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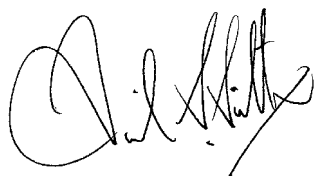
12th November 2009

Dear Sir/Madam

DISTRICT BOARD

The meeting will take place on **Tuesday 17th November 2009** at **4pm** at the Old Mining College Centre, Queen Street, Burntwood, WS7 4QH.

Yours faithfully



David S. Smith DUniv
Leader of the Council



Nina Dawes
Chief Executive

To: Elected Members:

Councillors David Smith, Val Richards and Helen Fisher, Lichfield District Council
Councillor Matthew Ellis, Staffordshire County Council

Representatives from External Organisations:

Jim Brady, Children and Lifelong Learning SCC; Marie duQuesnay, Health and Social Care, SCC; Jean Collins, Lichfield and District CVS; Phil McFarlane, Staffordshire Fire and Rescue Service; Sue Price, South Staffordshire PCT; Mike Harrison, Staffordshire Police; Graham Morley, South Staffordshire College

In attendance:

Nina Dawes, Helen Spearey and Lesley Bovington, Lichfield District Council
Graham Hunt, Community Partnership Officer, SCC
Rose Vakis, Lichfield and District CVS.

cc. Agenda for information only:

Councillors Brenda Constable, Louise Flowith, Colin Greateorex, Ian Pritchard, Neil Roberts, Margaret Stanhope, Mike Wilcox, Lichfield District Council

Richard King, Jane Kitchen; Ruth Plant, Rita Wilson,



AGENDA

1. APOLOGIES AND WELCOME

Apologies received from Cllr David Smith

2. ACTION NOTES FROM PREVIOUS MEETING, 7th JULY 2009

- (a) To agree the action notes as an accurate record - *attachment*
- (b) To consider any matters not arising elsewhere on the agenda

3. STAYING HEALTHY STRATEGY

Jo Robins, Public Health Consultant, South Staffordshire PCT to introduce

Decision needed from partners : For partners to endorse the Strategy for consultation with the broader LSP - *attachment*

4. LOCAL STRATEGIC PARTNERSHIP CONFERENCE, 3RD NOVEMBER

Councillor Mrs Fisher to introduce

Decision needed from partners: To note the report of the LSP Conference - *attachment*

5. REVIEW OF THE SUSTAINABLE COMMUNITY STRATEGY

Councillor Mrs Fisher to introduce

Decision needed from partners : To approve the process for reviewing and revising the Sustainable Community Strategy - *attachment*

6. LESSONS FROM INCIDENT IN NORTH LICHFIELD

Helen Spearey to introduce

Decision needed from partners : to note the report arising from the North Lichfield incident and progress being made on tackling the People and Place issues that have been identified - *attachment*

7. ECONOMIC DOWNTURN / RECESSION

Nina Dawes to introduce

Decision needed from partners: to note the report on the ongoing impact of the recession- *attachment*

8. **ALLOCATION OF LOCAL PUBLIC SERVICES AGREEMENT 2 REWARD FUNDING**

Councillor Helen Fisher to introduce

Decision needed from partners: to endorse the approach to the allocation of funding –
(*attachment to follow*)

9. **FEEDBACK FROM STRATEGIC AND EXECUTIVE BOARDS**

Nina Dawes to provide an update

10. **DATE AND TIME OF THE NEXT MEETING**

Thursday 4th February 2010, 4pm

LICHFIELD DISTRICT BOARD



Held on Tuesday 7th July 2009 at: Lichfield District Council

Present:	<p>Elected Members: Councillors David Smith (Chairman) and Ben Adams Councillor Matthew Ellis (Lichfield District Council and Staffordshire County Council)</p> <p>Representatives from Partner Organisations: Jean Collins, Lichfield and District Council for Voluntary Service; Marie duQuesnay, Health and Social Care – Staffordshire County Council; Graham Morley, South Staffordshire College; Sue Price, Staffordshire PCT; Jim Brady, Children and Lifelong Learning SCC;</p>
In attendance:	<p>Representatives from Lichfield District Council: Nina Dawes, Chief Executive. Neil Cox, Development Craig Jordan, Development Dawn Everitt, Democratic and Legal</p> <p>Representative from other Partner Organisations Ricardo Fields, Staffordshire Police; Graham Hunt, Community Partnerships Officer – Staffordshire County Council; Jeff Marlow, Southern Staffordshire Partnership; James Roberts, Tamworth Borough Council;</p>
Apologies: Rose Vakis and Chief Superintendent Mick Harrison.	

