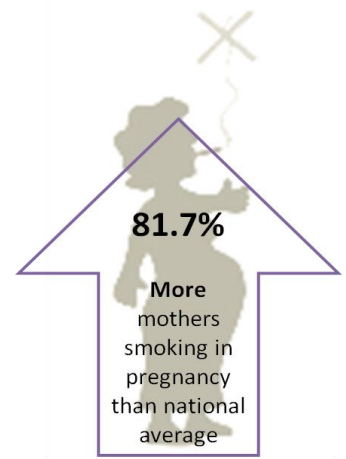
*App 1, p13*

4.7.1. As reported in the 2013/14 year end performance report, health inequality is a long standing challenge within the Borough. The Living Well and the Early Help Partnerships will be driving forward the required improvements. Where 6 month data is available, it shows a mixed picture:

- Provisional data for excess weight shows a worsening picture. The percentage of reception children that are classed as having ‘excess weight’ has increased from 24.2% to 25.9% and the percentage in Year 6 has increased from 35.0% to 37.3%.
- The percentage of mothers smoking at time of delivery has reduced slightly since year end, from 22.4% to 21.8%. Although this is a small reduction it is still significantly worse than the national average (12%). New services were put in place in September 2013 and we would expect the impact of these to show further improvement during 2015/16. Simultaneously new initiatives have been

implemented, such as the delivery of quit smoking sessions at the hospital during consultant led clinics.

- The percentage of infants being breastfed at 6-8 weeks has dropped from 33.9% at year end to 32.0% at the end of September 2014. This is still significantly lower than the national average of 45.8%. The Council are working in partnership with maternity services and Shropshire Community Health NHS Trust to increase breastfeeding rates. For example, from December 2014, an appointment with a Health Visitor at 28 weeks pregnancy will be offered to all expecting mothers which will include information and advice about the benefits of breastfeeding and available support.
- For substance misuse the rate success of opiate treatment has remained stable at 8.3% which is comparable to the national average of 8.2%. Non-opiate treatment success has increased 15.4% since year end (from 37.7% to 43.5%), and is now 8.2% higher than the national average.



4.7.2. Two other measures have been included in this section which relate to some of the Council's mandatory Public Health functions:

- NHS Health Checks are aimed at people aged between 40 and 74 to assess risk of heart disease, stroke, diabetes, kidney disease and certain types of dementia. At the end of 2013/14 it was noted that 21% of eligible residents were offered health checks, this increased to 31.6% at the end of 6 months and is significantly better than the national average (18%). Although the number of health checks offered is high, the take up is significantly worse than the national average, 38.6% compared with 49%.



- The rate of young people diagnosed with Chlamydia (aged 15-24) has increased from 2012/13 (1,456) to 2013/14 (1,719). Although this has increased Telford and Wrekin are still below the national average (2,016). Young males are significantly lower with a rate of 1,008, compared with young females at 2,477. An improvement plan will be established to increase testing, especially amongst men.

## **5. MOVING FORWARD IN 2014/15**

### ***Strategic Risk Register 2014/15***

5.1. The strategic risk register is a means for the organisation to identify the substantive issues which will impact negatively on delivery of the Council's priorities. Appendix 2 sets out the key risks which have been identified for 2014/15 and the mitigating actions in place to manage these risks. It is vital that the register is reviewed and updated as necessary on a regular basis to ensure appropriate management of these risks.

### ***Performance Reporting 2014/15***

5.2. It is proposed that performance against the Council's priorities will be reported to Cabinet two further times in 2014/15:

- 9 month reporting March 2015 Cabinet
- 12 month reporting July 2015 Cabinet

## **6. PREVIOUS MINUTES**

- 24<sup>th</sup> July 2014: 2013/14 end of year performance analysis and strategic risk register.

## **7. BACKGROUND PAPERS**

- Medium Term Council Plan 2013/14 to 2015/16.
- "*Tackling Youth Unemployment – progress to date*" report presented to Cabinet on 18<sup>th</sup> September 2014.

***Report prepared by Sarah Constable, Partnership and Planning Officer, Telephone: 01952 380599.***

**Appendix 2: Strategic Risk Register**

**Strategic Risk Register  
September 2014**

Ref	Risk	What are we doing to manage the risk? (Controls)	Lead Director
1.	Death or serious harm of a vulnerable child or vulnerable adult (Breach of duty of care)	<ul style="list-style-type: none"> <li>• Children’s and Adult Safeguarding Boards (ASBs becomes a statutory requirement of the Care Act from April 2015) &amp; Community Safety Partnership scrutinises performance, call partners to account and drives practice improvement in the light of learning (e.g. from Serious Case &amp; Domestic Homicide Reviews)</li> <li>• Created draw down budgets of £1.2m for children and £2.5m for adults for 2014-15</li> <li>• Work to national inspection standards (Ofsted and Care Quality Commission) and respond to actions required from inspections</li> </ul> <p><b>Children:</b></p> <ul style="list-style-type: none"> <li>• Child Sexual Exploitation (CSE) – Multi-agency pathway overseen by a strategic partnership group. Ongoing awareness raising amongst partners and Council Cabinet, Senior Management Team and the wider workforce.</li> <li>• Workforce development strategy – recruitment and retention, learning and development including Systemic Practice across councils children’s workforce</li> <li>• Children’s Services - Systematic quality assurance role for all managers from frontline team manager through to MD and DCS</li> <li>• No staff savings target for Children’s Social Workers</li> </ul>	LJ/PT

Ref	Risk	What are we doing to manage the risk? (Controls)	Lead Director
		<p><b>Adults:</b></p> <ul style="list-style-type: none"> <li>• Review of Adult Safeguarding arrangements will be undertaken jointly with T&amp;W CCG to ensure compliance with Care Act requirements once new Adult Safeguarding Guidance &amp; Regulations are released</li> <li>• Adult Safeguarding – following review, new multi-agency strategy agreed and regional procedures are now operational</li> <li>• Regional Quality Surveillance Group chaired by Chief Officer of NHS England Area Team ensures co-ordination of quality &amp; safeguarding issues across health &amp; social care</li> <li>• Deprivation of Liberty Safeguards (DoLS) – a review of DoLS arrangements is being undertaken in light of a supreme court judgement which challenged the way in which DoLS is implemented by local authorities.</li> </ul>	
2.	Not managing the impact of organisational and culture change in the Council and partner organisations within the constraints of the public sector economy	<ul style="list-style-type: none"> <li>• Engagement and communication with all staff through structured sessions and interactive sessions with Cabinet to support Co-operative working</li> <li>• Regular meetings with Trade Union representatives</li> <li>• Loss of service delivery performance and risk exposure monitored through SMT</li> <li>• Constitution – assurance by AD's, Finance, Legal, Internal Audit and external reviews (i.e. External audit and government bodies)</li> <li>• Transparency</li> <li>• Codes of conduct</li> <li>• LSP Executive</li> <li>• Maintaining communication channels with appropriate senior executives</li> <li>• Health &amp; Wellbeing Board</li> <li>• New Organisational Development Strategy (see 8 below)</li> </ul>	RP

