



Officers will be in attendance prior to the meeting for informal discussions on agenda items.

## CABINET

Wednesday, 2nd April, 2014

**Present:-** Councillor Gareth Snell – in the Chair

Councillors Kearon, Turner, Stubbs, Williams and Mrs Shenton

Also in attendance: Mrs Amanda Lloyd – Staffordshire County Council (for item 4 only).

### 1. APOLOGIES

Apologies were received from Councillor Mrs Beech

### 2. DECLARATIONS OF INTEREST

Councillor Mrs Elizabeth Shenton declared an interest – Chair to Newcastle-under-Lyme Sports Council

### 3. MINUTES

**Resolved:-** That the minutes of the meeting held on 5 March, 2014 be agreed as a correct record.

### 4. BETTER CARE FUND

Consideration was given to a report on the Better Care Fund. The fund is being created from a number of different existing budgets (and from April 2015 will include the Disabled Facilities Grant) aims to provide people with better integrated care and support in Staffordshire.

Mrs Amanda Lloyd from Staffordshire County Council was in attendance and briefed Members on its purpose and basic principles.

The Better Care Fund Staffordshire was a national requirement, pooling funds between the County Council and Clinical Commissioning Groups (amongst other organisations).

Concerns were raised regarding the number of versions of the document that had been brought before the Cabinet and that, as a live document, further versions could emerge prior to the Friday evening deadline (for submission). The version being considered was version 13 which was circulated at the meeting.

This later version reflected changes such as more support for the frail elderly, a shortfall in the funding for the Social Care Fund and a major change in the National Conditions section of the report entitled 'protecting Social Care Services', (which clarified the position of the need to protect the Better Care Fund). In addition, the section on Risk had been enhanced.

Appendix B of the report showed outcomes, finance and metrics giving targets which were hopefully achievable, according to Mrs Lloyd.

A colleague of Mrs Lloyd's, Mr Hugh Evans had been developing the Stoke on Trent's Better Care Fund and had been working closely with Mrs Lloyd to ensure that the two documents were aligned. Mr Evans attended this Council's Transformation and Resources Overview and Scrutiny Committee on 26 March, 2014.

The Leader stated that he would welcome the Borough Council's involvement in the whole work programme, if possible and not just involvement in the supporting people in their own homes sector. There was a need to subscribe to this in order to move forward. The process was going to happen and the Leader stated that he was comfortable to say that he was happy to go along with the document in principle but requested that he be kept fully up to date with the changes made before the Friday deadline.

- Resolved:-**
- (i) That the contents of the report be noted.
  - (ii) That the draft Better Care Fund Plan submission up to the end of 2015/16, whilst reserving the right to review this endorsement at the end of 2015/16, pending a wholesale review of Disabled Facilities Grant funding to the Borough Council after 2015/16, be endorsed.
  - (iii) That authority be delegated to the Leader of the Council to agree and sign off the Better Care Fund submission on behalf of the Council subject to the Leader receiving tracked-changes documents of amendments as soon as they become available.

**5. ASSET MANAGEMENT STRATEGY - CONSERVATIVE LAND SALE PROPOSALS**

Councillor Sweeney had been invited to the meeting to address the Cabinet on his Group's position regarding the Asset Management Strategy. It was confirmed that Councillor Sweeney had requested Councillor Loades to speak on this item.

There was no documentation to circulate to Members at this time. An overview had been put together but had not been agreed by the Conservative Group.

Councillor Loades had concerns on the evidence base in relation to the Strategy and also the assets suggested for disposal. He had requested, at an Economic Development Scrutiny meeting, the setting up of a task and finish group to ensure that all areas had been fully researched.

Concerns were also raised regarding the consultation process as it was felt that this had been poor.

Due to a perceived lack of evidence supporting the disposal of brown-field sites, the Conservative Group felt that they could not put together their own Asset

Management Strategy. The green-field sites which had been proposed would always prove difficult to dispose of.

A request was made to exclude the public and press as Councillor Loades wished to discuss the estimated valuations of particular sites.

**Resolved:-** That the public be excluded from the meeting during consideration of the following information because it is likely that there will be disclosure of exempt information as defined in 7a in Part 1 of Schedule 12A of the Local Government Act, 1972.

*The meeting then went into Closed Session*

The Conservative Group understood the need for the disposal of assets but the figures were grossly overvalued and proof was required that the proposed sites were the correct ones to sell. More time was needed for consultation.

Councillor Loades thanked the Executive Director (Regeneration and Development) for the information which had been supplied.

**Resolved:-** That the meeting be re-opened.

*The meeting then went back into Open Session and the press and public in attendance re-joined the meeting.*

Councillor Loades expressed concern that the values attributed to the assets may not be correct and therefore the revenue may not be as much as expected which could result in the Council disposing of the wrong assets.

It was stated that at present, the Council's portfolio of available brown-field stock was nil. There were no sites that were available / developable.

The Council's Head of Communications advised Members that the consultation process had included using social media, local media and a consultation framework was put in place. In addition, discussions had been held with the Council's Property Manager, Councillors and residents.

**Resolved:-** That the information be received and the comments noted.

## **6. DISCRETIONARY RATE RELIEF**

Consideration was given to a report regarding the granting of Discretionary Rate Relief for charitable and not for profit organisations occupying business premises within the borough where it is deemed appropriate.

**Resolved:-** That, in accordance with Section 47 of the Local Government Finance Act 1988, Discretionary Rate Relief is granted or refused in respect of the organisations and premises indicated in the report.

**7. NEWCASTLE-UNDER-LYME SPORTS COUNCIL - GRANT AID 2014/15**

Consideration was given to a report regarding the awarding of a grant to the Newcastle-under-Lyme Sports Council for 2014/15.

The Sports Council was an outside body and it was felt that its governance arrangements needed to be looked at for its future operation, particularly to ensure that the process of administering grants was efficient.

In addition, it needed to be ascertained as to whether the Sports Council was the best method to provide grants to individuals and groups.

Members agreed that it was a worthwhile cause and that confidence grew in the youngsters who benefited from support.

The Sports Persons Evening was mentioned which recognised sporting achievements of the Borough's up and coming athletes.

- Resolved:-**
- (i) That a grant of £19,000 be awarded to the Newcastle –under-Lyme Sports Council, by the Cabinet, to support the contribution it makes to sport in the borough
  - (ii) The Cabinet requests that the Sports Council undertake a review of its governance arrangements and makes recommendations on alternative approaches which could reduce the cost of administering the allocation of grants.
  - (iii) The Cabinet requests that this review also considers the mechanism by which those elected Members nominated to serve on the Sports Council provide stewardship of monies allocated by the Borough Council in accordance with the Council's Constitutional provisions.
  - (iv) The Cabinet requests that the Sports Council come forward with proposals within the next three months.

**8. SHORT TERM HIRE OF REFUSE COLLECTION VEHICLES**

Consideration was given to a report on the need for the short term hire of vehicles across the Council Fleet and to agree the approval and award process for tendering.

Members were advised that the revenue budget was in place to meet the requirements as set out in the agenda.

- Resolved:-**
- (i) That it be agreed that officers proceed with the tendering process.
  - (ii) That, subject to the above, the Cabinet delegates the authority to award the contract to

the Executive Director (Operational Services) after consultation with the Cabinet Portfolio Holder – Environment and Recycling.

**9. REVIEW OF ALLOTMENT SERVICE**

Members considered a report regarding the outcome of the work of the Active and Cohesive Communities Overview and Scrutiny Committee with regard to the Allotments Policy.

The Cabinet expressed their thanks to Councillors' Cairns and Bailey and all of the other Members who had been involved in the process.

Councillor Bailey thanked the Cabinet for their comments and support.

- Resolved:-
- (i) That the report be received
  - (ii) That the findings of the Active and Cohesive Communities Overview and Scrutiny Committee be endorsed by the Cabinet and that the draft Allotments Policy be approved for consultation.
  - (iii) That a report be brought to a future meeting of the Cabinet detailing the outcome of the consultation on the draft Allotments Strategy and recommending that the Strategy is formally adopted, subject to any changes arising from the consultation responses.

**10. CIVIL PARKING ENFORCEMENT REVIEW INITIAL RESPONSE**

Consideration was given to a report seeking approval for the proposal for on street Civil Parking Enforcement within the Borough to continue to be operated on behalf of Staffordshire County Council.

All Councils have been given twelve months notice of a comprehensive review going ahead.

- Resolved:-**
- (i) That the report be received
  - (ii) That, the proposal to continue to undertake on street Civil Parking Enforcement on behalf of the county council under the terms contained within the report, be approved.
  - (iii) That a report be brought to the July Cabinet meeting regarding the mixed arrangements for Civil Parking Enforcement across the County.

**11. PROPOSAL FOR SELECTIVE LICENSING**

Members considered a report outlining the Councils proposal for Selective Licensing to address areas of low demand and anti – social behaviour.

Members' attention was drawn to the Galleys Bank estate in Kidsgrove. The condition of the properties ranges from very good to poor. There are properties that people have bought and maintain well and those belonging to absentee landlords.

The Council has had a voluntary scheme in place for some time but landlords did not take it up.

Selective Licensing would protect those on the estate who look after their property and surroundings.

The scheme will mean that all landlords have to register and pay a fee, If the fee is not paid then they cannot be a landlord. In addition, landlords would have to take steps to avoid anti-social behaviour. Finally, they would have to carry out repairs and give their contact details.

The License fee would pay for the administration of the scheme.

The Council's Chief Executive expressed his thanks to Councillor Mrs Astle for her assistance in arranging a tour of the estate for officers and Members.

**Resolved:-** That officers be authorised to take the necessary steps to prepare a Business Case for the introduction of a Selective Licensing scheme with a detailed report setting out the scheme proposal to be prepared for a future Cabinet,

**COUNCILLOR GARETH SNELL**  
**Chair**



## 1. ASSET DISPOSALS

**Submitted by:** Property Manager

**Portfolio:** Planning and Assets

**Ward(s) affected:** All wards within the Borough

### **Purpose of the Report**

- i) For Cabinet to consider the comments received from the public following the consultation in respect of the tranche 1 sites.
- ii) To seek approval to dispose of tranche 1 sites
- iii) To approve the Strategy for disposal of tranche 2 sites and to note the approach adopted to consultation.
- iv) To acknowledge the need for preparatory work being undertaken on the next Asset Management Strategy (2015-2018)

### **Recommendations**

- (a) That Members approve (with the exception of the site at Riley's Way) the disposal of the tranche 1 sites, subject to having first secured an outline planning permission for each parcel of land.
- (b) That Members approve the estimated budget required to dispose of the tranche 1 sites.
- (c) That officers be requested to report back to Cabinet the outcome of the public consultation and desktop technical evaluation of the Tranche 2 sites in order that decisions can be made about the potential for alternative use or development of those sites.
- (d) That further to recommendation (c) Members note for information that it would be necessary to procure specialist consultants to prepare and submit planning applications in respect of the sites at Sandy Lane/Brampton Road, May Bank, Market Drayton Road, Loggerheads and Eccleshall Road, Loggerheads.
- (e) That a joint meeting of the Scrutiny Committees in relation to Economic Development and Enterprise and Finance, Resources and Partnerships be held in late autumn to consider a draft version of the Asset Management Strategy 2015-18.