Agenda Item	Minutes	Action
1	<p>Apologies and Welcome</p> <p>The Chairman welcomed everyone to the meeting, including Ricardo Fields representing Staffordshire Police, and advised members that Helen Spearey had been unavoidably delayed and would be attending the meeting later. Members introduced themselves to the other members.</p>	
2(a)	<p>Action Notes of the Previous Meeting, 5th February 2009</p> <p>The minutes of the previous meeting held on 5th February 2009 (with the amendment on the 2nd line of Item 2 from 25th February 2009 to 20th February 2009) were agreed.</p>	
2 (b)	<p>Matters Arising – North Lichfield Task and Finish Group</p> <p>Cllr Adams gave the Board an update on the work of the North Lichfield Initiative Group and a document listing all the recent improvements being made within the area through the Initiative Group, such as improvements to rented accommodation, security at the back of the Dimbles Lane shop ect. He advised that a number of agencies had got involved to help in cohesion in the area, and that he was waiting for a review from Children and Lifelong Learning from the County.</p> <p>The Chairman complimented the North Lichfield Initiative Group on the good work they had undertaken, and also stressed the importance of promoting North Lichfield as a good place to live.</p>	

Agenda Item	Minutes	Action
	<p>Members were informed that Ben Adams would be taking a role on the County Councils Cabinet as a result he would be leaving the Partnership as would Matthew Ellis.</p>	
<p>3</p>	<p>Economic Downturn/Recession</p> <p>Nina Dawes updated the Board on the event held in April 2009 where the Partnership convened a meeting of agencies to share their evidence on the impact of the recession on business, the impact on jobs and training, the personal and community impact. It was reported that the last quarterly figures issued showed Lichfield as being second highest in the region for unemployment, showing a 160% rise in unemployment for Lichfield. In summary the agencies were asked to report back to the Board on their processes and impact in order to prioritise on the recession.</p> <p>Lesley Bovington advised the Board of a grant to enable deprived families to have internet access, for which it was suggested that it was to be added on the recommendations for deprived families.</p> <p>Nina Dawes outlined the 'Future Jobs Fund' in which employers employed 16-24 year olds for 6 months and in return the employer received £6000 from the government. It was reported that the County had been successful in putting a bid forward for Staffordshire, with the main aim to tackle the serious youth unemployment.</p> <p>The Chairman suggested that the answer to unemployment would be to put 100-150 million pounds into regeneration which would provide people from other areas with job opportunities.</p> <p>Decision:</p> <p>That the report be approved by the Board including the recommendations.</p>	
<p>4</p>	<p>Think Local Pledge</p> <p>James Roberts explained to the Board 'Think Local' which was a vehicle to facilitate and encourage consumer spending, also business to business.</p> <p>It was explained that since commencing in 2003 the scheme now covers the whole of Staffordshire with over 24,000 businesses joining the pledge, of which 3,500 are in Lichfield. The scheme is delivered through a web portal which covers business news, suppliers and pages on procurement and has been proved to be well used among members of the scheme. In the future it was planned to appoint a co-ordinator for project and funding.</p> <p>Jeff Marlow outlined the aim of the scheme to gain help from the government by linking into the low carbon initiative to develop a low carbon economy. Also Local Authorities were being asked to sign up to the pledge as well as private companies.</p> <p>It was encouragingly reported that findings as a result of a survey of 200 businesses established that 12% of businesses used the site in order to access local suppliers.</p>	

Agenda Item	Minutes	Action
5	<p>Decision:</p> <p>That the Board endorse the vision of 'Think Local'</p> <p>Annual Report of Local Strategic Partnership (LSP)</p> <p>Cllr Adams briefly outlined the draft report to the Board which included 'Teenage Pregnancy' for the first time. He reported that a conference was being held in November, and Nina Dawes advised that comments should be made by Friday 17th July 2009.</p> <p>Decision:</p> <p>That the Board approve the report in anticipation with amendments made.</p>	
6	<p>Place Survey and National Indicators</p> <p>Matthew Ellis presented to the Board 'Place Survey' which provides an opportunity to find out what people think makes our District a good place to live. The report was reportedly sent out to 2700 households at random of which 46% were returned, all indicated that Lichfield was performing well as a district. The Board noted that 'Health Services' and Education' appeared to priority on the survey results.</p> <p>Ricardo Fields suggested that a comparison of results from the Police survey figures and the Councils could be useful.</p> <p>Decision:</p> <ul style="list-style-type: none"> • The Board noted the briefing paper • The Board agreed to refer the briefing paper to each of the LSP Theme Groups for their consideration (and to inform their future delivery planning • The Board noted that a further paper will be brought to the District Board setting out proposed 'Litmus test' indicators which would form the basis of a future performance monitoring framework • The Board noted that the findings as set out in this paper will inform the next revision of the Sustainable Community Strategy (scheduled to take place in 2010). 	
7	<p>Sustainable Community Strategy : LSP Funded Projects</p> <p>Lesley Bovington presented an end of year report to the Board on the LSP funded projects for 2008/09 funded by Trent Valley Policing Division and South Staffordshire Primary Care Trust, summarising the key strategic areas, even though it was reported that some activities were still continuing. The Board were encouraged by how the local community had benefitted from the funded projects.</p> <p>Marie Dequesney stated that enquiries had been made to commission the report which revealed that it would envelop too much of the budget and would not engage full range. She advised that a workshop in</p>	