Ref	Risk	What are we doing to manage the risk? (Controls)	Lead Director
		<ul style="list-style-type: none"> <li>• Strategic Commissioning Board + Commissioning and Transformation Partnerships</li> </ul>	
3.	Failure to match available resources (both financial , people and assets) with statutory obligations, agreed priorities and service standards	<ul style="list-style-type: none"> <li>• Rigorous service and financial planning and regular monitoring through S&amp;FPG, SMT and Policy Review Group.</li> <li>• Savings programme, service reviews and restructuring</li> <li>• In-year savings exercise as necessary</li> <li>• Rationalisation of Council assets and accommodation</li> <li>• Delivery capital receipts/rigorous monitoring of capital receipts realisation and impact on the budget</li> </ul>	RP
4.	Failure to deliver financial strategy: <ul style="list-style-type: none"> <li>○ capital receipts</li> <li>○ delivery of Council savings</li> </ul>	<ul style="list-style-type: none"> <li>• If necessary contingency plans reviewing phasing of planned capital expenditure, schemes included in capital programme, alternative potential disposals and further revenue budget cuts would be prepared</li> <li>• Review of reserves and balances against risk exposure and available contingency</li> <li>• Safeguarding Cost Improvement Plan</li> <li>• Adult Social Care Change</li> <li>• Commercial Strategy</li> <li>• “Culture Change” to budget management by managers</li> <li>• Specialist legal advice as required</li> <li>• Cabinet Members regularly briefed</li> </ul>	RP
5.	Failure to manage the impact of poverty and deprivation on future wellbeing of our residents	<ul style="list-style-type: none"> <li>• Council has adopted a “Business Supporting, Business Winning” approach that will provide a joined up, business facing service that provides the conditions to enable businesses to start up, expand and to attract new investors.</li> <li>• Working through/with the LEP to drive economic growth</li> <li>• Community Loans</li> </ul>	RP

Ref	Risk	What are we doing to manage the risk? (Controls)	Lead Director
		<ul style="list-style-type: none"> <li>• Telford Crisis Network/Food Bank</li> <li>• Youth Unemployment Programme</li> <li>• “Pride in your community” Project</li> <li>• Target Intervention Area programme</li> <li>• Public Health Grant to drive improvements in health of population/address health inequalities (Public Health outcomes)</li> <li>• Health &amp; Wellbeing Board and Commissioning &amp; Transformation Partnerships</li> </ul>	
6.	Major emergency affecting the community, and/or ability to provide priority services	<ul style="list-style-type: none"> <li>• Maintaining appropriate, risk based contingency plans (Civil Resilience Team) which are exercised and reviewed on regular basis</li> <li>• Individual Service Delivery Managers are responsible for maintaining and exercising their Business Continuity Plan. These plans would be coordinated corporately and the emergency plan activated if necessary.</li> <li>• Maintain appropriate levels of trained staff to be able to respond to an emergency.</li> <li>• Work collaboratively with other LRF partner agencies, maintaining effective working relationships with the relevant bodies</li> <li>• Gorge - Additional funding with conditions received from DCLG which has enabled further stabilisation work to commence in Jackfield</li> <li>• Operation ‘Tangent’ – multi agency plan to respond to landslide in the Gorge is in place and is reviewed and exercised regularly. The risk of landslides in the Gorge is the highest risk identified by the Local Resilience Forum.</li> </ul>	PT

Ref	Risk	What are we doing to manage the risk? (Controls)	Lead Director
7.	Significant business interruption affecting ability to provide priority services	<ul style="list-style-type: none"> <li>• ICT controls – Disaster Recovery facilities in place based on Priority Services in line with Business Continuity Plans</li> <li>• Investment in ICT infrastructure within the server room to provide business continuity</li> <li>• Improvement to Business Continuity Plans to reflect risk and appropriate mitigation</li> </ul>	DS
8.	Key skills shortages (retention & recruitment)	<ul style="list-style-type: none"> <li>• Organisational Development Plan e.g.: <ul style="list-style-type: none"> <li>- skills gap analysis and needs</li> <li>- flexible working policy</li> <li>- staff benefit scheme</li> </ul> </li> <li>• Council values, ethos, rewards and recognition</li> </ul>	RP
9.	Failure to manage the health & safety risks in delivering the council's functions.	<ul style="list-style-type: none"> <li>• Reviewing, writing and monitoring of health and safety policies through SMT and Health and Safety Committee</li> <li>• Risk based health and safety audit process of service areas and local authority managed schools, which not only audit implementation of health and safety policies but also proactively identifies short comings, actions and controls that need to be in place to manage those risks. Significant findings of the audits are reported back though SMT and Health and Safety Committee.</li> <li>• Internal Health and Safety work to Health and Safety Executive (HSE) guidance and revise Policies and Procedures to ensure compliance with legal standards. Revisions reported back through SMT and Health and Safety Committee</li> <li>• There is a system in place for reporting all accidents, incidents and near misses. Non reportable accidents investigated by service area</li> <li>• All reportable accidents are investigated by Internal Health and Safety</li> </ul>	PT

Ref	Risk	What are we doing to manage the risk? (Controls)	Lead Director
		<p>Team and significant findings reported to Health and Safety Committee. Other findings reported back to relevant Service area management</p> <ul style="list-style-type: none"> <li>• Training provided on Health and Safety through a mixture of OLLIE and face to face.</li> <li>• Regular meetings with Trade Unions</li> <li>• Coordination and management of Personal Safety Precautions Risk Register to ensure safety of employees.</li> </ul>	
10.	Information Governance	<ul style="list-style-type: none"> <li>• The Council has an Information Governance Framework which includes the Corporate Information Security Policy (CISP) and other policies (Data protection, Information Sharing policies)</li> <li>• Small dedicated team promoting sound Information Governance within the Council and ensuring that good practise is shared across the Council</li> <li>• Training and awareness programme put in place annually and Information Governance module on OLLIE forms part of induction</li> <li>• Established procedures for investigating and recording data breaches including identifying and communicating lessons learnt</li> <li>• Information Governance compliance programme includes tasks to check on Council compliance with local and legal requirements</li> <li>• Secure Communication System in place</li> <li>• Compliance with Public Service Network (PSN) requirements</li> <li>• Governance includes regular review by Internal Audit and reporting to Audit Committee twice a year to provide assurance on Information Governance</li> <li>• ICT Security Group in place which considers Information Governance matters of new developments/issues arising</li> </ul>	RP

**Existing Strategic Risks Being Managed Through Appropriate Significant Projects**

- Single Status
- Better Care Fund and Care Act, Social Care Change Board
- Children Safeguarding Service Reconfiguration
- Commercial project for additional income generation
- Housing Investment Programme

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

↗ Improving (high is good)

↘ Worsening (high is good)

↗ Improving (low is good)