### **Reasons**

The assets within this report have been identified in the Asset Management Strategy 2014-16 as sites that alternative uses should be explored as they no longer serve any purpose to the Council and in addition by retaining these assets the Council has an ongoing maintenance liability.

The receipts derived from the disposal of Council-owned land or property are required to support the funding of the Council's future capital programme.

## 1. Background

The Asset Management Strategy was approved by Cabinet on 15<sup>th</sup> January 2014. This document contained a list of sites where options for alternative uses were to be considered.

### **1.1 Tranche 1 sites**

The tranche 1 sites are listed below. These are sites where the anticipated disposal date is 2014/15.

Riley's Way, Bignall End  
Gloucester Road, Kidsgrove  
Bower End Lane, Madeley  
Hillport Ave, Porthill  
Kinnersley Street, Kidsgrove  
Cotswold Ave, Knutton  
Heathcote Street, Kidsgrove

In accordance with the Strategy the sites at Kinnersley Street, Kidsgrove, Cotswold Ave, Knutton and Heathcote Street, Kidsgrove are to be offered to Registered Housing providers.

The public have been consulted, over a six week period which ended on 6<sup>th</sup> May 2014. This took the form of letters being sent to the relevant local councillors, all owners/occupiers whose properties were adjacent to the site (when footpaths and roads were excluded), Residents Groups (if applicable), Town/Parish Councils (if applicable) and the LAPs. A notice was also placed on the site.

In addition a desk top assessment (including a mining report) has been produced which has brought to light any technical constraints on the site (which may inhibit alternative use or development).

In addition to the above list of sites Members will recall that the Asset Management Strategy 2014/15 approved the disposal of land at Lyme Valley Road. This site is currently under offer and the anticipated capital receipt is included in estimated capital receipts for 2014/15 in 9.1.

### **1.2 Tranche 2 sites**

The tranche 2 sites are listed below. These are sites where the anticipated disposal date is 2015/17.

St Edmunds Ave, Porthill  
Church Lane, Knutton  
Wedgewood Ave, Westlands  
Gallowstree Lane, Thistleberry  
Stafford Ave, Clayton  
Sandy Lane/Brampton Road, May Bank  
Market Drayton Road, Loggerheads  
Eccleshall Road, Loggerheads

The relevant Ward Councillors have been written to advising them that the 6 week consultation period is currently planned to take place in early September 2014.

Members will recall that the Asset Management Strategy 2014-16 approved the disposal of the former Jubilee Baths building. This site is currently under offer (subject to planning permission) and the anticipated capital receipt is included in estimated capital receipts for 2015/17 in 9.2.

### **1.3 Tranche 3 sites**

Preparation of the Asset Management Strategy 2015 -18 will commence shortly and will be reported to Cabinet in January 2015. This strategy will seek to identify future site disposal opportunities to meet the known and anticipated capital programme demands over the coming year.

2. **Issues**

2.1 By preparing more comprehensive and robust Asset Management Strategies in recent years, the Council has acknowledged the need to more proactively manage its land and property assets, in accordance with Government advice to:

- ensure that operational land and premises are fit for purpose to meet service delivery requirements;
- reduce the costs of maintaining and repairing Council owned land and property;
- raise funds to support the Council's Capital programme and;
- enable necessary development to meet the needs of the community – such as housing and employment development.

Failure to derive capital receipts from the disposal of land and/or property for which the Council has no operational or other need may put at risk the future funding of the Council's capital programme and jeopardise the delivery of essential council services.

**2.2 Tranche 1 sites**

2.2.1 Set out below is a summary of the comments

<b>Site</b>	<b>Summary of comments</b>	<b>Outcome of desktop assessment and response to consultation comments</b>
Riley's Way, Bignall End	<p>There are issues with mine shafts and poor ground conditions</p> <p>There is a footpath running through the site. Anti-social behaviour/security issues.</p> <p>There is an electricity sub-station adjacent to the site.</p> <p>Concern that the sale of this land is linked to the development of the former Working Men's Club.</p> <p>Potential traffic problems.</p> <p>The area of land is too small to make a meaningful contribution to the housing supply; development should be focusing on brownfield land.</p> <p>It's an area of green space where children play</p>	<p>There are no mine shafts on or within 20m of the site.</p> <p>It is accepted that the retention of the footpath could give rise to anti-social behaviour because it would either create a long corridor running through the site or, if diverted, create areas which are not visible to public view.</p> <p>Cables running through the site and lighting column on site all of which would need to be relocated. Electricity substation adjacent to the site.</p> <p>There are no current negotiations with owners of the Working Men's club</p> <p>The site would only accommodate 2 dwellings</p> <p>Noted.</p> <p>Noted although there are other public open spaces within the</p>

		estate which serve a similar purpose.
Gloucester Road, Kidsgrove	<p>Devaluation of adjacent property.</p> <p>Land should be used for car parking for the adjacent school.</p> <p>One resident supports developing the land, in principle. The Town Council would welcome the use of this land for residential purposes.</p>	<p>Not a consideration in terms of the wider public interest.</p> <p>Not a consideration for this Council.</p> <p>There are no mine shafts on or within 20m of the site.</p>
Bower End Lane, Madeley	<p>Open space used by local people.</p> <p>Previously a rubbish tip so not suitable for housing.</p> <p>Already parking/road problems in the area, new development will make things worse. Wildlife corridor (Staffordshire Wildlife Trust) to mitigate 42 houses being built close by.</p> <p>Madeley Parish Council has no objections if the future use is residential.</p>	<p>This is a small area of land adjacent to a large area of undeveloped land.</p> <p>Former landfill site. Potential gas and chemical contamination which would require further detailed technical assessment.</p> <p>These issue would be considered at the planning application stage</p> <p>Potential noise and vibration issues given proximity to railway line.</p> <p>Potentially abnormal costs in designing the foundations to address ground conditions.</p>
Hillport Avenue, Porthill	<p>Some residents support two to four houses on the site; another resident suggested that low level single storey development may be acceptable. A suggestion of rebuilding garages on the site. Planning application previously refused on land due to ground conditions.</p> <p>Sewer on the land/access to the brook. Overloading the sewers in already densely populated area. Flooding when heavy rain.</p> <p>Land used for recreational purposes by local residents.</p> <p>Selling a small area of land affects resident's quality of life. Should be focusing on brownfield sites.</p>	<p>There is no record of a planning application being submitted in respect of this land.</p> <p>Sewer on rear boundary of site. The sewer capacity and flooding issues would be considered at the planning application stage.</p> <p>This site is adjacent to the much larger Bradwell Recreation ground Noted; amenity issues would be considered in any planning application.</p>

	<p>Land has a well-used footpath running across the site.</p> <p>There are trees on the land; removal of these would affect the bio-diversity of the area. There are tawny owls nesting in these trees. Land slopes.</p> <p>Land on a dangerous bend, access is dangerous. Increased traffic congestion.</p> <p>Increase in dog fouling on adjacent roads, if land is developed.</p> <p>Valuation of adjacent properties will be adversely affected.</p>	<p>Footpath will need to be diverted</p> <p>Tree survey required as significant number of trees on site.</p> <p>This will be considered at the planning application stage</p> <p>Comment noted.</p> <p>Not a consideration in view of wider public interest.</p> <p>Electricity substation adjacent to the site.</p> <p>Potential traffic noise from the A500, but mitigation measures can be put in place and existing housing adjacent.</p>
Kinnersley Street, Kidsgrove	The Town Council welcome the use of land on the edge of the highway for residential purposes but object to the development of the land in front of the flats.	Land on significant slope.
Cotswold Avenue, Knutton	No comments.	Nearby landfill site. Noise from road traffic on Lower Milehouse Lane. Water pipe running through the site.
Heathcote Street, Kidsgrove	The Town Council welcome the use of this land for residential purposes.	No mine shafts on the site, however, one identified 15m south of the site.

2.2.2 The primary aim of the consultation was to identify any issues that are likely to impact upon the developability of the sites. As the table above shows the issues raised are all issues that can be considered more fully as part of the planning process with the exception of the Riley's Way land.

2.2.3 The land at Riley's Way has established footpaths running through the site which would need to be retained as a matter of principle (whether on their existing alignment or diverted). In view of the configuration of the site, this has the potential to create an anti-social behaviour hot spot. Additionally there are two underground cables which run under the two pathways that currently cross the site. These will require rerouting if the site were to be redeveloped in an efficient manner. This would be costly and undermine the value of the plot of land. Consequently your officers consider that this site should not be taken forward for disposal at this time.

2.2.4 In respect of the sites at Gloucester Road and Hillport Avenue it is proposed that your Officers submit planning applications for residential development and if approval is granted the sites be disposed of. These two sites are contiguous to land owned by the Aspire Housing Group and it is proposed that the sites (subject to Aspire's approval) be marketed and sold together.

2.2.5 The desktop assessment indicates that the Bower End Lane land is a former landfill site. In addition it is in close proximity to the railway line and the noise assessment has indicated noise and ground vibration issues. As members may be aware a planning application has recently been approved for residential development on an adjacent site (in private ownership). Your officers intend to liaise with the owners of this site to establish whether a joint scheme can be agreed and if necessary submit a planning application.

2.2.6 Members will recall that the approved Asset Management Strategy proposed that the sites at Kinnersley Street, Cotswold Ave and Heathcote Street would be offered to registered housing providers for the development of affordable housing. A simple two stage process will be followed with the first stage seeking to identify “expressions of interest”. At the second stage Registered Providers will be asked to submit detailed proposals and financial appraisals. This will be subject to an evaluation, by a panel of internal departments and the Homes Communities Agency. The evaluation will identify the best proposals based upon scheme design and size, design quality, planning consideration, strategic need, value for money, deliverability and risk management. It is envisaged that the disposal will be taken forward with the preferred tenderer in conjunction with the Portfolio Holder.

### **2.3 Tranche 2 sites**

2.2.1 It is planned that the public consultation process will commence for a 6 week period at the beginning of September 2014 and the results will be reported to Cabinet at the November 2014 meeting.

2.3.2 The sites at Sandy Lane/Brampton Road, May Bank, Market Drayton Road, Loggerheads and Eccleshall Road, Loggerheads are likely to raise more complex issues so if these sites are to be sold with the benefit of a residential planning permission the procurement of specialist consultants to prepare and submit planning applications will be required.

### **2.4 Tranche 3 sites**

As stated above the Asset Management Strategy 2015/16 is in the early stages of preparation and will be reported to Cabinet in January 2015. This will bring forward further potential disposal sites for Cabinet to consider. Members may wish to consider the benefit of holding a joint Finances, Resources and Partnerships Scrutiny Committee and Economic Development and Enterprise Scrutiny Committee in late November 2014 to facilitate a greater level of scrutiny and challenge to the said Strategy. Importantly it would afford members the opportunity to consider the likely capital demands when reviewing site disposal options.