Agenda Item	Minutes	Action
<p>9(b)</p>	<p>The Board were also informed of 'Locality Working', which is addressing the design, delivery, access and needs of the community and employing local residents to answer the need, which the County Local Area Agreement is actively giving consideration to developing.</p> <p>The Staffordshire Strategic Partnership has convened a Locality Working Group, and through its recommendation the LAA Executive Board for Staffordshire has approved £20,000 to each District and Borough LSP in 2009/10 and 2010/11 for capacity building in order to deliver the LAA/SCS through Locality Working.</p> <p>Lichfield District Cllr Adams informed the Board, of an opportunity to fund two local projects working with the mentally impaired, focusing on gardening and horticultural skills based in Burntwood. These projects had been developed by Grow Well, a charity based in Chasewater and Cherry Orchard Gardening Service (COGS) based at the Cherry Orchard Day Centre. Both involved giving people with a learning disability a chance to help older people who cannot maintain their gardens, also doing horticultural work for such places as Church graveyards and Swinfen Hall grounds maintenance.</p> <p>Decision:</p> <ul style="list-style-type: none"> • The District Board decided to accept the funding for the 'Locality Working Project'. • The District Board approved the outline proposal • It was agreed that the Community Portfolio Holder, LDC, in consultation with the Lichfield District In To Work Group, make the final decision on the specific project(s) to be supported by this funding. <p>9(C)</p> <p>Progress Report – Community Development Activity in Priority Areas of Lichfield District in 08/09</p> <p>Cllr Adams summarised for the Board the community development work that had been achieved over 2008/09 to stimulate and facilitate community based regeneration in the four priority areas of Burntwood, Fazeley and Mile Oak, Armitage with Handsacre and North Lichfield. The regeneration it was reported covered housing, health, employment, crime, transport, education and other social, economic and environmental issues.</p> <p>Cllr Adams advised that despite the difficulties in the depraved areas good work had been achieved through the partnership working with other agencies, groups and organisations.</p> <p>Decision:</p> <p>That the Board noted the report.</p>	

Summary of Staying Healthy Strategy Healthy for Life 2008-2012

1. Introduction to Document

The Staying Healthy strategy identifies the vision to keep people well across South Staffordshire PCT.

The accompanying action plan outlines how to make the vision reality. A number of priorities have been identified. These have been determined through a consultation process taking into account the following :-

- what is already in place or planned (eg the five practice based consortia are commissioning services around Choosing Health)
- lack of existing resource
- current service provision
- locality needs as identified by the five practice based consortia
- current and predicted health trends
- opportunities for joint working with partners
- feedback from professionals and clinicians across the NHS and partner organisations

Members of the Service Improvement Board acknowledge and support the impact that physical activity, healthy eating a reduction in smoking, and alcohol consumption have on various chronic conditions including diabetes, stroke, depression, coronary heart disease.

We have a simple but ambitious vision which is to see

<p><i>'a measurable improvement in the health and well being of our population in response to local need'.</i></p>

A life course approach is used as the framework for the strategy. It covers prevention and treatment and will consider the needs of the population as well as those groups experiencing health inequalities. To create a manageable and realistic approach to the achievement of the Staying Healthy strategy 2-3 priorities will be identified annually as needing additional attention.

The document has been developed through the Staying Healthy Service Improvement Board. Membership consists of senior professionals from the health economy with representation from the local authority and voluntary sector. The purpose of the board is to provide the vision for primary prevention across South Staffordshire PCT and to identify key areas for future commissioning purposes.

The document supports a number of national, regional and local strategies:-

- National Service Frameworks for Coronary Heart Disease (2000), Mental Health (1999), Older People (2001)
- Choosing Health (2004)

- Our Health Our Care Our Say (2005)
- A Commissioning Framework for Health & Wellbeing (2006)
- Investing for Health (2007-2012)
- South Staffordshire PCT Strategic Plan (2008-2012)
- Sport Across Staffordshire & Stoke on Trent Delivery Plan (2008)

2. The Objectives of the Staying Healthy Service Improvement Board

The primary objective of the group is to ensure an integrated approach in the development of a framework for primary prevention.

The secondary objective of the group is to support the development of all secondary prevention services through the development of care pathways and future service developments

3. Actions Required to Deliver Staying Healthy

Overarching
<ul style="list-style-type: none"> • A health economy wide action plan on primary (and secondary) prevention which includes other public organisations, as well as the voluntary and commercial sectors. • Integrate primary prevention into the mainstream work for the PCT and PBC • Ensure all Darzi groups across the NHS health economy include prevention within their strategies and action plans
Engaging The Public
<ul style="list-style-type: none"> • Involve patients in the development of programmes and ensure patient feedback is included within evaluation • Develop better information for patients through social marketing • Promote self care and support people to be in control of their own health
Primary Prevention Wellness Services
<ul style="list-style-type: none"> • Commission a range of wellness lifestyle services tailored to different groups to reduce alcohol consumption, improve nutrition, reduce smoking, reduce physical inactivity, and improve access to services. These will be developed giving consideration to programmes/services that are most effective. • Commission additional services to support people in vulnerable groups to make sustained lifestyle changes (including community development to engage with the community and support access to services, lifestyle change workers in primary and secondary care, trained in motivational interviewing). These will be developed giving consideration to programmes/services which are most effective. • Develop a CVD risk assessment programme that identifies, assesses, provides lifestyle support and treatment • Develop targeted programmes and services in workplaces across South Staffordshire • Health related outcomes included within commissioning plans and contracts. • Support PBC to commission effective evidence based primary prevention programmes based on local need • Ensure all primary and secondary programmes include effective monitoring and evaluation systems • Improve collaboration between primary and secondary care by developing joint registers of at risk groups
Workforce