↘ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
<b>Business supporting, business winning council</b>											
CM412	Number of jobs created through business expansion (Homes and Communities Agency only)	N/A	N/A	N/A	N/A		234	N/A (Estimate)			p4
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. For Homes and Communities Agency employment sites only. Based on completed sales not completed developments											
CM413	Amount of Inward Investment secured (£) - Homes and Communities Agency only	N/A	N/A	N/A	N/A		£ 16,510,000	N/A (Estimate)			p4
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. For Homes and Communities Agency employment sites only. Based on completed sales not completed developments											
CM002	Unemployment rate (16-64 year olds)	9.2%	8.4% ↘	9.3% ↗	7.8% (2012-13)	Worse	6.7%	N/A (Estimate)	Getting better	▼	p4
<b>Commentary on performance:</b> Full year data covers June 2013-June 2014 Data is for the year ending June 2014. Telford & Wrekin are now below the West Midlands rate of 7.5% and the national rate of 6.8%.											
CM004	Youth unemployment rate (16-24 year olds)	23.1%	29.8% ↗	32.1% ↗	21% (2012-13)	Worse	20.9%	N/A (Estimate)	Getting better	▼	p4
<b>Commentary on performance:</b> Full year data covers June 2013-June 2014 Data is for the year ending June 2014. This places Telford & Wrekin in line with the West Midlands rate of 20.5% but higher than the national rate of 18.4%.											
<b>Improve local people's prospects through education and skills training</b>											
CM396	% of pupils attending a school which Ofsted have rated as Good or Outstanding	N/A	54.0%	76.0% ↗	N/A		81.0%	81% (Estimate)	Getting better	▲	p5
<b>Commentary on performance:</b> Full year data covers 2013-14 Academic year Taken directly from Dataview for period Sept 2013 to end of March 2014											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)

➡ Worsening (high is good)

➔ Improving (low is good)

➡ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM082	% of children achieving at least the expected level in the prime areas of learning (Early Years Foundation Stage)	N/A	N/A	45.0%	52% (School year 2012-13)	Worse	58.3% (1283/2200)	58.3% (Estimate)	Getting better	▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
2014/15 data is based on the 2013/14 academic year. The early indication from unverified results is that 58.3% of pupils achieved a good level of development in 2014. This is an improvement of approx 13%pts from last year. The early indication is that national will stand at 60.4% leaving the Borough 2% pts below. The gap to national has reduced from 7% pts below last year.											
CM397	Achievement rate for Key Stage 1 - Reading	84%	85% ➔	88% ➔	89% (School year 2012/13)	Worse	89% (1992/2161)	89% (Outturn)	Getting better	▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
No comment.											
CM667	Achievement rate for Key Stage 1 - Writing	81%	81% ➡	86% ➔	85% (School year 2012/13)	Better	87% (1876/2161)	87% (Outturn)	Getting better	▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
No comment.											
CM668	Achievement rate for Key Stage 1 - Maths	88%	89% ➔	91% ➔	91% (School year 2012/13)	Comparable	92% (1989/2161)	92% (Outturn)	Getting better	▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
No comment.											
CM083	Achievement rate of level 4 or above in Reading, Writing and Mathematics at Key Stage 2	N/A	74.0%	74.0% ➡	76% (School year 2012-13)	Worse	78% (1479/1908)	78% (Outturn)	Getting better	▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
2014/15 data is based on the 2013/14 academic year. The Borough has improved from 2% pts below national last year, and now matches the national average of 78%. This measure will be changing as children will be expected to be working securely within Level 4 therefore it will be based on the % achieving Level 4B or more. This year 66% of pupils achieved this target, 1%-pt below national (67%).											
CM379	Attainment gap for Key Stage 2 for Children in Care (% points)	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Data will not be available until December 2014. A national comparison will not be available for this measure.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)

➔ Worsening (high is good)



➔ Improving (low is good)



➔ Worsening (low is good)






ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM087	The attainment gap between Pakistani children and their peers at Key Stage 2 (rolling 3-year average)	N/A	N/A	28.7%-pt	N/A		27%-pt (49%/76%)	27%-pt (Outturn)	Getting better	▼	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
For the years up to 2012 this was calculated as the percentage of pupils who achieved L4+ in English and Maths. This measure changed in 2013 to Reading, Writing and Maths therefore it is not comparable to previous years' data. The total for 2013/14 contains data for pupils from 1 academic year. 2014/15 shows a rolling 2 year average.											
CM085	The attainment gap between Free School Meals and their peers at Key Stage 2	N/A	28%-pt	16%-pt ➔	19%-pt (School year 2012-13)	Better	18%-pt (63.3%/81%)	18%-pt (Estimate)	Getting worse	▼	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Data has been calculated from internal data and may change once final data is published in the Statistical First Release in December 2014. The early indication is that the gap between Free School Meal pupils and their peers has reduced.											
CM084	Achievement rate of 5 A*-C GCSE's or equivalent including English and Maths (Key Stage 4)	57.9%	61.3% ➔	58.6% ➔	N/A		N/A	N/A (Estimate)		▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
There is no national comparator available until data is released in November 2014. The methodology of this measure has changed and is not comparable to previous years' data. The main change is that pupils first entry result is counted rather than their best entry.											
CM027	% of Children in Care who get 5 GCSE's A*-C including English and Maths (Key Stage 4)	20.0%	35.7% ➔	19.2% ➔	N/A		N/A	N/A (Estimate)		▲	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Statistical First Release with Children in Care Outcomes due for publication in late November/early December 2014.											
CM088	The attainment gap between Pakistani children and their peers at Key Stage 4 (rolling 3-year average)	12.0	10.4 ➔	9.9 ➔	N/A		N/A	N/A (Estimate)		▼	p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Data will be available in December 2014.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

 Improving (high is good)  
 Worsening (high is good)

 Improving (low is good)  
 Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM086	The attainment gap between Free School Meals and their peers at Key Stage 4	29.0	28.8 	33.3 	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Data will be available in December 2014.											
CM398	Progression rate from Key Stage 2 to Key Stage 4 for all children - English	N/A	N/A	67.8%	70.4%	Worse	N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
The methodology for GCSE attainment has changed in 2014 and should not be compared to previous years' data. One change is that the first entry result is taken into account rather than their best entry. This means that some pupils may not meet the required 3 levels of progress at the time of their first entry, whilst in previous years this would have been overwritten if a subsequent result was better. Data will be available in November 2014											
CM669	Progression rate from Key Stage 2 to Key Stage 4 for all children - Maths	N/A	N/A	66.3%	70.8%	Worse	N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
The methodology for GCSE attainment has changed in 2014 and should not be compared to previous years' data. One change is that the first entry result is taken into account rather than their best entry. This means that some pupils may not meet the required 3 levels of progress at the time of their first entry, whilst in previous years this would have been overwritten if a subsequent result was better. Data will be available in November 2014											
CM380	Progression rate from Key Stage 2 to Key Stage 4 for Children in Care	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Data will not be available until December 2014. Cannot be compared to previous years' data as the methodology for GCSE results has changed for 2013/14.											
CM381	Progression rate from Key Stage 2 to Key Stage 4 for Pakistani learners - English	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b>		Full year data covers 2013-14 Academic year									
Data will not be available until December 2014. Cannot be compared to previous years' data as the methodology for GCSE results has changed for 2013/14.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)

➔ Worsening (high is good)

➔ Improving (low is good)

➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM665	Progression rate from Key Stage 2 to Key Stage 4 for Pakistani learners - Maths	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b> Full year data covers 2013-14 Academic year Data will not be available until December 2014. Cannot be compared to previous years' data as the methodology for GCSE results has changed for 2013/14.											
CM382	Progression rate from Key Stage 2 to Key Stage 4 for Free School Meals - English	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b> Full year data covers 2013-14 Academic year Data will not be available until December 2014. Cannot be compared to previous years' data as the methodology for GCSE results has changed for 2013/14.											
CM666	Progression rate from Key Stage 2 to Key Stage 4 for Free School Meals - Maths	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)			p5
<b>Commentary on performance:</b> Full year data covers 2013-14 Academic year Data will not be available until December 2014. Cannot be compared to previous years' data as the methodology for GCSE results has changed for 2013/14.											
CM399	Number of young people accessing our services successfully supported into employment	N/A	N/A	N/A	N/A		158	N/A (Estimate)	▲		p4
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This includes support from Job Junctions, Job Box Mentors, Future Focus and East team											
CM400	Number of young people accessing our services successfully supported into training	N/A	N/A	N/A	N/A		125	N/A (Estimate)	▲		p4
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This includes support from Job Junctions, Job Box Mentors, Future Focus and East team											
CM401	Number of young people accessing our services successfully supported into voluntary work	N/A	N/A	N/A	N/A		7	N/A (Estimate)	▲		p4
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This includes support from Job Box Mentors, Future Focus and East team											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
➔ Worsening (high is good)

➔ Improving (low is good)  
➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM090	% of young people not in education, employment or training	8.5%	8.2% ➔	8.5% ➔	5.6% (June/ July/ August)	Worse	6.0%	6% (Estimate)	Getting better	▼	p6
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This is an unadjusted figure and should not be compared to year end.											
<b>Protect and support our vulnerable children</b>											
CM374	Number of Children and Family Assessments completed by children's social work teams	N/A	N/A	N/A	N/A		415	N/A (Estimate)			p6
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
Children and Family Assessments were implemented on 1 April 2014.											
CYP021	Children subject to a Child Protection Plan (rate per 10,000 population)	58.6	36.5 ➔	33.2 ➔	37.9 (2012-13)	Better	34.6 (135)	N/A (Estimate)			p6
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
The child protection plan rate has been reducing to be comparable with the national rate. This remains the case but the numbers fluctuate month to month.											
CYP018	% of children becoming the subject of a Child Protection Plan for a second or subsequent time	16.2%	16.8% ➔	22.8% ➔	14.9% (2012-13)	Worse	21.3% (16/75)	N/A (Estimate)	Getting better	▼	p6
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
Although the percentage has decreased it is still higher than the national average.											
CYP015	Number of children in care (rate per 10,000 population under 18)	79.5	82.3 ➔	79.2 ➔	60.0	Worse	77.2 (301)	N/A (Estimate)	Getting better	▼	p6
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
A downward trend has been established for the number of children in care.											
CYP045	% of children in care living in foster care within Telford & Wrekin boundary	33.0%	58.0% ➔	61.3% ➔	47% (2012-13)	Better	61% (134/219)	N/A (Estimate)	No change	▲	p7
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
No comment.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
➔ Worsening (high is good)

➔ Improving (low is good)  
➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CYP058	% of children in care living in foster care more than 20 miles from their home address	N/A	17.0%	14.9% ➔	N/A		16% (35/219)	N/A (Estimate)	Getting worse	▼	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
CYP050	% of children who were in care for 2.5 years with the same placement for 2 years	78.0%	77.0% ➔	72.4% ➔	67% (2012-13)	Better	67.9% (89/131)	N/A (Estimate)	Getting worse	▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This continues to decrease and Telford & Wrekin are now comparable to the national average.											
CM375	% of care leavers at 19, 20 and 21 in suitable accommodation	73.7%	80.0% ➔	67.7% ➔	88% (2012-13)	Worse	89.7% (61/68)	N/A (Estimate)		▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Please note that previous data relates to 19 year olds only and can not be compared to 2014-15 data.											
CM028	% of children now aged 19, 20 and 21 in education, training or employment	52.6%	35.0% ➔	43.0% ➔	58% (2012-13)	Worse	38.2% (26/68)	N/A (Estimate)		▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Previous years data reflects only 19 year olds and cannot be directly compared to 2014-15 data.											
<b>Protect and support our vulnerable adults</b>											
CM073	Proportion of people using social care who receive self-directed support	36%	59% ➔	61% ➔	62%	Worse	75% (1564/2106)	95% (Estimate)	Getting better	▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Performance has improved but the definition of this measure has altered for 2014/15 and is not directly comparable to previous years.											
CM074	Proportion of people using social care who receive direct payments	6%	8% ➔	11% ➔	19%	Worse	12% (255/2106)	14% (Estimate)	Getting better	▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. The definition of this measure has altered for 2014/15 and is not directly comparable to previous years.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
 ➔ Worsening (high is good)

➔ Improving (low is good)  
 ➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report	
CM075	Proportion of older people (65 and over) who were still at home 91 days after discharge from hospital into re-ablement/rehabilitation services	74%	54% ➔	65% ➔	82%	Worse	N/A	N/A (Estimate)		▲	p7	
<b>Commentary on performance:</b>		This measure uses a cohort of October, November and December. Currently no in year monitoring is completed.							Full year data covers 2014/15 financial year.			
CM383	Proportion of older people (65 and over) who were still at home 91 days after discharge into reablement/ rehabilitation services (offered the service)	3.0	3.5 ➔	2.5 ➔	3.3	Worse	N/A	N/A (Estimate)		▲	p7	
<b>Commentary on performance:</b>		Data comes from Hospital Episode Statistics which is only available after year end.							Full year data covers 2014/15 financial year.			
CM384	Social Care - related quality of life	18.3	18.4 ➔	18.9 ➔	19.0	Worse	N/A	N/A (Estimate)		▲	p7	
<b>Commentary on performance:</b>		The Adult Social Care Survey is due to take place in January - March 2015.							Full year data covers 2014/15 financial year.			
CM385	Improving People's experience of integrated care	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)		▲	p7	
<b>Commentary on performance:</b>		This measure was due to be in the 2014/15 Adult Social Care Survey. This measure has now been delayed.							Full year data covers 2014/15 financial year.			
CM079	Carer-reported quality of life	N/A	8.0	N/A	N/A		N/A	N/A (Estimate)		▲	p7	
<b>Commentary on performance:</b>		Carers survey is currently taking place and results will be available at end of year.							Full year data covers 2014/15 financial year.			

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)

➔ Worsening (high is good)

➔ Improving (low is good)

➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM386	Delayed Transfers of Care (delayed days) from hospital per 100,000 population (average per month)	N/A	N/A	N/A	N/A		352 (2265)	352 (Estimate)		▼	p7
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This is the first year for this measure. This data covers 5 months.											
CM387	Permanent admissions of older people (aged 65 and over) to residential and nursing care homes per 100,000 population	723.0	652.4 ➔	656.4 ➔	668.4	Better	99 (25)	650 (Estimate)		▼	p7
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This is based on preliminary 3 months data only, which has included a change in how the data is collected and recorded.											
CM388	Avoidable emergency admissions per 100,000 population (average per month)	1302.8	1447.5 ➔	1486.6 ➔	1204.3 (2012/13)	Significantly worse	N/A	N/A (Estimate)		▼	p7
<b>Commentary on performance:</b>		Full year data covers 2013-14									
Next data available February 2015											
CM389	% of local providers who are rated as inadequate	N/A	N/A	N/A	N/A		N/A	N/A (Estimate)		▼	p7
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This is a new judgement rating by CQC and is only being implemented from October 2014											
CM391	Number of providers within the Borough where purchasing has been suspended during the last quarter	N/A	N/A	1	N/A		0	0 (Estimate)	Getting better	▼	p7
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This includes formal suspensions only and not 'voluntary' suspensions											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)

➔ Worsening (high is good)

➔ Improving (low is good)

➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM393	% of out of area placements reviewed within the last 12 months	N/A	N/A	N/A	N/A		53% (8/15)	53% (Estimate)		▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
CM394	% of cases in which the level of risk reduced from referral into the Safeguarding process to closure	N/A	N/A	N/A	N/A		61.1%	61.1% (Estimate)		▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
CM395	Proportion of clients receiving a long term service who have a completed review during the previous 12 months	N/A	N/A	N/A	N/A		60% (1263/2106)	62.6% (Estimate)		▲	p7
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This is new measure for 2014/15 and will be included in the new Adult Social Care SALT Return.											
<b>Ensure that neighbourhoods are safe, clean and well maintained</b>											
CM368	Resident satisfaction with household recycling collection service	N/A	N/A	N/A	N/A		N/A				p8
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Satisfaction data will be available for 9 month monitoring.											
CM089	Rate of recycling within the Borough	43.0%	43.2% ➔	44.8% ➔	N/A		51.3% (18258.36/356 12.4)	46% (Estimate)	Getting better	▲	p8
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This measure always reads high at 6 month stage as one of the main variables is the amount of green waste collected. This is of course much higher during summer months. Please note 6 month monitoring based on 5 month totals. Data is always 1 month in arrears. At this point kerbside recycling rates have increased since the introduction of the new purple top container by circa 1300 tonnes with the largest increase being plastics, followed by card and paper.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
➔ Worsening (high is good)

➔ Improving (low is good)  
➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM258	% of local authority principal road network where structural maintenance should be considered	1.0%	1.0% ➔	N/A	N/A		N/A	N/A (Estimate)		▼	p8
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Data will be available at year end											
CM373	Average journey time (mph) on an authorities A road's (cars)	N/A	40.0	39.2 ➔	24.4 (24.4mph is as at June 2014 - annual figures not released yet)	Better	N/A	N/A (Estimate)		▲	p8
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. This is an annual figure only.											
CM039	Overall crime rate per 1,000 population	65.9	56.3 ➔	59.2 ➔	66.0	Better	30.4 (5063/166641)	N/A (Estimate)		▼	p9
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
CM332	Anti social behaviour rate (per 1000) population	64.0	57.1 ➔	54.4 ➔	N/A		29.1 (4848/166641)	55 (Estimate)		▼	p9
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
CM041	% of residents with a fear of crime	45.0%	39.2% ➔	38.1% ➔	N/A		36.3% (225/619)	N/A (Estimate)	Getting better	▼	p9
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Data is for Q1 period Apr - Jun 14											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
 ➔ Worsening (high is good)

➔ Improving (low is good)  
 ➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/ Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM029	% of residents who feel that their neighbourhood is one where people of different backgrounds get on well together	N/A	60.7%	60.5% ➔	N/A		N/A	N/A (Estimate)		▲	p9
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
New survey not yet completed											
<b>Regenerate those neighbourhoods in need and work hard to ensure the local people have access to suitable housing</b>											
CM072	Number of new homes built per annum (net)	720	607 ➔	842 ➔	N/A		417	N/A (Estimate)	Getting better	1000	p9
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
No comment.											
CM310	Number of long term empty properties	N/A	N/A	492	N/A		N/A	N/A (Estimate)		▼	p9
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
Data not currently available. This work is completed in October and will be available at 9 month monitoring.											
CM311	Number of stalled housing units	N/A	271	219 ➔	N/A		219	195 (Estimate)	No change	195	p9
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
No comment.											
CM060	Number of homeless acceptances per 1,000 households	2	2 ➔	1.8 ➔	2.3	Better	0.59 (40)	1.4 (Estimate)		▼	p9
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
6 month data is not comparable to year end data.											
CM061	% of all homeless households which were of 16 to 24 year olds	57.7%	57.6% ➔	45.4% ➔	28.0%	Worse	77.5% (31/40)	80% (Estimate)	Getting worse	▼	p9
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
No comment.											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
➔ Worsening (high is good)

➔ Improving (low is good)  
➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CYP010	Homelessness cases prevented or relieved as a proportion of homeless acceptances	2.5	1.9 ➔	1.3 ➔	4.4	Worse	1.9 (74/40)	1.9 (Estimate)	Getting better	▲	p9
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
CYP014	% of 16-17 year olds in Bed and Breakfast accommodation	18.7%	0.0% ➔	0.0% ➔	N/A		0% (0/0)	0% (0/0)	No change	▼	p9
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No comment.											
<b>Improve the health and wellbeing of our communities and address health inequalities</b>											
CM318	% excess weight (reception children)	24.9%	23.9% ➔	24.2% ➔	22.2% (2012/13)	No significant difference	25.9%	25.9%	Getting worse	▼	p10
<b>Commentary on performance:</b> Full year data covers 2013-14 Academic year Provisional data for 2013-14 shows that the % of children in reception with excess weight is increasing. Next data update November 2014											
CM319	% excess weight (Year 6 children)	33.5%	35.7% ➔	35.0% ➔	33.3% (2012/13)	No significant difference	37.3%	37.3%	Getting worse	▼	p10
<b>Commentary on performance:</b> Full year data covers 2013-14 Academic year Provisional data for 2013-14 shows the % of Year 6 children with excess weight is increasing. Next data update November 2014											
CM067	Teenage conceptions (rate per 1,000 females aged 15-17 years)	44.9	37.4 ➔	36.8 ➔	27.7 (2012)	Significantly worse	N/A	N/A (Estimate)		▼	p10
<b>Commentary on performance:</b> Full year data covers 2013 No new data available. Figure published by Office for National Statistics. Next data update due February 2015											
CM402	Chlamydia diagnoses (15-24 year olds)	N/A	1456.0	1719.0 ➔	2016 (2013)	Significantly worse	N/A	N/A (Estimate)		▲	p10
<b>Commentary on performance:</b> Full year data covers January - December 2014 No new data available. Figure published in Public Health Outcome Framework (3.02i). Next data update November 2014											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)  
 ➔ Worsening (high is good)

➔ Improving (low is good)  
 ➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM403	Late HIV Diagnoses % of adults (aged 15 or above)	N/A	37.5%	42.9% ➔	48.3% (2010-12)	No significant difference	N/A	N/A (Estimate)		▼	p10
<b>Commentary on performance:</b> Full year data covers 2011-13 No new data available. Figure published in Public Health Outcome Framework (3.04). Next data update November 2014											
CM026	Smoking in pregnancy (% of mothers smoking at delivery)	22.7%	22.4% ➔	22.4% ➔	12% (2013/14)	Significantly worse	21.8%	N/A (Estimate)	Getting better	▼	p11
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Data for quarter 1 2014-15 has shown a slight improvement.											
CYP001	Breast feeding (% of infants breastfeeding at 6 to 8 weeks)	32.9%	33.2% ➔	33.9% ➔	45.8% (2013/14)	Significantly worse	32.0%	32% (Estimate)	Getting worse	▲	p11
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. Latest data for quarter 1 2014-15 shows a decrease in the % infants breastfeeding at 6 to 8 weeks.											
CM066	Smoking cessation (rate of successful quitters, per 100,000 pop)	1482.0	1389.0 ➔	1015.0 ➔	688 (2013/14)	Better	N/A	N/A (Estimate)		▲	p11
<b>Commentary on performance:</b> Full year data covers 2014/15 financial year. No new data available. Figure published on Health and Social Care Information Centre. Next version due end October 2014.											
CM365	Proportion of all in drug treatment, who successfully completed treatment and did not re-present within 6 months (opiate clients)	8.8%	8.8% ➔	8.3% ➔	8.2% (2012)	No significant difference	8.3% (40/482)	8.3% (Outturn)	No change	▲	p11
<b>Commentary on performance:</b> Full year data covers January - December 2013 Latest data for those in treatment between January and December 2013 shows in increase in the proportion of successful treatments for opiate clients that continues to be above the national figure											