## **3. Options Considered**

### **3.1 Tranche 1 sites**

3.1.1 Option 1 – retain the sites within the Council’s portfolio.

If the Council retain these assets then there will be an ongoing maintenance cost associated with these sites. In addition neither capital receipts nor best consideration will be achieved thereby undermining the Council’s ability to fund its Capital Investment Programme and jeopardising essential services.

3.1.2 Option 2 – Dispose of the sites (with the exception of the Riley’s Way land)

If the sites are disposed of, then a capital receipt will be realised in order to fund the work/schemes identified in the Newcastle Capital Investment Programme to assist the Council in achieving its corporate and service objectives.

### **3.2 Tranche 2 sites**

#### 3.2.1 Option 1 – retain the sites within the Council’s portfolio.

If the Council retain these assets then there will be an ongoing maintenance cost associated with these sites. In addition neither capital receipts nor best consideration will be achieved thereby undermining the Council’s ability to fund its Capital Investment Programme and jeopardising essential services.

3.2.2 Option 2 - dispose of the sites (subject to the outcome of the public consultation and the desktop technical evaluation) and, in principle, procure specialist consultants to prepare and submit planning applications in respect of the larger sites. Planning permission would be sought for the smaller sites by the in-house team.

If the sites are disposed of with the benefit of planning permission then the highest possible capital receipt will be realised which can contribute towards the work/schemes identified in the Newcastle Capital Investment Programme to assist the Council in achieving its corporate and service objectives.

3.2.3 Option 3 – dispose of the sites (subject to the outcome of the public consultation) without the benefit of planning permission.

It is considered likely that the value of the capital receipts would be substantially reduced, particularly in respect of the larger sites therefore not achieving best consideration.

### **3.3 Tranche 3 sites**

3.3.1 Option 1 – to not seek approval for the disposal of further sites in the next Asset Management Strategy.

If the Council retain land and property assets that are not required to meet identified operational, service or other demonstrable needs, then there will be an ongoing maintenance cost associated with the overall portfolio. In addition neither capital receipts nor best consideration will be achieved thereby undermining the Council’s ability to fund its Capital Investment Programme and jeopardising essential services.

3.3.2 Option 2 – to prepare the next Asset Management Strategy seeking approval for opportunistic disposal of surplus land or property.

This option would enable the Council to accumulate capital receipts on an ad-hoc basis that would contribute towards the likely needs of the Capital Investment Programme. This approach may expose the Council to a risk of not being able to fund essential services if other capital funding options are unavailable or less preferable (e.g. the revenue consequences arising from borrowing).

3.3.3 Option 3 – to prepare the next Asset Management Strategy seeking approval for a proactive programme of land/property disposals to meet corporate and service objectives of the Council.

This option would be most closely aligned to good asset management principles and, more particularly, would seek to align with the likely capital programme needs of the Council thereby minimising the need to rely upon external funding or borrowing to support the same.

4. **Proposal**

**4.1 Tranche 1 sites**

4.1.2 Option 2 is proposed as outlined above.

**4.2 Tranche 2 sites**

4.2.1 Option 2 is proposed as outlined above (acknowledging that this option is conditional upon members receiving feed back from the public consultation and desktop technical evaluation of the sites before any formal decision is made to proceed).

**4.3 Tranche 3 sites**

4.3.1 Option 3 is proposed as outlined above.

5. **Reasons for Preferred Solution**

With regard to Tranches 1 and 2 the assets identified are considered to have better alternative uses and no longer serve any purpose to the Council therefore if any of these assets are retained then there will be an ongoing maintenance liability to the Council. In addition the Council needs to proactively generate its own capital to fund the Newcastle Capital Investment Programme.

In respect of Tranche 3 the Council, in the face of diminishing public sector resources (including reduced external funding from indirect or non-Government sources), has the ability to support short to medium term capital programme demands by adopting a more proactive and strategic approach to managing its land and property assets thereby helping to sustain and / or protect key public services.

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

The disposal of these surplus assets enables the achievement of priority outcomes in all four of the Council's corporate priorities.

7. **Legal and Statutory Implications**

The Council has a duty, both fiduciary and operationally to utilise its Assets for the benefit of the community

Local Government Act 1972 – Section 123 - the Council has a duty to achieve best consideration for its assets

Local Government Act 2000 - powers to promote the economic, social and environmental wellbeing of the Borough

8. **Equality Impact Assessment**

There are no issues arising from this report.

9. **Financial and Resource Implications**



### **9.1 Tranche 1 Sites**

It was originally anticipated that the disposal of these sites (including the site at Lyme Valley Road) would generate estimated capital receipts totalling £700,000. However if the land at Riley's Way is not disposed of and given that Bower End Lane land is known to be the subject of physical/technical constraints the estimated capital receipt for the remaining sites is likely to be in the region of £550,000. It is estimated that the fees (for architects, the relevant reports required to be submitted with the planning applications, the planning fees and the auction fees (where applicable) will be in the region of £20,000.

### **9.2 Tranche 2 Sites**

At this stage the outcome of the public consultation and desktop technical evaluation of these sites is not known. Nevertheless, for information purposes, members are advised that if option 2 were to be pursued – to include all of the listed sites – the total capital receipts are likely to be in region of £7.7m (including the former Jubilee Baths). It is anticipated that the fees in respect of the two sites at Loggerheads and the Sandy Lane land would be in the region of £380,000 and the smaller Tranche 2 sites as above. It is estimated that the fees in respect of the smaller sites will be in the region of £35,000. For the avoidance of doubt the approval to proceed with this option (with the consequent fee expenditure), is not being sought in this report.

### **9.3 Funding of fees**

It is intended that the cost of the various fees associated with the seeking of planning permissions will be derived from the capital receipts reserve which would be replenished by the receipt arising from these land/property sales.

## **10. Major Risks**

- Loss of income to the council (capital receipts)
- Increased revenue expenditure for the council
- Reputational damage to the council
- Inability to implement the council's Asset Management Strategy
- Community and/or political resistance to the programme
- Inability to fund essential Council services
- The estimated capital values are based on the assumption that there are no significant abnormal costs associated with the making the land (sites) developable.

## **11. Sustainability and Climate Change Implications**

Any issues will be considered through the planning process.

## **12. Key Decision Information**

The report is referred to in the Forward Plan.

## **13. Earlier Cabinet/Committee Resolutions**

Cabinet 15<sup>th</sup> January 2014 – Asset Management Strategy

## **14. List of Appendices**

15. **Background Papers**

Asset Management Strategy 2014/17 – available on the Council's website

Plans of the sites – available on request from property section

Consultation letters and background information – available on request from property section

Registered housing providers selection process criteria can be viewed on request

<b><u>Title:</u></b>	<b>Contract for Cleaning Services</b>
<b><u>Submitted by:</u></b>	<b>Executive Director – Operational Services Executive Director – Regeneration and Development</b>
<b><u>Portfolio:</u></b>	<b>Leisure, Culture and Localism Planning and Assets</b>
<b><u>Ward(s) affected:</u></b>	<b>All but particularly Town, Keele and Bradwell</b>

## **Purpose of the Report**

To seek approval to enter into a contract with Clean Image Ltd for cleaning services at Jubilee2, the Borough Museum and Art Gallery, Keele Cemetery, and Bradwell Crematorium.

## **Recommendations**

**It is recommended that Cabinet**

- a. **Approve the award of the two year contract for cleaning services to Clean Image Ltd. For the total contract sum of £137,354.**
- b. **Approve the introduction of living wage conditions on a phased basis as and when resources permit.**

## **Reasons:**

To ensure the cleanliness of the Council's operational buildings and the maintenance of a safe a healthy environment for customers and staff.

### 1. **Background**

- 1.1 The Council had previously engaged two cleaning contractors to clean the above facilities. It was identified there was a potential opportunity to realign both contracts into one, and achieve appropriate economies of scale.

### 2. **Issues**

- 2.1 Following the approval to undertake a procurement exercise for the cleaning services, a working group was established to review the cleaning specifications to ensure that they were fit for purpose.
- 2.2 Given the value of the contract the opportunity was advertised in the Official Journal of the European Union.
- 2.3 A two stage restricted procurement approach was adopted. This resulted in six companies submitting a pre-qualification questionnaire. Following evaluation of these, four companies were invited to submit a formal tender for the contract.

- 2.4 The selection process determined the most economically advantageous tender. In this instance the ratio between quality and price was 60% quality and 40% price.
- 2.5 Following a panel evaluation of the tenders against the selection criteria, it is proposed to award the contract to Clean Image Ltd, who scored equal highest marks for quality and tendered the lowest price. The overall score for all four companies who submitted a tender is shown in the table below:

**STANDARD  
WAGE RATES:**

Organisation	Cost	Adjusted Quality Score	Adjusted Cost Score	Total score
<b>Clean Image</b>	£137,354.14	60	40.00	<b>100</b>
<b>Company 'B'</b>	£193,074.00	60	28.48	<b>88.48</b>
<b>Company 'C'</b>	£147,988.40	55	37.12	<b>92.12</b>
<b>Company 'D'</b>	£139,097.31	60	39.52	<b>99.52</b>

**LIVING WAGE:**

<b>Clean Image</b>	£158,628.50	60	40.00	<b>100</b>
<b>Company 'B'</b>	£217,997.00	60	29.12	<b>89.12</b>
<b>Company 'C'</b>	£180,835.85	55	35.08	<b>90.08</b>
<b>Company 'D'</b>	£162,995.21	60	38.92	<b>98.92</b>

- 2.6 The Council has an aspiration to become fully accredited to the Living Wage Foundation. In order to achieve this, the Council needs to demonstrate that it is working towards its contractors paying the living wage. This is currently £7.65 per hour. As a result of this all companies provided the Council with two tender fees: Their standard rate and Living Wage proposal.
- 2.7 A consequence of the existing 'hybrid' approach to the Councils cleaning requirements (part delivered in-house and part contracted out), is that there is an imbalance between the resources committed to cleaning main buildings. Currently more staff hours are spent cleaning the Civic Offices (mainly non public facing areas) than cleaning J2 (predominantly all public facing.) This also limits the economies of scale that could be achieved by placing all cleaning requirements into one contract and this should be a consideration when the proposed cleaning contract is next renewed in 2 years time.

In the meantime, Cabinet have previously agreed to review the in-house cleaning service and set a target for savings of at least 10 per cent for this part of the cleaning services review based on current in-house costs of just under £150,000 per year. It was considered that this could be managed and implemented over a period of time and any changes to staffing needs could be addressed through natural wastage within the team.

**3 Proposal**

- 3.1 That Cabinet approve the appointment of Clean Image Ltd to undertake cleaning services for Jubilee2, The Borough Museum and Art Gallery, Keele Cemetery, and Bradwell Crematorium.