<ul style="list-style-type: none"> • Inclusion of health promotion messages in all clinical interactions with patients across the health economy • Map the current public health workforce and identify gaps in knowledge and skills to deliver comprehensive lifestyle services • A workforce trained in brief interventions and motivational interviewing (smoking, alcohol, physical activity, alcohol) • Ensure prevention is included in all clinical pathways • Ensure consistent messages on staying healthy are delivered to the public through all providers 	
Work with Partners	Monitoring and Evaluation
<ul style="list-style-type: none"> • Engage appropriate local partners to ensure primary prevention is included on their mainstream agendas 	<ul style="list-style-type: none"> • Monitor and evaluate the effectiveness of the programme to ensure maximum impact and value for money

Next Steps and Plans for the Next Twelve Months

- Seek endorsement from Darzi Service Improvement Board
- Support practice based consortia to implement the strategy through clear action plans
- Finalise obesity strategy and care pathway
- Work with local authorities and partners to embed the strategy and key messages into their plans
- Work with the wider NHS economy to identify opportunities for joint working on primary prevention
- Develop PCT wide primary prevention programmes around physical activity, smoking prevention, nutrition and vulnerable groups
- Develop a public health workforce plan
- Implement a public consultation exercise on Staying Healthy
- Develop a social marketing plan
- Complete work on other priorities identified regarding primary prevention in physical activity, nutrition, vulnerable groups, smoking prevention

Jo Robins

Consultant in Public Health (Health Improvement)

Chair of Staying Healthy Service Improvement Board

October 2008



17th November 2009

LOCAL STRATEGIC PARTNERSHIP CONFERENCE, 3RD NOVEMBER 2009

INTRODUCTION

The **Lichfield District Local Strategic Partnership Conference** took place at the Lichfield Garrick on 3rd November 2009. The conference attracted an attendance of **115** delegates on the day, drawn from a wide range of

organisations and from all three sectors: private, public and voluntary (or “third”) sector. Public bodies were represented at both elected Member and officer level

PURPOSE

The purpose of the conference was four fold:

1. To launch the **Lichfield District Strategic Partnership Annual Report 08/09** by celebrating our recent past achievements, working in partnership.
2. To take stock of our current **strategic priorities**, and to review these in the context of refreshing the Sustainable Community Strategy for Lichfield District (2006 – 2021).
3. To consider **the role of the third sector** in the successful delivery of our shared strategic objectives, launching a review of the Compact for Lichfield District.
4. To reinvigorate **partnership working** in Lichfield District.

PERFORMANCE

The conference achieved all of its stated objectives. Particular highlights were:

- The **range of speakers** who each spoke on five minutes about an aspect of successful partnership working with which they had been involved (or from which they had personally benefited):
 - Cannon Pete Wilcox, Lichfield Cathedral spoke on **Speakers Corner, Lichfield**, only the second such of its kind in the UK outside of London.
 - Neil Turner, Lichfield District Council highlighted the work of the Lichfield Play Partnership, especially in successfully **addressing social issues through play installations and activities**.
 - Marie DuQuesnay, Adult Social Care & Health, informed us about the welcome **Day Service clients** had found **at the Friary Grange Leisure Centre**, and
- Jamie Barrett, a service user, described how much he enjoyed his leisure time there.
- Wendy Whitehouse and Jo Smith, Lichfield Foyer (Midland Heart) told us how their outreach work with young people helped to **prevent homelessness**, including supporting young people acting as peer educators.
- Mike Kinghan, Whittington & Fisherwick Environment Group, outlined the successes of this groundbreaking and truly **community led carbon dioxide emissions reduction initiative**.
- Amanda Sawford, South Staffordshire College, championed the work done by the Lichfield District In To Work group to help **lone parents gain childcare qualifications**, both for their own benefit

in gaining employment, and to provide a service for other working parents.

- Mark Adcock, local solicitor, spoke on the innovative, now countywide **Think Local** scheme, and encouraged us all to support business in Lichfield District by buying from local suppliers.

● The contribution of District Board members:

- Cllr David Smith, Chairman of the District Board, welcomed delegates and reminded us all how vital strong partnership working is to **the lives of our local communities**.
- Helen Simpson, South Staffordshire Primary Care Trust and Mick Harrison, Staffordshire Police took on the role of “roving reporters” and provided fresh insights into the outcomes of the workshop sessions, particularly on **cross cutting themes** that emerged, such as alcohol abuse, planning, parenting and housing. Also the need to eliminate “silo working”.
- Rose Vakis reminded us of the **vital role of the “third sector”**, and told us about the new **Compact** for Staffordshire and

how we would take this forward in Lichfield District.