APPENDIX 1: 6 MONTH PERFORMANCE BY COUNCIL PRIORITY

**Key**

➔ Improving (high is good)

➔ Worsening (high is good)

➔ Improving (low is good)

➔ Worsening (low is good)

ID	Title	2011/12 Outturn	2012/13 Outturn	2013/14 Outturn	National Comparator 2013-14	Comparison to national position 2013-14	Performance at 6 months 2014-15	Estimate/Outturn 2014-15	Direction of travel compared to 2013-14	Target 2014/15	Page number in report
CM364	Proportion of all in drug treatment, who successfully completed treatment and did not re-present within 6 months (non opiate clients)	27.8%	19.7% ➔	37.7% ➔	40.2% (2012)	No significant difference	43.5% (84/193)	43.5% (Outturn)	Getting better	▲	p11
<b>Commentary on performance:</b>		Full year data covers January - December 2013									
Latest data for those in treatment between January and December 2013 shows an increase in the proportion of successful treatments for non opiate clients that is now above the national figure											
CM410	Take up of NHS Health Check programme by those eligible - health check offered	N/A	N/A	21.4%	18.4%	Significantly better	31.6%	N/A (Estimate)	Getting better	▲	p11
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This measure is continuing to be on target.											
CM411	Take up of NHS Health Check programme by those eligible - health check take up	N/A	N/A	38.7%	49.0%	Significantly worse	38.6%	N/A (Estimate)	Getting worse	▲	p11
<b>Commentary on performance:</b>		Full year data covers 2014/15 financial year.									
This measure is not on target and is below national average.											

**TELFORD & WREKIN COUNCIL**

**CABINET – 11 DECEMBER 2014**

**REPRESENTATION ON OUTSIDE BODIES – MARCHES LOCAL ENTERPRISE PARTNERSHIP**

**REPORT OF THE ASSISTANT DIRECTOR: LAW, DEMOCRACY & PEOPLE SERVICES**

**LEAD CABINET MEMBER – COUNCILLOR KULDIP SAHOTA**

**1.0 PURPOSE**

- 1.1 To determine the Council's Elected Member representation on the Marches Local Enterprise Partnership and associated bodies.

**2.0 RECOMMENDATIONS**

- 2.1 That the Council Leader be confirmed as the Council's representative on the Marches Local Enterprise Partnership Board;
- 2.2 That the Council Leader be appointed as the Council's representative on the Marches Joint Executive Committee, and that the Leader be delegated to appoint a Deputy who can represent the Council in his absence.
- 2.3 That the Cabinet Member: Finance & Enterprise be appointed as the Council's representative on the Marches European Structural & Investment Funds Committee for a three year period with delegated authority to make decisions as appropriate on behalf of the Council within the context of EU/national regulation of ESIF Committees.

**3.0 INFORMATION**

- 3.1 The Marches Local Enterprise Partnership (LEP) is the business-led public/private partnership tasked with regenerating the economic vitality of the Herefordshire, Shropshire and Telford & Wrekin region. The Government is channelling major infrastructure and skills funding from the Single Local Growth Fund through the LEP – as detailed in previous reports to Cabinet.
- 3.2 The Marches LEP is overseen by a Board consisting of the Leaders of the three local authorities of Herefordshire, Shropshire and Telford Wrekin as well as the chairmen of the three Area Business Boards. Also on the board is a Skills Champion and co-opted Business Champions. It is proposed to formally

confirm The Leader as the Council's representative on the Marches LEP Board.

- 3.3 In July 2014, Cabinet approved the establishment of a Marches LEP Joint Committee, consisting of a Cabinet Member from each of the three local authorities and the Chair of the LEP Board (non-voting), and the delegation of decision making powers to the Councillor representatives appointed to it. The Joint Committee will take decisions regarding strategic economic policy for the LEP area, and the use of public funding to support those priorities. This will ensure that there remains democratic accountability around decision making regarding the use of public funds. It is proposed to formally appoint the Leader as the Council's representative on the Joint Committee, and to delegate to the Leader the authority to appoint a nominated Deputy.
- 3.4 European Structural and Investment Funding (ESIF) is also being allocated on the basis of the LEP geography. The Marches LEP has a provisional allocation of £98m for the period 2014-20. In line with EU Commission regulation, Government has determined that each LEP area should establish a local committee structure that will be central to the local decision making process for distribution of the funds. This committee will play a vital role in ensuring that project and programme bids that are submitted for funding meet the objectives of the Marches LEP Investment Strategy and contribute to local growth. While the Marches LEP will be a stakeholder on the Committee, the Committee will not be part of the LEP Structure, but report to the national Growth Programme Board. In accordance with EU regulation, the Marches ESIF Committee will consist of stakeholders from various sectors. Each of the three local authorities in the Marches LEP area is entitled to appoint one representative to the Committee, who will represent the interests of the Local Authority and work collectively with the committee members to identify ways to most effectively deliver the Marches programme within the context of EU/national regulation. The appointments will be for a three year period. In view of the resource based nature of this Committee, it is proposed that the Cabinet Member: Finance and Enterprise be appointed as the Council's representative on the ESIF Committee, subject to ratification by the selection body for this process.

#### **4.0 OTHER CONSIDERATIONS**

##### **AREA**

##### **COMMENTS**

Equality & Diversity	Not applicable
Environmental Impact	Not applicable
Legal Implications	see above
Opportunities & Risks	Not applicable
Financial Implications	Not applicable
Links with Corporate Priorities	Not applicable
Ward Implications	Not applicable

## **5.0 PREVIOUS MINUTES**

CB-24 Marches Local Enterprise Partnership Update – Cabinet 24 July 2014.

## **6.0 BACKGROUND PAPERS**

The Marches Area European Structural and Investment Fund (ESIF) Committee Member Application Pack

**Report prepared by Phil Smith, Democratic Services Team Leader – Tel: (01952) 383211**

## **CABINET**

**Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 11th December, 2014 at 4.00 p.m. at the AFC Telford Learning Centre, Haybridge Road, Wellington, Telford**

**PUBLISHED ON WEDNESDAY, 17<sup>th</sup> DECEMBER, 2014**

**(DEADLINE FOR CALL-IN: MONDAY 22<sup>ND</sup> DECEMBER 2014)**

**PRESENT:** Councillor K.S. Sahota (Leader and Chair), E.A. Clare, S. Davies, A.R.H. England, W.A.M. McClements, R.A. Overton, H. Rhodes, C.F. Smith and P.R. Watling

### **CB-60      MINUTES**

**RESOLVED** – that the minutes of the meeting of the Cabinet held on 13 November 2014 be confirmed and signed by the Chair.