- 3.2 That Cabinet receive further information in relation to cleaning for the Council's other public buildings.

4. **Reasons for the Preferred Solution**

- 4.1 To ensure the cleanliness of the Council's operational buildings and the maintenance of a safe a healthy environment.

5. **Financial and Resource Implications**

- 5.1 For the financial year 2014/15 a budget allocation for cleaning services across the designated areas (J2; Museum; Crematoria & Cemeteries) is £74,770.

Assuming the budget for 2015/16 is reduced to achieve the Councils target of achieving a minimum of 10% savings through procurement as part of its Medium Term Financial Strategy, this equates to a budget of £142,063 for the two year duration of the contract. (14/15 £74,770, 15/16 £67,293)

By awarding the contract to Clean Image Ltd on their standard rate of pay their fee is £137,354. This will therefore result in a saving to the Council of £4,709 against the reduced budget over the two year duration of the contract.

- 5.2 This option largely achieves the Councils target of achieving a minimum of 10% savings through procurement as part of its Medium Term Financial Strategy.
- 5.3 If Cabinet decide to award the contract on the living wage the fee proposal increases to £158,628.
- 5.4 Therefore the additional cost of awarding the contract on the living wage when compared to Clean Image Ltd's standard rate of pay is £21,300. This will be in excess of the available budget for the 2 year contract duration by £16,563.

6. **Outcomes Linked to Corporate Priorities**

- 6.1 Ensuring operational buildings are kept clean and safe contributes to the Council's priority for a clean safe and sustainable Borough.
- 6.2 The Council is committed to working towards accreditation with the Living Wage Foundation.

7. **Legal and Statutory Implications**

- 7.1 The procurement of this contract complies with Public Procurement Regulations.

8. **Major Risks**

- 8.1 All risks associated with the procurement of this contract have been adequately managed

10. **Key Decision Information**

- 10.1 The Council's medium term financial strategy identifies that the Council will be required to make significant savings over the next two years.
- 10.2 Should Cabinet decide to award the contract on the living wage this will cost the Council an additional £21, 300 compared to standard rates of pay.

11. **Previous Cabinet Decisions**

- 11.1 On the 16<sup>th</sup> October 2013 Cabinet agreed that an external procurement exercise should be undertaken for contract cleaning services at Jubilee2, the Borough Museum and Art Gallery, Keele Cemetery, and Bradwell Crematorium for one year with an option to extend the contract for a further year.

On 16<sup>th</sup> January 2013 Cabinet approved a recommendation that arrangements be made for the Living Wage Initiative to be implemented for Council employees from 1 April 2013 and for the Council to obtain accreditation as a Living Wage Employer.

12. **List of Appendices**

None

1. **HEADING** Clayton Sports Centre
- Submitted by:** Executive Director, Operational Services  
Executive Director, Regeneration and Development
- Portfolio:** Leisure, Culture and Localism, Planning and Assets
- Ward(s) affected:** All, particularly Clayton

## **Purpose of the Report**

To seek approval to progress the redevelopment of Clayton Sports Centre and safeguard it for the future through resilient partnership arrangements.

## **Recommendations**

- a) That Cabinet note the progress made in securing the future of Clayton Sports Centre and agrees the actions below to ensure the necessary building work is completed for the indoor cricket season this autumn.
- b) That the Executive Director for Operational Services, in conjunction with the Cabinet Member for Leisure Culture and Localism be authorised to enter into a funding agreement with the England and Wales Cricket Board.
- c) That the Executive Director for Regeneration and Development in conjunction with the Cabinet Member for Planning and Assets be authorised to enter into a contract for the refurbishment works with the preferred contractor subject to:
  - The preferred contractors tender fee being in accordance with the available capital budget for the project.
  - The risk of claw back for the grant funding from Sport England and the England and Wales Cricket Board is mitigated through either a guarantor or as a condition of the lease.
  - All funding for the project having been secured and the conditions of the funding providers being met.

## **Reasons**

To facilitate the award of external grant funding that will secure the future of Clayton Sports Centre which benefits the residents of the Borough as well as meeting the Council's and partners objectives through the development of cricket and other sports.

## 1. **Background**

- 1.1 The Council lease the land on which Clayton Sports Centre is built to Stone and District Sports Association (SDSA) who own the building, having constructed this with their own funds in the 1970's. SDSA do not have the reserves to redevelop the facility. If the sports centre is not redeveloped parts of it will fail. This could cause SDSA to fold and the liability for the sports centre will fall on the Council as land owners since once the current lease terminates, both the ownership of the land and the building reverts to the Council. Therefore there is a distinct possibility that an important venue for cricket and the local community

would be lost. Cabinet recognised this in and resolved at their meeting in November 2012 to be the funding applicant for external grants and receive a further report identifying the outcome of the funding applications and progress made on the project

1.2 A project budget of £250,000 was arrived at following the undertaking of a full stock condition survey. Without the Council acting as the lead applicant and project sponsor, the required level of external funding would not be accessible to the SDSA. In addition, to unlock the required level of grant funding it was necessary for the Council to provide a financial contribution as below.

1.3 The role of each partner involved in delivery or funding of the project is summarised in the following table:

Funding Partner	Application Status
1) Newcastle Borough Council £10,000	Funding towards the project was agreed as part of the budget approval by Full Council on 26 <sup>th</sup> February 2014.
2) England and Wales Cricket Board £80,000	Funding towards the project has been agreed in principle. It is anticipated a final decision on the funding will be made no later than July 2014. Without this funding the project will not go ahead.
3) Stone and District Sports Association £24,400	Just over 60% of this funding has already been committed at risk for design services so that a contract can be awarded immediately on receipt of funding from ECB
4) Staffordshire County Cricket Limited £15,000	Funding towards the project secured subject to all other funding agreements being in place
5) Sport England £129,400	Funding towards the project secured subject to all other funding agreements being in place.

1.4 Based on the above funding partners and stakeholders agreed that the following works would be a priority:

- The replacement of the sports hall roof and associated building works.
- The replacement of the sports hall lighting system to comply with national governing bodies of sport guidelines.
- The upgrade on the heating and ventilation system in the sports hall.
- The replacement of the cricket nets.
- The refurbishment of the male and female changing rooms.
- The cost of professional advisors for the project including an architect, structural engineer, quantity surveyor etc.



- Project contingency

2. **Issues**

- 2.1 Both Sport England and the England and Wales Cricket Board funding requirements state that there is the potential for a claw back of the grant on a pro rata basis if Clayton Sports Centre should close permanently during a period of ten years following the completion of the works. Should this be the case, as applicant the Council would be liable for these costs. Negotiations are taking place between the Council and the Staffordshire County Cricket Board who have expressed their willingness to underwrite any claw back either as a guarantor or as a lease condition, dependant on appropriate VAT and legal advice.
- 2.2 The timing of the decision of ECB on their funding means that the project needs to start immediately on receipt of this grant, so that the conditions of the Sport England grant are met in terms of project completion. i.e. this grant needs to be drawn down against incurred expenditure on the project by January 2015
- 2.3 Given the value of this appointment the opportunity has been advertised nationally and a two stage restricted procurement approach will be adopted. Dependant on the number of responses received there is the option to use Sport England's framework agreement for this appointment.
- 2.4 The selection criteria for the appointment of the preferred contractor will be determined on the most economically advantageous tender. In this instance the ratio between quality and price will be 50% quality and 50% price.
- 2.5 Following full evaluation of the tenders it is intended to award the contract by the middle of July 2014 and the contractor will start on site after a short mobilisation period with the works expected to be completed by autumn 2014 in time for the indoor cricket season.

3. **Proposal**

- 3.1 It is proposed that so the building works are completed within the permitted timeframe to access the Sport England grant that the Executive Director for Operational Services, in conjunction with the Cabinet Member for Leisure Culture and Localism, be authorised to enter into a funding agreement with the England and Wales Cricket Board and,
- 3.2 That the Executive Director for Regeneration and Development, in conjunction with the Cabinet member for Planning and Assets, be authorised to enter into a contract for the refurbishment works with the preferred provider subject to:
  - The preferred contractors tender fee being in accordance with the available capital expenditure for the project.
  - That the risk of claw back for the grant funding from Sport England and the England and Wales cricket board is mitigated through either a guarantor or as a condition of the lease.
  - That all funding for the project has been secured and the conditions of the funding providers have been met.

4. **Reasons for Preferred Solution**

4.1 To secure the future of Clayton Sports Centre which benefits the residents of the Borough as well as meeting the Council's and partners objectives through the development of cricket.

5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

5.1 The long term sustainability of Clayton Sports Centre contributes towards the delivery of all the Council's Strategic Priorities.

6. **Legal and Statutory Implications**

6.1 The Council has the power to provide sport and recreation facilities.

6.2 The procurement of this contract complies with Public Procurement Regulations.

6.3 The Council will have a legal duty to comply with the conditions of the funding agreements with Sport England and the England and Wales Cricket Board.

7. **Equality Impact Assessment**

7.1 Despite Clayton Sports Centre not being owned or operated by the Council, your officers have noted that there are some accessibility issues with the design of Clayton sports Centre and it is envisaged that these will be addressed as part of the project, where reasonably practicable to do so, in order to optimise access from all sections of the community.

8. **Financial and Resource Implications**

8.1 Through the Council making a contribution of £10,000 towards the project this has levered into the authority external funding grants of £240,000. The Council's funding towards the project was agreed as part of the budget approval by Full Council on 26<sup>th</sup> February 2014.

8.2 The Stone and District Sports Association and the Stafford County Cricket Board funding will be held by the Council. The Sport England grant and the England and Wales Cricket Board Grant will be drawn down monthly arrears on completion of agreed stages of the work.

9. **Major Risks**

9.1 A full risk assessment/log has been developed in conjunction with the Council's Corporate Risk Manager and this is reviewed on a monthly basis by the Officer working group.

10. **Key Decision Information**

10.1 The operation of Clayton Sports Centre which is operated by the SDSA, is a well used sports facility with an annual attendances of circa 35,000 per annum. The centre not only contributes to the Council's strategic priorities but is also vital for the development of cricket in the County and the playing of badminton.

11. **Earlier Cabinet/Committee Resolutions**

11.1 On the 14<sup>th</sup> November 2012 Cabinet received a report that highlighted the key issues of concerning the long term sustainability of Clayton Sports Centre. At the meeting Cabinet resolved that the Council should be the funding applicant for external grants and a further report should be submitted to Cabinet identifying the outcome of the funding applications and progress made on the project

13. **Recommendations**

- 13.1 a. That Cabinet note the progress made in securing the future of Clayton Sports Centre and agrees the actions below to ensure the necessary building work is completed for the indoor cricket season this autumn.
- b. That the Executive Director for Operational Services, in conjunction with the Cabinet Member for Leisure Culture and Localism be authorised to enter into a funding agreement with the England and Wales Cricket Board.
- c. That the Executive Director for Regeneration and Development in conjunction with the Cabinet Member for Planning and Assets be authorised to enter into a contract for the refurbishment works with the preferred contractor subject to:
- The preferred contractors tender fee being in accordance with the available capital budget for the project.
  - The risk of claw back for the grant funding from Sport England and the England and Wales Cricket Board is mitigated through either a guarantor or as a condition of the lease.
  - All funding for the project having been secured and the conditions of the funding providers being met.