- Phil McFarlane, Staffordshire Fire & Rescue Service closed the conference by inviting delegates to shake hands with the person next to them, to **congratulate** them on their achievements, and to **commit** themselves to continue to work effectively in partnership to the benefit of the District.

● The contribution of members of the LSP Officers Working Group, especially thematic leads:

- Members of the LSP Officers Working Group created a simple and informal **“information village”** which provided a welcoming and informative environment for delegates to gather, and helped to set the scene for the conference overall.
- Thematic leads facilitated workshops in which they consulted delegates on **local priorities** to be taken into account in future strategic planning, as part of refreshing the Sustainable Community Strategy for Lichfield District (2006 – 2021).

NEXT STEPS

● **Feedback from delegates** will be reviewed and noted, to be taken into account in planning for future events. Comments received to date include:

- “It was a very positive event and I thought it went very well” (Amanda Sawford)
- “It was a good conference - thanks to you and your team” (Mick Harrison)
- “Well done - very inclusive and professional day with lots of commitment, passion and talent.
Truly a great example of the power of positive partnerships and the real difference this can make to people’s lives” (Helen Simpson)

● Thematic leads will explore the priorities for the District identified through the conference workshops they led. **Planning for service**

delivery within the district will take these into account, and the priorities will also be expressed within the forthcoming refresh of the Sustainable Community Strategy for Lichfield District (2006 – 2021).

- The Lichfield District Compact Working Group will develop a **local Compact** agreement that complements the Compact for Staffordshire. The LSP Officers Working Group will continue to support this work and monitor progress, as part of its core business. Once finalised, the Compact for Lichfield District will come forward to the District Board for ratification.
- The Community & Partnerships Manager, Lichfield District Council will lead on and co-ordinate a refresh of the Sustainable Community Strategy for Lichfield District (2006 – 2021).

RECOMMENDATIONS

That members of the Lichfield District Board note the report.

Lesley Bovington, Community & Partnerships Manager, Lichfield District Council

(01543) 308170 lesley.bovington@lichfielddc.gov.uk.



17th November 2009

REVIEW OF THE SUSTAINABLE COMMUNITY STRATEGY

INTRODUCTION

Our Local Strategic Partnership has set **ambitions** – where we're going and our focus – how we'll get there and our top priorities – what we'll do to get there. This is **our long-term journey**, which is set out in the Sustainable Community Strategy for Lichfield District (2006 – 2021).

The Sustainable Community Strategy is the prime strategic document for the District. It is important that it is a used and useful working document. Our current strategy was drafted in 2006. We therefore propose to **update and refresh** it, in the light of recently emerging trends, needs and priorities, to ensure that it is still current and "fit for purpose".

BACKGROUND

The Sustainable Community Strategy is a high level document that sets our direction of travel at District level. It is complementary to and complemented by the Sustainable Community Strategy for Staffordshire.

As a Local Strategic Partnership, our work is very much framed by two documents: the Sustainable Community Strategy and the Local Area Agreement (or LAA). The Local Area Agreement represents a local response to performance indicators set at national level. It is limited to those priorities represented by that prescriptive if lengthy list.

The Sustainable Community Strategy "wraps around" the Local Area Agreement. Whilst it takes the LAA into account, it starts from an approach of finding out **what our communities want and need**, and then planning our partnership response to this. Sometimes activity to address local priorities can be met through work framed by the LAA. And sometimes it requires work outside of this framework.

It is important that our local priorities arise from a **robust evidential base**, and that we put effective performance measures in place, to check on progress.

OUTLINE PROPOSAL

The refresh of the Sustainable Community Strategy will be completed by **June 2010**. It will include the following stages:

Action	Lead(s)	Indicative Timescale
Review local priorities at LSP Conference (workshops)	LSP Thematic Leads	November 2009 (<i>completed</i>)
Secure robust evidential base via Staffordshire Observatory and local research officers	Community & Partnerships Manager, LDC	By end December 2009
Explore and review conference workshop outcomes within LSP thematic partnerships	LSP Thematic Leads	By mid January 2010
Special meeting of LSP Officers Working Group to share progress to date and draft the outline document	Community & Partnerships Manager, LDC	By end January 2010

Action	Lead(s)	Indicative Timescale
Review draft refreshed Lichfield District SCS against the County SCS	Community & Partnerships Manager, LDC	By mid February 2010
Complete draft document for consultation	Community & Partnerships Manager, LDC	By end February 2010
Undertake Compact compliant 12 week consultation	Community & Partnerships Manager, LDC	March – May 2010
Presentation of refreshed Sustainable Community Strategy for Lichfield District (2006 – 2021) to the District Board	Community & Partnerships Manager, LDC	June 2010

RECOMMENDATIONS

That members of the Lichfield District Board approve the process for reviewing and revising the Sustainable Community Strategy.