### **CB-61      APOLOGIES FOR ABSENCE**

Councillor W.L. Tomlinson (Liberal Democrat/Independent Group Leader). (NB: the Deputy Group Leader, Cllr G.M. Green, had also had to submit her apologies)

### **CB-62      DECLARATIONS OF INTEREST**

Councillor K Sahota declared for the purposes of transparency an interest in agenda item 5 – Wellington Town Centre Regeneration – in relation to his wife's business and took no part in the voting on this item.

### **CB-63      SCRUTINY REVIEW OF YOUTH UNEMPLOYMENT**

**Key Decision** identified as **Scrutiny Review of Youth Unemployment** in the Notice of Key Decisions published on 12 November 2014.

Councillor K.R. Guy, Chair of the Children & Young People Scrutiny Committee, presented the Committee's report on Youth Unemployment in the Borough.

The Committee had decided to look at this issue in response to concerns at the higher than average rates of youth unemployment in Telford & Wrekin, and how this was affecting the life chances of young people in the Borough. Three key lines of enquiry had been undertaken:

- Investigating what barriers existed locally for young people to getting work;
- Examining whether all agencies were playing their part in supporting young people into work;

- Investigating whether there were any gaps and/or overlaps in current provision.

The Committee took evidence from the Cabinet Member, Council Officers, staff from other relevant agencies and education providers, and local business and skills leaders. Members also visited a number of Job Junctions to see them in action and to hear the views of staff and customers, and spoke to a number of the Council's apprentices who had experienced unemployment. The apprentices' contribution had been extremely valuable.

Over the period of the Review (November 2013 to September 2014) the rate of youth unemployment in the Borough had fallen faster than the national and regional average, and the Committee had concluded that the direction of travel was good in terms of the Council's response to the issue and the measures that had been taken. These included moving the Skills team to Business Support, the investment of resources in the Job Junctions, Job Box mentors and delivering the Jobs Fair at the International Centre. Although the downward trajectory of youth unemployment was encouraging, there was still a long way to go, and the Committee had put forward a number of recommendations which were set out in detail in the report. These were intended to build on the good work already achieved, with particular emphasis on ensuring that all partners and agencies work in a co-ordinated way in aligning employment opportunities and future skills with FE provision.

Councillor S Davies, Cabinet Member: Neighbourhood Services, Employment & Skills, responded to the report on behalf of the Cabinet. He thanked the Committee for the work they had done. The detailed response to each of the Scrutiny Committee's recommendations was appended to the report attached to the agenda. Nine of the thirteen recommendations had been wholly accepted, with the remaining four being partially accepted. It was noted that many of the recommendations were already in the process of being implemented under the Youth Unemployment Programme, with considerable positive progress having been made over the past 9 months. More could be done, but Government was not providing any funding to help the Council. A number of examples of this work were listed in the report.

Members welcomed the Scrutiny report, and the efforts being made by the Council to provide apprenticeships. However it was noted that Government had created an uneven playing field, with all the support for apprenticeships and getting young people into work being directed to private sector providers.

**RESOLVED – that the recommendations made by the Children & Young People Scrutiny Committee be noted, and the response set out at Appendix 1 of the Cabinet Member's report be approved;**

#### **CB-64      WELLINGTON TOWN CENTRE REGENERATION**

**Key Decision** identified as **Wellington Centre Regeneration** in the Notice of Key Decisions published on 12 November 2014.

Councillor C.F. Smith, Cabinet Member: Housing, Development & Borough Towns, presented the report of the Assistant Director: Development, Business & Employment, which updated Members on the proposals contained in an Action Plan for the regeneration of Wellington Town Centre, and the proposed arrangements for implementing them.

In January 2014, Wellington Town Council published a report setting out a vision for the future of Wellington Town Centre. The Town Council then approached the Borough Council to assist in the implementation of the recommendations contained in the report. This had led to the development of an Action Plan – a copy of which was appended to the report. The draft Action Plan focussed on land and activities within the Town Centre, and set out the priorities for delivery over the next two years. The main focus in the initial stages would be the delivery of key priority sites that had been vacant or required re-development (eg former Charlton Arms Hotel being converted to residential apartments and new dwellings).

Wellington Town Council was providing £25k over the next 18 months to support delivery, matched by the Borough Council in officer time. A Wellington Project Board had been established to oversee the delivery of the Action Plan, and the terms of reference for the Board were appended to the report.

In order to kick-start re-development of the sites identified within the Action Plan, as well as other stalled sites, it was proposed that £180,000 of the existing capital allocation for Housing Development Delivery be re-allocated to support delivery of projects in Wellington. On specific projects, external funding sources would also be approached to support delivery.

**RESOLVED –**

- (a) that the working arrangements with Wellington Town Council as set out in the report, and the proposals contained within the Wellington Town Centre Regeneration Action Plan (as shown at Appendix 1 of the report), be endorsed;**
- (b) that a funding agreement be entered into for the receipt of £10,000 in 2014/15 and £15,000 in 2015/16 from Wellington Town Council to Telford & Wrekin Council, with these sums being match funded in terms of an ‘in kind’ Officer contribution;**
- (c) that the use of £180,000 of the existing Housing Development capital allocation for tackling the Priority Sites/Areas set out in the Action Plan be approved, and that authority be delegated to the Assistant Director: Development, Business & Housing, in consultation with the Cabinet Member: Housing, Development & Borough Towns, to determine the allocation of that spend.**

(Having declared an interest in this item, Councillor K Sahota did not vote on the above resolutions)

**CB-65      TRANSFER OF 0-5 CHILDREN'S PUBLIC HEALTH COMMISSIONING TO LOCAL AUTHORITIES**

**Key Decision** identified as **Transition of 0-5 Commissioning Responsibilities** in the Notice of Key Decisions published on 12 November 2014.

Councillor R A Overton, Cabinet Member: Public Health & Public Protection, presented the report of the Assistant Director: Health, Wellbeing & Public Protection, which outlined the changes in responsibility for the commissioning of public health services for 0-5 year olds. This was the final part of the overall transfer of public health services to local government begun in 2013.

From 1 October 2015, the public health commissioning responsibilities for children 5 and under would transfer from NHS England to local authorities. The transfer encompassed the 0-5 Healthy Child Programme which included health visiting and Family Nurse Partnership services. Only the commissioning role was being transferred – health visitors would continue to be employed by the Shropshire Community Health NHS Trust.

The report set out the arrangements for the transfer of financial resources from NHS England to local authorities in 2015/16 based on the spend on 0-5 services at the point of transfer. From 2016/17 onwards, the 0-5 baseline would be added to existing local government public health grant allocations. A transition steering group had been established chaired by the Assistant Director: Health, Wellbeing & Public Protection, and work was underway with the Area team and the provider to progress the transfer and to ensure that, post transfer, 0-5 services would be fit for purpose. This collaborative approach had been well received.

In response to questions about the funding arrangements, the Director of Health, Wellbeing & Care advised that there was a potential danger of cuts in NHS funding, and that the budget available needed to match the service before moving to full commissioning from April 2016.

**RESOLVED –**

- (a) that the transfer of public health commissioning responsibilities for 0-5 year olds from NHS England to Local Authorities on 1 October 2015 be noted;**
- (b) that authority be delegated to the Director of Health, Wellbeing & Care, in consultation with the Director of Children & Family Services; the Cabinet Member: Public Health & Protection; and the Cabinet Member: Children, Young People & Families, to undertake the transfer of commissioning arrangements including all matters relating to any contracts and commissioning.**

**CB-66            USE OF COUNCIL STREET FURNITURE AT FUTURE ELECTIONS**

**Key Decision** identified as **Use of Council Street Furniture at Future Elections** in the Notice of Key Decisions published on 12 November 2014.