14. **List of Appendices**

None

15. **Background Papers**

Bid documentation, notes of working group and procurement documentation

16. **Management Sign-Off**

Each of the designated boxes need to be signed off and dated before going to Executive Director/Corporate Service Manager for sign off.

	Signed	Dated
<b>Financial Implications Discussed and Agreed</b>		
<b>Risk Implications Discussed and Agreed</b>		
<b>Legal Implications Discussed and Agreed</b>		

<b>H.R. Implications Discussed and Agreed</b>		
<b>ICT Implications Discussed and Agreed</b>		
<b>Report Agreed by: Executive Director/ Head of Service</b>		



- 2.1 The analysis and investigations associated with each of the sites has presented clear evidence that most areas are marketable and this has been reaffirmed from house builders expressing interest in the sites, particularly the larger sites, as part of a soft market testing exercise. This has been particularly helpful in assisting Aspire to determine their approach to taking forward development opportunities in the context of the National Affordable Housing Programme.
- 2.2 The report identified that the Homes and Communities Agency (HCA) Developer Partner Panel 2 (DPP2) may provide a suitable mechanism for taking forward the development of larger sites. The main aim of DPP2 is to make the procurement of homes as quick and efficient as possible for both private sector panel members and public sector panel users. The Panel can be used to procure a developer to take responsibility for all stages of the development process from obtaining planning permission, through design and construction, to marketing and sales. Quality standards can be set to meet the needs of each individual project. Going forward the Council may wish to consider the use of the DPP2 for sites where it wishes to maintain a more active interest in the outcome of any scheme, as opposed to using a simple land disposal process supported by the granting of any planning permission (although it should be noted that the decisions on individual sites would be subject to a separate Cabinet report).
- 2.3 The report confirms that viable sites suitable for small scale development of a few homes, means that the large national house builders are unlikely to be attracted, certainly if the sites are in isolation. Smaller sites however, do offer potential to be marketed on a more local/regional level and would be expected to receive a reasonable level of demand. They may also be suited to a Self-Build approach. The report goes on to indicate that the marketability and development potential of these sites can be improved through the comprehensive disposal of ownerships, thus pointing towards the scope for collaboration between the Council and adjoining land owners such as Aspire.
- 2.4 Sites within housing estates of low demand requiring more comprehensive regeneration present a more challenging prospect. Development in these localities are often financially unviable, in particular with reference to the nature of social rented housing stock that is considered most appropriate for this area. The future development of these sites therefore will not be possible unless funding sources and/or cross subsidy from the more viable sites can be identified.
- 2.5 Throughout the GVA analysis considerable attention was given to the issue of competitive procurement. The Council has adopted Financial Regulations in line with the European regulations which specify the requirements for competitive tendering. In order to demonstrate that the Council has secured best value for the disposal of its assets or utilisation of grant funding the Council needs to have an open approach to competitive procurement. Whilst this is the overriding legislation the GVA report did identify that should a partnership be procured then there may be the following benefits:
- The clear recommendation of this report is that the Council and Aspire should work together in the spirit of co-operation to deliver the mutual goal of housing-led regeneration. Where appropriate, consider collaboration agreements which will ensure the goal of delivering the sites for housing is met.
  - It is further recommended that the Council and Aspire should take a longer term view on identifying any future opportunities for the delivery of additional projects and affordable housing, again working in the spirit of co-operation.

- Such sites, where adjacent ownerships exist (as identified within the Council Asset Management Strategy 2014/2017); future potential for collaboration should be explored at the appropriate time.

### 3. **Options Considered**

- 3.1 The GVA report confirms that procurement regulations restrict the Council's ability to simply work solely with Aspire Housing (or any other interested party) and that a competitive procurement process must be followed to secure the best outcomes for the Council. By considering a range of approaches for the individual disposal of land this will enable the Council to support the development of housing and regeneration.

### 4. **Proposal and Reasons for Preferred Solution**

- 4.1 The Council has an approved mechanism for considering the disposal of land which meets procurement regulations; it is proposed that this continues and that sites are identified through the Asset Management Strategy. As part of this process it is proposed that where the Council can seek to jointly dispose of sites with Registered Providers owning adjoining sites (or other such land owners), this is proactively considered. Where joint disposals are taken forward then a land holding collaboration agreement should be considered. In the case of small sites a simple proportionate share in value may be agreed as part of any disposal.

- 4.2 In terms of sites which can clearly deliver regeneration objectives and support the delivery of affordable housing it is appropriate that the Council seeks to secure value for money as well as securing appropriate homes for local residents. In line with the GVA recommendations the disposal of larger sites may be taken forward utilising the HCA's Developer Partner Panel 2.

- 4.3 On a broader note whilst it should be noted that the Council, as a local planning authority, can seek to leverage affordable housing provision through Section 106 Agreements (and this mechanism should be used wherever possible, subject to the commercial viability of schemes) there may be a desire to adopt more proactive approaches to enhance the rate of delivery. Accordingly it would be appropriate to endorse the GVA report's recommendations.

### 5. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 5.1 Enabling the development of affordable homes and regenerating key areas within the Borough clearly contributes to the Corporate Priorities of a Clean Safe and Sustainable Borough and a Borough of Opportunity.

### 6. **Legal and Statutory Implications**

- 6.1 This report does not make recommendations that have legal or statutory duties, however in considering the future disposal of sites the Council needs to comply with relevant legislation, most notably relating to procurement along with the need to achieve 'best consideration' when disposing of land (which can be tempered by the well-being provisions in the Local Government Act 2000 (as amended)).

### 7. **Equality Impact Assessment**

- 7.1 This report does not create any equality issues.

### 8. **Financial and Resource Implications**

8.1 This report does not have any direct financial implications. Any future decisions regarding individual sites will need to assess financial considerations.

9. **Major Risks**

9.1 There are no major risks associated with this report.

10. **Key Decision Information**

10.1 This is not a key decision.

11. **Earlier Cabinet/Committee Resolutions**

11.1 March 2013 Cabinet approved the joint procurement of consultants with Aspire Housing to undertake a feasibility study.

12. **List of Appendices**

12.1 None.

13. **Background Papers**

13.1 The GVA report of Investigation of Development Partnership March 2014 is considered to be exempt from publication under Section 41 (Information provided in confidence) and Section 42 (Commercial Interests) of the Freedom of Information Act 2000.



**Heading:** NEWCASTLE ECONOMIC DEVELOPMENT STRATEGY, YEAR THREE ACTION PLAN AND YEAR TWO REVIEW

**Submitted by:** Neale Clifton, Executive Director, Regeneration and Development

**Principal author:** Simon Smith, Economic Regeneration

**Portfolio:** Economic Development, Regeneration and Town Centres

**Wards affected:** All

## **Purpose of the Report**

To report comments made by the Economic Development and Enterprise Scrutiny Committee at its meeting on 12<sup>th</sup> March on the Economic Development Strategy Year Three Action Plan and to seek Cabinet approval for the same.

## **Recommendations**

That the Economic Development Strategy Year Three Action Plan be approved and adopted as the basis for the Borough Council's work over the coming 12 months to promote the economic development of the Borough and bring new jobs to the area.

## **Reasons**

To ensure that the broad objectives contained in the agreed strategy are converted into realisable actions; to consider progress made over the previous 12 months; and to reflect the views expressed by Scrutiny Committee.

## **1. Background**

The Borough Council's five year Economic Development Strategy (EDS), approved in May 2012 is accompanied by annual action plans which are designed to show how the strategy is being taken forward. Each year the Economic Development and Enterprise Scrutiny Committee considers and comments on a draft Action Plan for the coming year and receives a report on action taken in the previous year. The Action Plan for 2014-15 (Year Three) is arranged under four broad headings:

- promoting enterprise and supporting local businesses to grow
- improving the skills of the local workforce
- marketing and development, and
- strengthening the vitality and appeal of the town centres.

The Action Plan is set out in the Appendix to this report and reflects the broad position as at 1<sup>st</sup> April 2014.

## **2. Comments of Scrutiny Committee**

A number of modifications to the draft Action Plan reported to Scrutiny Committee have been made to reflect comments made by Scrutiny Committee on March 12<sup>th</sup>.

*Amended wording is shown in italics (see Appendix)*

In particular, comments referred to:

- widening the range of providers we work with to promote opportunities for apprenticeships;
- working with Marks & Spencer and the University Hospital North Staffordshire to encourage greater take up of available jobs from local people;
- engaging with the City Council to explore the potential for bringing the High Speed 2 rail project through the City with a station at Etruria;
- assisting Keele Science Park to bring more high tech businesses to the science park;
- working with developers and landlords to encourage greater use of unoccupied space in the town centre for residential use;
- the greater use of social media to promote new businesses opening up in the town centre, and;
- working with the Roebuck centre to introduce new signage on the Midway Car Park to promote the town centre to passing trade on the ring road.

Actions which Committee considered are of greater priority are **shown in bold** in the Appendix.

### **3. Issues**

No entirely new issues to those in the Strategy itself were raised by the Overview and Scrutiny Committee; its comments were focused upon more fine grain actions and priorities. The Action Plan is principally about how best to get things done and how the Council would be best deploying its staff resources (and money, where appropriate) and how it can work with other partners, including the private sector, to achieve its aims.

### **4. Proposal**

The suggestions and additions listed above (section 2) have all been taken on board and are included in the draft Action plan set out in the Appendix to this report.

### **5. Reasons for the Preferred Solution**

To reflect the views expressed by Scrutiny Committee (and, in the broader sense, to ensure that, while the general direction of the EDS is maintained, the annual action plans allow for the work of the Council to reflect changed opportunities and changing circumstances. The annual action plans are also used as a basis for discussions with partner organisations to encourage complementary action).

### **6. Outcomes Linked to Corporate Priorities**

This work, and in particular the actions contained in the EDS Action Plan for 2014-15, falls within the Council's corporate priority of 'Creating a Borough of Opportunity'.

## **7. Legal and Statutory Implications**

It is not a statutory requirement for the Council to prepare annual action plans showing how its economic development strategy is being implemented, though it is good practice to do so and, regarding the strategy itself, it is good practise to take decisions on the basis agreed priorities, using up to date data and evidence and following consultation with partner organisations.

## **8. Equality Impact Assessment**

Specific actions which are designed to lead to a differential impact on particular sections of the community, such as the unemployed, will be subject to subsequent reports, which may themselves require an EIA.

## **9. Financial and Resource Implications**

The major resource implication of each annual action plan is the staff time (principally that of the Economic Regeneration team) who will be employed taking forward the actions listed in the Plan. Any action requiring new financial expenditure will be the subject of a separate report (unless part of an already agreed budget).