Note: the Sustainable Community Strategy for Lichfield District (2006 – 2021) can be found at http://www.lichfielddc.gov.uk/site/scripts/documents_info.php?documentID=376

Lesley Bovington, Community & Partnerships Manager, Lichfield District Council
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LICHFIELD DISTRICT BOARD

17th November 2009

Lessons from Incident in North Lichfield

INTRODUCTION

- The North Lichfield area comprises of three wards Chadsmead, Curborough and Stowe; they are covered by Lichfield Neighbourhood Policing Unit (NPU) and Chadsmead and St. Chads Community and Learning Partnerships. The total population is 14,050 people (5,852 households), and contains the two most socially disadvantaged wards (Chadsmead and Curborough) in the District.
- In 2008, 16.5% (1,340 people) were claiming benefits which is higher than both the District rate (9.5%) and the County rate (11.9%). As at September 2009, the North Lichfield wards featured in the top 5 wards for job seekers allowance claimants within the District. Curborough has a teenage conception rate that is over twice the District rate. The overall crime rate is significantly higher in the North Lichfield area (114 per 1,000 population) compared to that for the District as a whole (59.5 per 1,000 population).
- The North Lichfield Initiative (NLI) was established to address the issues within the area and has successfully responded to the needs of the local community for twelve years.

Comprising of local volunteers, elected members, agencies and community development workers the NLI is ideally placed to listen to and respond to the concerns and ambitions of residents and is recognised regionally as a good example of partnership and community development working. This has resulted in a strong sense of community and despite its challenges, people consider it a good place to live and a close knit community.

- The Lichfield District Safer Community Partnership works with the NLI to tackle crime and anti social behaviour through the Joint Operations Group (JOG) and Anti Social Behaviour Action Group (ASBAG). The incidence of anti social behaviour has been problematic at times within the North Lichfield area; concerns were raised at a Community Pride meeting in summer 08 and since then agencies have worked together to deal with the ASB, also improving the physical environment and enhancing community reassurance. This work was ongoing at the point of the murder.

THE INCIDENT AND IMMEDIATE RESPONSE

- On the evening of Sunday 25th January 2009, Mr Eccles (43) was assaulted by two local young people whilst returning from the local shops near to his home. He died in hospital from his injuries the following day. The two alleged young perpetrators were known to the agencies involved through the ASBAG but were not considered to be at risk of carrying out such a serious crime.
- At 1pm the following day (Monday 26th January) the local police invited partners, including council officers, elected members, local schools and registered local landlords, to a briefing meeting to discuss how best to deal with the immediate issues around investigating the crime and reassuring the community. This group continued to meet, at first on a daily basis, for several weeks.

- One of their initial tasks was to tackle issues around the rumours running rife within the community, including reports on social networking sites (e.g. Face book), with a view to ensuring members of the community and other agencies were given updates on Mr Eccles condition. The robust partnership working and strong sense of community within the area already in place prior to the incident made community reassurance easier to deliver.
- Immediately after the incident the police increased their patrols around the area and a mobile police station was set up outside the shops near to where the incident occurred. This continued for several days and was only withdrawn when the community no longer felt the need for this type of support.
- A press release was issued stating the suspects were in custody, house to house enquiries were being made and forensic searches were being carried out.
- On Wednesday 28th January a team of volunteers from partner agencies were involved in the hand delivery of a leaflet which offered the opportunity to knock on people's doors and listen to their concerns. Victim Support assisted throughout the whole process, providing support to both local residents and to agencies involved who may have been affected by the incident.
- A series of leaflets was produced which contained information about what had happened and updates on actions taken. Each leaflet also provided contact details of relevant agencies including Victim Support and Crime Stoppers and a message of reassurance from the police.
- The Youth Service increased their presence and activities in the area and were involved in the production of a leaflet specifically for young people.
- The victim's family were given support and were consulted at every stage of the reassurance process. The dignified manner in which they behaved without doubt contributed to the way in which members of the community responded to the situation.
- It was anticipated actions taken by partner agencies would allay fears and reassure the public this was an isolated incident. However, reports on some social networking sites and in the newspapers (local and national) proved to be extremely negative, at times comparing the area to Beirut, which compounded the pressure on agencies trying to support the community through such difficult times.
- In addition to the series of leaflets distributed, a drop in session was held at Jigsaw on 30th January to offer support for residents in shock or worried about their safety. A larger event was held (26th February) at Curborough Community Centre which was used to take stock on the strengths and areas needing improvement in North Lichfield. The event was well supported by members of the community who were able to meet with over twenty agencies and put forward concerns they wish to be addressed. The issues raised included the general physical appearance of the area e.g. problems of rubbish, boarded up shop and vandalism; slow response from agencies when problems were raised; reduction in trade at the Dimbles Lane shops; young people hanging around with nothing to do; anti social behaviour and drinking in the street; small number of families causing most of the problems; reputation of the area and fear of crime.