The Returning Officer/Managing Director presented a report which set out the conclusions of a review of the current policy whereby the Council allowed election posters to be attached to street furniture (principally lamp posts) provided that the posters were taken down within 14 days after the close of poll.

During the European elections earlier this year, election posters on the street furniture in a number of areas of the Borough were damaged or de-faced, some with offensive language or symbols on them. Complaints were received, and Council officers incurred time and expense taking these posters down. Complaints had also been received about the number of posters in certain parts of the Borough and the detrimental appearance they made. It was also apparent from a survey of other West Midlands Councils that Telford & Wrekin was now amongst a minority that allowed posters to be affixed to street furniture.

In the light of this, it was decided to consult with interested parties and local residents on whether election posters should be banned from Council street furniture. A list of the people consulted and the responses received were circulated as Appendices to the report. A majority of the people or organisations that responded were in support of the idea of a ban. Having taken into account the consultation responses, the Returning Officer advised that he was recommending Cabinet to agree to withdraw consent for the use of Council owned street furniture or any other means of displaying election posters on Council owned land with effect from 1 January 2015. The rationale and reasons were set out in the report.

**RESOLVED –**

- (a) that the Returning Officer's recommendation to ban the display of election posters on Council property at any time with effect from 1 January 2015 be agreed;**
- (b) that the existing powers to prosecute for breaches of the law be noted.**

**CB-67            DRIVING DELIVERY OF THE COUNCIL'S PRIORITIES: 2014/15 6 MONTH PERFORMANCE ANALYSIS**

**Non-Key Decision**

Councillor R A Overton, Cabinet Member: Public Health & Public Protection, presented the report of the Managing Director which gave an overview of the performance against the Council's priorities identified in the Medium Term Strategic Plan for the first 6 months of 2014/15, and an update of the strategic

risk register. There was an amendment at paragraph 4.5.3 of the report – the recycling rate had increased from 44.8% (not 40%) at year end to 51% at the end of September (an increase of **13.8%**)

Of the 33 measures that were able to be compared to 2013/14 year end performance, 64% had improved, 24% had got worse and 12% remained the same. As a 'business supporting, business winning Council', there was clear progress in driving economic and housing growth in the Borough. Linked to the growth agenda, the Council's programme to tackle youth unemployment had resulted in a fall in the youth unemployment rate from 32.1% to 20.9%. It was also supporting the development of the Borough's workforce of the future through the work with schools to raise attainment – 81% of pupils were now attending schools rated as good or outstanding.

An area of concern was the number of 16-24 year olds presenting themselves as homeless, largely as a result of the Government's welfare reforms. There remained some pressures in adult social care and tackling health inequalities. Whilst there were some areas of improvement, the number of children who were obese or overweight had increased. In terms of recycling rates, there had been an improvement following the start of the new kerbside recycling service in April. The rate was now over 50% for the first time, and resulted in an additional 1300 tonnes of waste being recycled.

The updated Strategic Risk Register was appended to the report, and set out the key risks which had been identified for 2014/15 and the mitigating actions in place to manage these risks.

#### **RESOLVED –**

- (a) that the 6 month performance for 2014/15 be noted;**
- (b) that the updated Strategic Risk Register be noted and approved.**

#### **CB-68            REPRESENTATION ON OUTSIDE BODIES – MARCHES LOCAL ENTERPRISE PARTNERSHIP**

##### **Non-Key Decision**

Councillor K.S. Sahota, Council Leader, presented the report of the Assistant Director: Law, Democracy & People Services, which set out the arrangements for Elected Member representation on the Marches Local Enterprise Partnership (LEP) and associated bodies.

The Marches LEP was a public/private partnership tasked with regenerating the economic vitality of the Herefordshire, Shropshire and Telford & Wrekin region. It was overseen by a Board, and it was proposed to formally confirm the Leader as the Council's representative on the LEP Board. In July 2014, Cabinet approved the establishment of a Marches LEP Joint Committee consisting of a Cabinet Member from each of the three local authorities. It was proposed to formally appoint the Leader as the Council's representative on the Joint Committee. Finally, a Committee had been established to undertake

the local decision making role in the Marches for the distribution of European Structural and Investment Funding (ESIF). Each of the local authorities in the Marches region was entitled to appoint one representative to this Committee, and it was proposed that the Cabinet Member: Finance & Enterprise be the Council's representative.

**RESOLVED –**

- (a) that the Council Leader be confirmed as the Council's representative on the Marches Local Enterprise Partnership Board;
- (b) that the Council Leader be appointed as the Council's representative on the Marches Joint Executive Committee, and that Leader be delegated to appoint a Deputy who can represent the Council in his absence;
- (c) that the Cabinet Member: Finance & Enterprise be appointed as the Council's representative on the Marches European Structural & Investment Funding Committee for a three year period with delegated authority to make decisions as appropriate on behalf of the Council within the context of EU/national regulation of ESIF Committees.

**CB-69      EXCLUSION OF PUBLIC AND PRESS**

**RESOLVED –** that the public and press be excluded from the meeting for the following item of business on the grounds that it may involve the disclosure of exempt information relating to the financial or business affairs of any particular person (including the authority holding that information) as defined in paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

**CB-70      PROPERTY INVESTMENT PORTFOLIO - INVESTMENT**

**Key Decision** identified as **Property Investment Portfolio - Investment** in the Notice of Key Decisions published on 20 November 2014. In accordance with the Regulations, the relevant Scrutiny Chair had agreed to the decision to be taken in private session with less than 28 days notice, as the decision was urgent and could not reasonably be deferred.

Councillor W.A.M. McClements, Cabinet Member: Finance & Enterprise, presented the report of the Assistant Director: Development, Business & Employment, which sought approval for short term borrowing to support the ongoing rationalisation of the Property Investment Portfolio (PIP).

The PIP comprised a range of industrial, retail and office premises and played a vital role in accommodating local businesses as well as providing revenue income to support the delivery of Council services.

The report provided details of recent investments and acquisitions to the PIP, which would result in a capital shortfall pending the disposal of further assets. It was therefore proposed to access short-term borrowing to fund the shortfall. The report also referred to a review of the investment strategy for the PIP and possible changes in how it was funded.

**RESOLVED -**

- (a) that authority be delegated to the Assistant Director: Development, Business & Employment, in consultation with the Cabinet Member for Resources & Service Delivery, to undertake the acquisition and disposal of PIP assets as outlined in the report;
- (b) To RECOMMEND to COUNCIL that the PIP be granted approval to short term prudential borrowing to fund commercial investments outlined within the report;
- (c) To RECOMMEND to COUNCIL that necessary changes to the capital programme and revenue budget to facilitate the ongoing rationalisation of the PIP, as outlined in the report, be approved;
- (d) that authority be delegated to the Assistant Director: Law, Democracy & People Services to seal or sign any documents required to give effect to the recommendations contained in this report.

The meeting ended at 4.54 pm.

**Signed for the purposes of the Decision Notices**

**Jonathan Eatough**  
**Assistant Director: Law, Democracy & People Services**  
**Date: 17 December 2014**

**Signed:** .....

**Date:** .....