## **10. Major Risks**

These will be dealt with project by project. At a more strategic level it could be argued that any failure of the Council to prepare and implement an Economic Development Strategy could lead to long term economic decline.

## **11. Key Decision Information**

This report has been included on the forward plan. The action plan affects more than two wards of the Borough. Approval for specific expenditure will be subject to more detailed later reports.

## **12. Earlier Cabinet Resolutions**

The Economic Development Strategy itself was approved at Cabinet's meeting on 23<sup>rd</sup> May 2012. At an earlier meeting on 14<sup>th</sup> March 2012, Cabinet agreed that the Strategy should be accompanied by annual action plans.

## **13. List of Appendices**

The Draft EDS Action Plan for 2014-15 is contained in the appendix to this report.

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## Newcastle Economic Development Strategy 2012-17

### Year Three Action Plan 2014-15

In May 2012, the Borough Council approved a five year economic development strategy (for the period covering 2012-17) to focus its efforts for stimulating growth and bringing jobs to the borough (both directly and through working with partners). An annual action plan is also prepared to show what actions are being taken to take this forward. The EDS Year Three Action Plan (2014-15) sets out a number of actions which are planned to be taken over the coming 12 months in pursuit of the strategy. These actions are grouped under four broad headings:

- **Promoting enterprise and supporting local businesses to grow**
- **Improving the skills of the local workforce**
- **Marketing and development, and**
- **Strengthening the vitality and appeal of the town centres**

(Note, More detail on context, background and links with other initiatives can be found in the strategy itself.)

In each of the four following sections, a summary is provided on action taken in Year Two (2013-14) and this is followed by action proposed in Year Three (2014-15).

The Borough Council's Economic Development and Enterprise Scrutiny Committee has identified its priorities for those actions proposed in Year 3 (2014-15) in **bold**. *Text in italics* shows changes or additions made to an earlier draft of this Action Plan by Scrutiny Committee.

#### Promoting enterprise and supporting local businesses to grow

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Worked with partners and co-sponsors to deliver the 'Newcastle Business Boost' competition (awards ceremony October 2013), twelve businesses supported through help with business planning and receipt of awards.</li> <li>- Newcastle Town Centre Partnership (NTCP) engaged landlords, including the Borough Council, and ran an 'Enterprize' initiative to encourage new retail start-ups incentivised by free rents in vacant town centre shop units. Three businesses supported.</li> <li>- NTCP, in conjunction with the Staffordshire Chambers of Commerce, organised a mystery shop and training programme for town centre businesses, fifteen town centre businesses took part.</li> <li>- Organised a number of events with local schools to promote enterprise including four 'job carousels' and schools markets in which three schools took part.</li> <li>- we introduced the 'Trade for a Tenner' scheme on Newcastle market, as part of the national 'Love your local market' initiative, which gave three home based entrepreneurs the chance to test-market their ideas.</li> <li>- Promoted and signposted the LEP sponsored full time, 6 day a week single telephone contact point (Stoke &amp; Staffordshire Business Helpline) for local business support, run by Winning Moves.</li> <li>- In partnership with Stoke-on-Trent City Council and Business Enterprise Support (BES), recruited a Newcastle Business Enterprise coach to work with unemployed people based centrally at the Civic offices, the Guildhall and Newcastle Library, who engaged with 175 people of which 26 have gone on to trade as self-employed.</li> <li>- Produced a 'route map' guide to setting up a business (see NBC web site Business Pages).</li> </ul>	<ul style="list-style-type: none"> <li>- to work with partners to set up an Education Business Partnership (EBP) – see also section 2 on improving the skills of the local work force.</li> <li>- <b>to continue to grow and develop the Newcastle 'Business Boost' competition, including looking for new sponsors and introducing new prize categories. The competition will launch in May / June with an awards ceremony in October 2014.</b></li> <li>- <b>to support the Newcastle TCP in exploring a second 'Enterprize' competition to encourage new retail start-ups in Newcastle Town Centre and also possibly in Kidsgrove Town Centre (with the KTCP). This may develop into a biennial, rather than an annual competition. (See also section 4 'Strengthening the appeal and vitality of the town centres').</b></li> <li>- to run further schools / youth markets in Newcastle Town Centre and explore the possibility of a youth market in Kidsgrove. As part of the 'Love your local market' fortnight, the 'Trade for a Tenner' scheme will be reprised in May 2014 with the emphasis on getting more young people involved.</li> <li>- support for the Newcastle TCP to introduce a town centre business awards scheme, celebrating the 'best of Newcastle' in a variety of categories.</li> <li>- continue the management of the Business pages on the Borough Council website to ensure that businesses are provided with up to date relevant information.</li> <li>- continue signposting businesses to sources of assistance, in particular via the Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP) business helpline and the 'Make It' Inward Investment Service.</li> </ul>

<ul style="list-style-type: none"> <li>- Continued to actively manage the business pages on the Council's website to facilitate up-to-date advice and guidance.</li> <li>- Worked in partnership with the County Council to deliver a faster and more reliable broadband across Staffordshire, the BDUK Superfast Broadband project is underway; the BDUK allocation of £7.44m has been match-funded by the County Council and a project manager appointed.</li> <li>- Worked with local businesses to develop proposals for funding from the Regional Growth Fund giving support in meeting BIS requirements and town planning matters, resulting in successful bids for both JCB and GE Power Conversion at Blue Planet and Butt Lane respectively.</li> <li>- Worked with partners on the development of emergent knowledge intensive sectors, specifically the FE and HE sectors through the Business and Innovation Group (BIG) to help high growth companies.</li> <li>- Continued to work with Finest as the region's leading professional services network to help the development of the professional and business services sector. Including a comprehensive programme of lectures, talks and seminars to encourage B2B (Business to Business) activities and collaborations and to promote training at all levels including senior management.</li> <li>- Encouraged local procurement of goods and services through the development of the 'Bravo Solutions' contracts portal which allows the Borough Council, the City Council (+ 3 other neighbouring Districts) to advertise tender opportunities, which can be accessed by local SMEs. NBC staff are currently being trained in its use.</li> </ul>	<ul style="list-style-type: none"> <li>- collaborating with the Aspire Group and the County Council to provide standard tender documents, the first one being a common pre-qualification questionnaire (PQQ) to be used by all three organisations. The next stage will be that once a provider has completed the standard PQQ it will be entered on to a single data base that can be accessed by all partners to avoid the company having to complete the same form for every new tender. We will also ensure that such procurement opportunities are publicised adequately so that local businesses know about the tenders and where to find out more. Opportunities for consortium bids are also being explored.</li> <li>- continue to provide active support for Finest, including the popular 'Meet the Chief Exec.' event.</li> <li>- work with the LEP to secure investment from the European Union (EU) for funding for business support and development.</li> <li><b>- continue to support the Newcastle Enterprise Coach to encourage unemployed people into self-employment.</b></li> <li>- an EU-funded project worth £214,000 across Staffordshire and Shropshire is to be developed to provide training and support to ensure that small firms are well place to take advantage of superfast broadband in increasing productivity.</li> <li>- introduce improved support for new market traders and provide support for up-skilling existing market traders to improve the overall performance of the outdoor market.</li> </ul>
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**Improving the skills of the local workforce**

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Worked with the LEP Education Trust to improve links between business, schools and education and training providers.</li> <li>- The recruitment of 11 shared apprenticeships with local partners – the largest intake the Borough Council has ever taken on.</li> <li>- Schools markets held in June / July and December to encourage young entrepreneurs to develop early 'business skills'.</li> <li>- worked with the Coalfields Regeneration Trust to provide a programme of support and training back into work to reduce worklessness, the Family Employment Initiative (FEI) worked with people across the Borough until June 2013 when funding for the programme ceased. Since the start of the programme in 2009, 1195 people have been engaged, of which 408 have since gone into training and 328 into work.</li> <li>- Worked with Newcastle College to equip young people and adults with basic employability skills required by local businesses based on research into local employers' needs, and securing 118 apprenticeship opportunities through the successful '100 in 100' campaign.</li> <li>- Memorandum of Understanding established with PM Training and the Aspire Group to encourage closer working with the Council on employment, apprenticeships, procurement and opportunities for joint</li> </ul>	<ul style="list-style-type: none"> <li><b>- the Borough Council, Keele University and Newcastle College will work together to set up an Education Business Partnership to improve links between schools and employers in order to raise aspirations and skills and to increase awareness of employment opportunities in the area.</b></li> <li>- work with the LEP and local partners to establish a Newcastle Employment and Training Service delivered across the borough, funded through the EU, based on successful previous initiatives such one to one support, advice and guidance and whole family approach. The service will focus on people furthest away from the jobs market.</li> <li><b>- continue to implement the 'memorandum of understanding' (MOU) actions that have been agreed with PM Training and the Aspire Group to promote opportunities for apprenticeships through the Council's supply chain, explore joint procurement for delivery of goods and services, investigate opportunities for PM Training learners to access structured work experience placements and extend this, where practical to do so, to private sector providers, such as Martec.. Continue to support the work of Social Enterprise West Midlands</b></li> <li>- continue to work with the LEP Education Trust to establish initiatives to develop a skilled workforce by delivering higher level and employability skills, improving careers advice and guidance, increasing</li> </ul>

<p>working.</p> <ul style="list-style-type: none"> <li>- successful joint supplier event between the Council and PM Training at Keele University to encourage 128 more apprenticeship opportunities.</li> <li>- Support for the Talent Match project designed to encourage more 18-24 year olds who have been unemployed for 12 months into training or employment. A Newcastle-based worker is now in post.</li> </ul>	<p>business engagement in learning and skills and developing high quality education and training facilities..</p> <ul style="list-style-type: none"> <li>- <b>work with Talent Match to identify alternative routes such as mentoring, community buddies and creative routes such as digital media, performance and participatory arts into training and employment for those who are not in employment, education or training ('NEETs').</b></li> <li>- <i>we will investigate the potential for working with Marks and Spencer and the UHNS and local training providers to maximise the prospects of local people benefitting from new employment opportunities.</i></li> </ul>
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### Marketing and development