DEALING WITH THE ISSUES

- In March, the police and District Council felt it would be useful to establish a 'short life' Task and Finish Group to move forward the issues raised by the community. The Portfolio Holder for Community Safety was appointed as Chairman and drove forward a series of meetings to address the issues and demonstrate a proactive response.
- The issues which had been raised through the door knocks and community event were

categorised under the broad headings of 'People' and 'Place'. Two separate workshops were held under each category where relevant agencies were asked to take responsibility for problems and commit to resolving them; a table summarising the issues and actions taken to respond to them is attached at **APPENDIX 1**.

KEEPING THE MOMENTUM GOING

- Following on from the People and Place meetings actions plans have been produced summarising the issues and identifying the officer / agency responsible for delivery. These plans were approved by the Task and Finish Group and presented to the NLI Board in July who agreed to monitor their implementation.
- The plans include long and short term actions and will be taken forward through the relevant partnership including the NLI, Safer Community Partnership, the Locality Children's Trust Board and the District Board.
- The work of the Task and Finish Group concluded with a letter to all relevant people, from the Chairman, highlighting the achievements so far and perhaps more importantly setting out the challenges for the future.
- The recommendations for the Local Strategic Partnership include considering how it might improve further, by debating the following questions:
 - Do we each have the training and confidence needed to ask for help when we identify people, young or adult, that we are concerned about?
 - Do we hear the concerns of our individual residents, voluntary and third sector partners as loudly as those expressed by key statutory partners? If not should we consider implementing more formal communications protocols to ensure that our responsible boards are aware of these key concerns?
 - Are there clear protocols to allow partners to effectively escalate a problem if it is not acted upon?
 - Are our Terms of Reference clearly drafted to ensure that board members are fully aware of their responsibility to listen, respond and act strategically in the interests of local residents?
 - Do we effectively communicate concerns raised at partnership meetings back to our respective organisations?
 - Are there key agencies missing from our Boards, particularly those able to deliver preventative, early interventions?
 - Now that we have developed strong working partnerships do we use them to hold our partners accountable for the things they are responsible for?
- The key to ensuring we keep the momentum going is communication; we need to ensure channels of communication are open for our partners to update us on their progress and come to us for help if they are experiencing any problems.
- The leaflets we have provided has been well received by the community and will be repeated on a regular basis; the NLI is working to get more local people involved at Board / decision making level as well as the general day-to-day issues.

BRINGING THINGS UP TO DATE

- At the end of the two week trial, Carl Keatley (20) and Jordan Carroll (16), were found guilty of his murder. A third man, Edward Carroll (Jordon Carroll's father) was found guilty of perverting the course of justice.
- The sentences they received (2nd October) were not considered to be appropriate by the family and community alike; agencies will continue to work together to ensure this does not result in reprisal action being taken.
- The Corporate Director for Lifelong Learning with Staffordshire County Council has commissioned a review of the case histories of

the two young perpetrators to consider whether they received the support and interventions they needed and whether there is anything that can be learned to influence current and future practice in dealing with children at risk of becoming involved in such serious situations.

Contact Officer: Jenni Coleman, Community Safety Manager, Lichfield District Council (01543) 308005 or e-mail jenni.coleman@lichfielddc.gov.uk

APPENDIX 1

SUMMARY OF ISSUES RAISED ADDRESSED AT THE NORTH LICHFIELD TASK AND FINISH GROUP

Place issues:

ISSUE	WHAT'S BEEN DONE	WHAT STILL NEEDS TO BE DONE @ September 09
Physical appearance of the area, especially around the Dimbles Lane shops, marred by weeds, litter, fly tipped rubbish, vacant and boarded up shop (ex pharmacy) and boarded up flat.	Rubbish removed and improved system for reporting incidents of fly tipping introduced and publicised; new contract for weed removal; additional litter bins provided; pot holes filled; gum & cigarette butts removed; broken drain covers replaced; boarding removed and net curtains in flat pending new tenant; CCTV installed. Midland Heart worked with Charnwood House residents to improve garden area and install new seating and barbeque area. New tenants in empty flat.	Help to improve appearance of the vacant shop and find alternative use – currently discussions are taking place with the property owners about options including a community arts project or community cafe. A quote has been provided for gum removal – funding being sought (25.9.09).
Oakenfields / Leyfields Secret Garden litter bins stolen or burnt out. Curborough Park (field adjacent to Curborough Community Centre) land owned by LCC empty cans and broken bottles.	LDC Operational Services (OS) litter picks and empties bins 5 days per week and cuts grass weekly (Oakenfields). OS undertakes litter picks twice per week and fortnightly grass cut. Litter bins emptied twice per week. Bins replaced. (Leyfields). Leyfields maintenance addressed as a matter of urgency – funding identified and maintenance contract agreed July 2009. OS litter picks once per week, empties dog bins weekly and litter bins 3 times per week. Grass is cut fortnightly and the playground inspected weekly. (Curborough Park)	
Friday Acre (Nr Chadsmead school) general mess linked to bins being left out and knocked over; litter in hedgerows. Some dog fouling.	HomeZone Living have written to tenants requesting that bins be moved following refuse collection.	Environmental Health to provide street signage regarding dog fouling penalties.
Slow response from agencies to problems raised by community.	Midland Heart have increased their staffing commitment to the area. Tenants group set up and residents are now actively involved in deciding how to further improve their surroundings. In order to ensure that environmental problems can be rectified quickly, a log is now kept at Jigsaw for local people and agencies to report and check on progress.	On going monitoring to ensure commitment continues.
Reduction in trade at local shops.	Midland Heart are working with retailers and other agencies to carry out a campaign to promote local shops 'Shop Local'.	