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<ul style="list-style-type: none"> <li>- Marketed the Borough for inward investment by working with the 'Make It Stoke and Staffordshire' Inward Investment team to prepare promotional copy about the area and with the Make It team and consultants Mickeldore to identify prospective growth sectors which North Staffordshire has a realistic prospect of success and developed marketing strategies to target these.</li> <li>- Responded to development enquiries, sharing market intelligence, matching property and enquiries to meet clients' requirements (recent successes, JCB, Mice and Dice, Smyth Toys, Phones 4U expansion, Intellipac, Movehut, Advanced Packaging, J. van Uliet and Overclockers).</li> <li>- Made use of the outstanding environmental standards attained by the Blue Planet building (and the JCB name) to promote good news about the area.</li> <li>- worked with partners to promote the further development of Keele Science and Business Park, including further Innovation Centres (in talks with an anchor tenant re the planned IC5), and marketing of the Science Park for inward investment of further high tech businesses.</li> <li>- Keele Science Park successfully attracted 16 small companies to its Nova Centre designed to accommodate nascent graduate enterprises and other businesses.</li> <li>- Promoted the Borough's qualities to existing and potential visitors and residents, including a significant revamp of the tourism pages on the website. Use of the NTCP managed Facebook sites to keep people apprised of events (over 2200 'friends' and 900+ 'likes' for the Community Page). Developed a new town centre map for Keele University 'Freshers Week' to promote Newcastle to the new student intake.</li> <li>- Delivery of the Town Centre website <a href="http://www.visitnewcastleunderlyme.co.uk">www.visitnewcastleunderlyme.co.uk</a>. funded by the Borough Council and managed by the NTCP which contains business listings alongside details of events and special offers.</li> <li>- Development of the new £1.2 million community and sporting facility on part of the site of the former Silverdale Colliery ('Kents Lane'), now complete, funded through s.106 contributions from the adjacent housing development and additional HCA investment. Officially opened by John Prescott in February 2014. Management arrangements agreed with Silverdale Athletic FC.</li> </ul>	<ul style="list-style-type: none"> <li>- continue to work with the Make It inward investment team to attract prospective investors and employers to the area and secure more jobs including the publication of new 'North Staffordshire development sites' brochure specifically aimed to publicities investment opportunities in Stoke and Newcastle.</li> <li>- lobby the Government (BIS) to ensure that the new Assisted Areas Map is drawn in such a way as to help promote the Borough's industrial development sites effectively for both inward investment and to encourage local growth.</li> <li>- <i>Engage with the City Council to explore the potential to bring HS2 through Etruria with a station in the heart of the City.</i></li> <li>- <b>market the Ryecroft development opportunity in the town centre to secure interest from a number of developers prepared to bring forward a significant retail scheme in the town centre and help select the candidate which will bring most appeal and business to the town.</b></li> <li>- provide help to local firms seeking to expand with advice on land and sources of available public funding.</li> <li>- work with the LEP to secure investment in the Borough through European funding and Government funding such as the Regional Growth Fund (RGF), the Growing Places Fund (GPF) and the Local Growth Fund (LGF).</li> <li>- undertake feasibility studies for 5-8 sites within the A500 Corridor to help identify a preferred 60 ha employment site to be put forward in the new Local Plan.</li> <li>- bring forward an appropriate scheme for redeveloping the site of the former Knutton Rec. with the help of public consultation, re-siting current leisure uses and attracting a suitable house builder.</li> <li>- work with Keele University, the HCA and Staffordshire County Council to attract further technology-based companies to the science park.</li> <li>- work with partners in the LEP to identify projects in the borough which could benefit from EU funding (this activity applies across the range of physical development projects, business support and skills)</li> </ul>

<p>- Supported the development of North Staffordshire's experience economy', working with the Destination Management Partnership (DMP) to encourage more tourists and business visitors to the area.</p>	<p>- Assist Keele Science Park in bringing more high tech companies to the science park and attracting more well paid employment to the area.</p> <p>- Promoting Keele University as an exemplar of an environmentally aware and sustainable campus to demonstrate the expertise offered and to grow the low carbon and environmental sustainability expertise in the Borough.</p> <p>- work with developers and landlords to encourage more use of space in the town centre to be used for housing.</p> <p>- identify means of bringing landmark town centre buildings* back into use and good repair and work with property owners, developers and funding bodies to this end. (* Property currently in private ownership is not specifically identified here for reasons of commercial sensitivity).</p> <p>- market Kidsgrove Town Centre through the Kidsgrove Town Centre website (expected completion March / April 2014).</p> <p><b>- greater promotion of the canal through Kidsgrove to both visitors and to local people as part of the wider Kidsgrove Waterfront project (ongoing from April 2014).</b></p> <p>- re-launch of Newcastle Market following completion of the public realm improvements to be accompanied by a suite of events and promotional products.</p> <p>- continue to support the DMP to promote Staffordshire as a tourist destination, particularly for short breaks, promoting the accommodation offer via the 'Enjoy' website, business tourism via the Conference Bureau and using the DMP PR agency to promote town centre events.</p> <p>- work with Groundwork and other local partners to secure funding for the siting of the Miners' wheel on the Apedale County Park on the former Silverdale Colliery site.</p>
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### Strengthening the vitality and appeal of the town centres

Action taken in Year Two (2013-14)	Action proposed in Year Three (2014-15).
<p>- Worked to bring forward suitable business accommodation in Newcastle Town Centre (including plans for potential relocation of office workers from the Civic Offices to another town centre site, dissemination of 'seeing is believing' brochure to market Newcastle Town Centre for new office development, and sharing market and enquiry intelligence with agents).</p> <p>- worked to bring forward the development of a major new retail-led scheme for the Ryecroft site. An expert commercial advisor has been engaged to help secure a development partner for the site and a marketing plan for the scheme has been agreed.</p> <p>- Worked with key partners to explore, through an outline business case, the potential development of a new Civic Hub to co-locate public services and bring outlying staff into the town centre.</p> <p>- Worked with Morston Assets to bring Blackburn House back into use (successful bid for funding from the LEP's Growing Places Fund), which, if all goes to plan, will lead to the creation of 93 new self contained</p>	<p>- market the Ryecroft scheme and appoint a development partner.</p> <p>- support the Newcastle TCP and other partners to build on previous successful events programmes, such as the Lymelight Festival, Paint the Town Pink and the Christmas lights Switch-on and introduce new events.</p> <p><b>- completion of the Newcastle Town Centre Public Realm project and the re-launch of the Market, including training and support for existing market traders and improved support for those who are new to market trading.</b></p> <p>- help to promote new retail businesses opening in the town centre, including the use of social media and the Council website.</p> <p>- extension of the 'Enterprize' competition for new business start-ups being explored in Newcastle Town</p>



apartments in the town centre.

- Ongoing marketing of the second floor of Lancaster Buildings for office occupation (first floor let).
- Newcastle Town Centre Partnership was established as a CIC and a full time Town Centre Manager appointed. In parallel, a Kidsgrove TCP CIC was also set up (September 2013).
- Supported the NTCP to improve the cultural offer within the town centre including the 'Lyme light' music festival and the Jazz & Blues Festival in May, Global Groove in July, Bread Beer & Buskers festival in Aug 2013 as a prelude to larger festival in 2014 and the week-end long Christmas lights switch-on event which included specialist markets, music, dance and performance.
- Worked with the NTCP to produce marketing material for the latter events and other town centre assets, promoting town centre events, such as the Lymelight festival through the DMP. Marketing now expanding into social media.
- Applied to the Arts Council for a town centre cultural animation programme
- Launched a town centre newsletter in conjunction with the Town Centre Manager for Newcastle and a business newsletter for Kidsgrove town centre businesses.
- Supported NTCP to work with Keele University and Keele University Students' Union to bring more students into town including re-introducing student nights on a Thursday in the town centre and a RAG parade in March and student participation in the Christmas Lights switch on, the Lyme light Festival and the preparation of a student map of the town centre, a Keele band performing in town.
- Newcastle College established a design outlet in Lancaster Building (M.A.D.E.) for existing and past students to display and sell their goods.
- supported the NTCP with the Dragon's Den style 'Enterprize' competition launched in July 2013 with the three new businesses winning space in empty shops in Newcastle town centre plus a support package and mentoring from local business gurus. One winner is already trading, a second is to start before Easter 2014 and a third contestant was offered a job with a competitor on the strength of the post competition publicity (which included coverage on Midlands Today)..
- Supported independent shops and start up businesses through the 'Independents Month', 'Trade for a Tenner' and 'Love Your Local Market' campaigns.
- Completion of town centre public realm works (Bus Station works and a new taxi rank at lower High Street completed, pedestrianisation of Hassell Street and new stalls to be introduced in Spring 2104.
- Work on refurbishment of three Town Centre Subways (Enderley Street, Bridge Street, Liverpool Road) are underway. Enderley Street and Bridge Street structural works now complete. The Community Arts project at Bridge Street started February 2014.
- Free car parking introduced after 2pm on all town centre car parks in the run up to Christmas on Tues/Wed/Thur/Sat, and the introduction of double ticketing to enable the Town Centre Partnership to develop a car parking refund scheme in conjunction with local businesses.

Centre, and encourage the Kidsgrove Town Team to consider extending this to Kidsgrove Town Centre.

- **Kidsgrove Town Team to formally launch its business plan (March 2014) including the development of an events programme to encourage further footfall; also to develop an action plan for the Kidsgrove Waterfront project and to apply for HLF funding for canal-related heritage projects.**
- work with the NTCP and Appetite Arts to apply for funding from the Arts Council to deliver high quality art and cultural animation in the town centre summer 2014.
- *work with the Roebuck Shopping Centre to introduce new signage on the Midway Car Park which promotes the town centre to potential customers on the ring road.*
- work with the NTCP and KTCP to support local arts and cultural providers to apply for HLF funding for town centre based projects.
- work with Newcastle College and local arts organisations CANS to complete the Bridge Street community arts project.
- refurbish Liverpool Road subway, work with Newcastle College to commission community arts project and explore options with the County Council for a legal graffiti area.
- continued financial support for NTCP and staff resource to support the KTCP.

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<b><u>Title:</u></b>	Police and Crime Commissioner (PCC) Funding for Newcastle-under-Lyme Borough 2014/15
<b><u>Submitted by:</u></b>	Sarah Moore – Partnerships Manager
<b><u>Portfolios:</u></b>	Safer Communities/Communications, Policy and Partnerships
<b><u>Ward(s) affected:</u></b>	All

## **Purpose of the Report**

To update Cabinet on the funding received by the Newcastle Partnership from the Police & Crime Commissioner (P&CC) for Staffordshire (Matthew Ellis).

This funding has been provided to the Newcastle Partnership (of which the Council is the lead body) in order to deliver against a set of priorities and actions as set out in the local Police and Crime Plan 2014-2017 (see Appendix A).

The report is presented to Cabinet in order to ensure that Members are up to date with the process and also to illustrate the clear links between this funding and the work being done by a number of Council services, links which may need to be developed further in order to ensure that maximum value is realised from this funding in terms of partnership working and the delivery of positive outcomes for the community.

## **Recommendations**

- That Cabinet notes the contents of the report, in particular the funding received from the Staffordshire P&CC and the work areas/projects that have been identified as potentially benefitting from this funding
- That Cabinet agrees to develop the areas referred to in this report through their respective portfolios, in order to both raise awareness of the projects being funded and also to encourage working (where appropriate) across the Council to ensure successful delivery and completion of each of the projects listed

## **1. Background**

- 1.1 Police and Crime Commissioners (P&CCs) were elected across England and Wales on the 15th November 2012. When Police Commissioners took office on the 22nd November 2012 they became responsible for a combined police force area budget nationally of £8 billion.
- 1.2 According to guidance issued by government, the role of the P&CCs is “to be the voice of the people and hold the Police to account”. The Commissioners are responsible for the totality of policing in their respective police areas. P&CCs aim primarily to cut crime and deliver an effective and efficient police service within their force area.

- 1.3 The argument put forward in favour of the introduction of P&CCs is that they have been elected by the public to hold Chief Constables and the police force to account by effectively making the police answerable to the communities they serve.
- 1.4 According to Government guidance, P&CCs seek to ensure that community needs are met as effectively as possible, and also seek to improve local relationships through building confidence and restoring trust. They work in partnership across a range of agencies at local and national level to ensure there is a unified approach to preventing and reducing crime.
- 1.5 Under the terms of the Police Reform and Social Responsibility Act 2011, P&CCs must:
  - Secure an efficient and effective Police force for their area;
  - Appoint the Chief Constable, hold them to account for running the force, and if necessary dismiss them;
  - Set the Police and crime objectives for their area through a Police and Crime Plan;
  - Set the force budget and determine the precept;
  - Contribute to the national and international policing capabilities set out by the Home Secretary; and
  - Bring together community safety and criminal justice partners, to make sure local priorities are joined up.
- 1.6 The Partnerships Team in the Chief Executive Directorate has responsibility for co-ordinating and delivering community safety and other related partnership activity activity for the Borough within the governance of the Newcastle Partnership and administer the role of the Community Safety Partnership (CSP) to discharge statutory obligations.

## **2. Issues**

- 2.1 The Local Police and Crime Plan (2014 – 2017), produced by the Partnership Team in consultation with the Office of the P&CC, forms the basis of the work of the P&CC in partnership with other agencies including (in this area) NULBC. Following feedback from partners through the Partnership Delivery Group (PDG) and Strategic Partnership Board (see structure diagram at Appendix B) over the last few months the Local Police and Crime Plan for Newcastle-under-Lyme has been finalised and is available to view on the Borough Council's website – [www.newcastle-staffs.gov.uk/Documents/LSP%20documents/PoliceCrimePlan.pdf](http://www.newcastle-staffs.gov.uk/Documents/LSP%20documents/PoliceCrimePlan.pdf) - a copy is added as an appendix to this report (see Appendix B).
- 2.2 The P&CC provides a number of funding streams to deliver against the local Police and Crime Plan. The main area of funding provided by the P&CC is Locality Deal Funding. Confirmation has now been received from the P&CC that the Newcastle Partnership has been allocated £110,635 for the financial year 2014/15, together with a commitment to provide this funding for three years, subject to evidence based evaluation to ensure that funding rewards outcome, effort and activity.
- 2.3 The Locality Deal Funding replaces the former Safer and Stronger Communities Fund (SSCF) which previously was received via the County Council from the Home Office

by being 'passported' through to each of the district/borough community safety partnerships in Staffordshire.

- 2.4 This funding has been provided to the Newcastle Partnership to deliver the ambitions set out in the local Police and Crime Plan and will be held by the Borough Council as the lead body of the Newcastle Partnership.
- 2.5 2.5 It has been made clear by the office of the P&CC that this funding cannot be used to make up shortfalls in salaries or other general council budgets, nor can it be used for projects/pieces of work which are not included in the local Police and Crime Plan.
- 2.6 A total of 80% (£88,508) of this funding was provided on 14<sup>th</sup> April 2014 and there is a requirement for the Newcastle Partnership to submit an evaluation of activity undertaken using this funding by 1<sup>st</sup> October 2014. Subject to successful delivery being achieved, the remaining 20% will be made available to the Newcastle Partnership in October 2014.
- 2.7 The Borough Council as lead partner for the Newcastle Partnership have produced a proposal for expenditure of the Locality Deal Funding for 2014/15.

### **3. Proposal for expenditure of Locality Deal Funding for 2014/15**

- 3.1 The following proposal for initial expenditure of the Locality Deal Funding (2014/15) has been made for consideration and agreement by the Partnership Delivery Group (PDG) and Executive Management Team, and is now provided for Cabinet:

#### *General*

- £15,008 – Joint Operations Group (JOG) funding – revised funding criteria has been developed to include provision to enable LAPs to bid and access funding for targeted activity contributing to community safety and to assist in delivering the priorities of the Local Police & Crime Plan and the Borough Council's Stronger and Safer Communities Strategy 2012-2017. The JOG is attended by officers from a variety of partner organisations and staff from across the Borough Council and has a wide focus on environmental and cultural issues and activities (including diversionary activity) as well as crime prevention

#### *Alcohol harm reduction*

- £5,000 – CCTV camera – to be located on High Street to assist with visibility following the installation of market stall covers as part of the Public Realm works – as part of the drive to counter violence and criminal damage in the town centre and to provide additional reassurance
- £11,500 – Safer nights – to fund Street Pastors, door staff training and other schemes – activity that will improve community safety for the users of the night time economy (and avoid damage to the Borough's towns and facilities) and provide reassurance to encourage more people into the town centre and therefore to assist in boosting the local economy

- £5,000 – First Aid Triage – to provide an early intervention service directly in the town centre at night and to prevention unnecessary attendance at A & E
- £2,500 – Purple Flag application – to pay for the registration fee for the application to be submitted in late spring/early summer 2014 – this process has involved a number of Borough Council service areas already in its planning and will involve these service areas in the delivery of the application. Purple Flag is an important ‘badge’ to get for the town centre of Newcastle-under-Lyme, which will hopefully encourage more people to visit the town and surrounding areas (to the advantage of the local economy)
- £2,000 - Reducing the Strength project – to administer the publicity and launch of the campaign in the borough – designed to reduce the risk of drink-fuelled behaviour spilling over into violence and criminal damage, and therefore potentially protecting properties, people, public areas and other key facilities (facilities which are owned and operated, in some cases, by the Borough Council)

#### *Domestic Violence*

- £2,500 – World Cup campaigns – to administer an awareness campaign over the period of the 2014 World Cup aimed at tackling domestic abuse and assisting alcohol harm reduction – this is to discourage potentially violent and anti social behaviour with the potential benefits to the Borough Council and others in reducing incidents of criminal damage and violence against property and also people
- £2,000 – Deaflink Domestic Violence project – to instigate an innovative project focused on tackling domestic violence and enhancing awareness of the issue throughout the deaf community (highlighted in the recommendations of a recent Domestic Homicide Review (DHR) in the borough) – with the potential benefits as already outlined above
- £3,000 – Domestic Violence Safelink devices – to continue the provision of personal GPS security handsets to give reassurance to victims of serious domestic abuse in the borough
- £13,000 – Domestic Violence Early Intervention Project – to provide continuation of a direct support service to victims of domestic abuse in the Borough targeted at dealing with such violence at an early stage, so as to potentially avoid the more pronounced impact of domestic violence on families, including the impact on living conditions and victims’ ability to function as citizens (including securing and maintaining employment and pursuing other interests and activities such as leisure)
- £12,000 – Independent Domestic Violence Advocate (IDVA) – to supplement the existing part-time provision facilitated by the County Council’s support contract (thereby helping more victims of domestic violence) and providing continuation of a vital service for high risk victims of domestic abuse. Support provided in this way allows victims to begin to navigate their way through legal and other processes and to start a new life away from the perpetrators of abuse – thereby

reducing the anti social and environmental impacts of domestic violence as well as the direct impact on individuals and families

*Anti social behaviour*

- £10,000 – Home Security Initiative (previously a similar scheme had been delivered via the Revival organisation) – to provide home security measures and reassurance to vulnerable members of the community who have experienced crime or ASB – designed to both tackle crime and also to deter criminal activity and also to aid in the protection of people and property to the benefit of local areas and communities in the borough
- £5,000 – ASB match funding pot for targeted diversionary activity – to assist in attracting match funding and to facilitate diversionary activity to prevent incidents of ASB – as with other diversionary activity covered in this report, this will assist in both halting existing ASB behaviour and also preventing further incidents. This will help in protecting property, housing, local facilities and green spaces – all of which are at risk from this kind of behaviour, and will assist in providing leisure, cultural and other activities for people who otherwise would be involved in ASB

3.2 The above projects will be co-ordinated and administered by members of the NULBC Partnerships Team. These projects seek to enhance the existing offer of services to residents of the Borough affected by crime to deliver those priorities identified by the Newcastle Partnership in the Local Police and Crime Plan (2014 – 2017)

**4. Additional information**

4.1 In addition to the above information, the P&CC also launched on 1<sup>st</sup> April 2014 two further funding streams;

- Proceeds of Crime Fund – available to key partner agencies for grants between £3,000-£15,000
- People Power Fund – available to community based organisations for grants between £100-£3,000.

4.2 Further information is available via a link from the Borough Council website Community Safety page [www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk) or the P&CC's website [www.staffordshire-pcc.gov/fund](http://www.staffordshire-pcc.gov/fund)

4.3 The closing date for both funding streams was 14<sup>th</sup> April 2014 and another round is anticipated to be launched in September 2014. The Partnerships Team at Newcastle Borough Council are currently working with partners on a number of projects ideas for submission to the first and second round of the Proceeds of Crime funding and would welcome involvement and contribution to any further ideas that colleagues across the Borough Council may have.

4.4 The People Power Fund is administered on behalf of the P&CC by the Staffordshire Community Foundation and the Newcastle Partnership has been approached by the

P&CC's office to assist with the assessment process of this funding. A small sub group of the JOG is being co-ordinated to take this forward and will consist of the JOG Chair and officers from the Borough Council, the Fire Service, Police and Aspire Housing.

**5. Outcomes Linked to Corporate Priorities**

- 5.1 Delivery of the projects proposed in Section 3 (above) contribute to meeting the Council's Corporate Priorities of Creating Healthy and Active Communities, Creating a Cleaner, Safer and Sustainable Borough and Delivering a Co-operative Council.

**6. Legal and Statutory Implications**

- 6.1 There are no specific legal or statutory implications for consideration within this report.

**7. Equality Impact Assessment**

- 7.1 An Equality Impact Assessment is being developed for this area of work.

**8. Financial and Resource Implications**

- 8.1 There are no specific additional financial implications or commitments required for the delivery of the proposed projects.
- 8.2 There are resource implications for Council Officers and Members who are involved in and will co-ordinate delivery and subsequent evaluation of the projects, but this will be undertaken as part of their substantive duties.

**9. Major Risks**

- 9.1 Failure to deliver the proposed projects successfully may jeopardise future funding contributions to the Newcastle Partnership from the P&CC.
- 9.2 There is also a risk of reputational damage to the Council if it does not deliver the projects effectively and efficiently.

**10. Key Decision Information**

- 10.1 This report can be considered key in the following ways: -
- It requires the Borough Council commit existing resources for the function to which the decision relates and;
  - To be significant in terms of its impact on communities living or working in an area comprising two or more electoral wards in the Borough

**11. Earlier Cabinet/Committee Resolutions**

- 11.1 None



**12. List of Appendices**

Appendix A – Local Police and Crime Plan for Newcastle-under-Lyme – 2014 -2017.

Appendix B – Newcastle Partnership Structure Diagram

**13. Background Papers**

13.1 None

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