People issues:

ISSUE	WHAT'S BEEN DONE	WHAT STILL NEEDS TO BE DONE
<p>Young people hanging around with nothing to do, anti social behaviour, drinking in the street, more activities for young people.</p>	<p>ASB reduced since January. Youth Service have carried out targeted work and increased the number of positive activities for young people. The police now have an ASB car which is used to patrol the area and take any young people home if they are acting in an anti social manner. Anti Social Behaviour officers regularly visit local shops to identify problems. Community Reassurance assigned to the area through the JOG. A bid for Play Building funding to improve the play facilities in Beacon Park will be submitted to the Play Partnership (November) before being submitted to Staffordshire County Council. Since April the Play Rangers have been working in North Lichfield providing weekly after school and holiday play sessions. Outreach activity by youth workers to encourage involvement in Netherstowe Youth Centre.</p>	<p>Children's Trust Board to promote the use of Common Assessment Framework (CAF) locally. The Youth Offending Service has set up a Learning Review in order to ensure lessons are learnt for the future. This is in early stages of its work. Lichfield District 'In To Work Group' to focus in Curborough and Chadsmead.</p>
<p>Drinking in the street; proxy alcohol sales and perception of drug taking / dealing problem.</p>	<p>Designated Public Place Order (DPPO) applied for. This is not a drinking ban but it gives the police powers to confiscate alcohol from anyone if they consider it will result in anti social behaviour. Positive police action in relation to drug misuse has taken place.</p>	<p>The DPPO has to go out for public consultation under the legislation and funding sought to provide signage.</p>
<p>Minor vandalism problems throughout North Lichfield; people identify problems but don't report them.</p>	<p>A community newsletter (July 2009) promoted complaints procedures. Event held at Jigsaw on 22 July to instigate setting up a residents group.</p>	
<p>Areas reputation and fear of crime.</p>	<p>Introduction of new PDAs to enable police to increase the time they can spend on the patch. PCSOs patrolling singly, shifts changed so police officers are working later. CCTV installed in shops area; StoreNet Radio system tested and trialled to test reception of signal; two units provided to local shop keepers for trial period. Improved security at the back of the shops. In July local residents were invited to set residents group. Promotion of Neighbourhood Watch. Community newsletters distributed on a regular basis.</p>	
<p>Small number of families causing most of the problems.</p>	<p>Registered social landlords and the police have worked jointly with the families concerned to address issues.</p>	



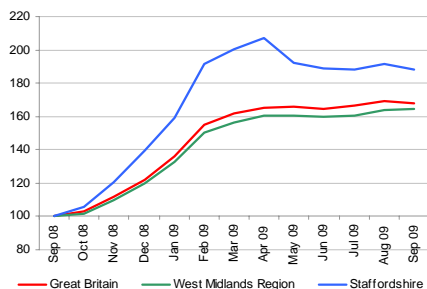
Report to the District Board 17th November 2009

How the recession is affecting our District.

1. We provided a report in March of this year on how the recession is impacting on our community.
2. We've updated some of the information so that it has the latest information we have.
3. In order to be sure that any interventions which the Council and its partners undertake are effective, it's important to understand exactly how the recession is affecting our community.
4. The information has been obtained from a variety of sources – some from within the District Council, some from the County Council and some from regional bodies.
5. The information we have covers
 - ❖ The national, sub regional and local economic picture
 - ❖ A review of the financial impact of the downturn on the Council
 - ❖ A review of the impact on our communities
 - ❖ What the Council and its partners are doing in their role as community leaders.
6. We've provided analysis where we have the evidence to support it, which means that in some cases we have not drawn conclusions as to exactly what a piece of information is telling us.

SECTION 1: Jobs – the national, regional and sub regional

7. The **UK economy** has now been in a recession for more than a year. The economy contracted a further 0.8% between April and June 2009, much less than the 2.4% seen between January and March but much higher than economist expected. The UK government predicts that the economy will continue to decline through most of 2009, at an annual rate of 3.5%, but recover in 2010.
8. Unemployment in the UK in the 3 months to the end of June increased to 2.435 million; this is the highest level since 1995. The jobless rate in June was 7.8%. By June 2009 the claimant count had increased for 17 months in a row, with the number of those out of work for more than a year increasing to 528,000, the highest for 11 years.
9. The **West Midlands** had the highest rate of unemployment of the UK regions at 10.3% which equates to 276,000 people unemployed in the West Midlands in June 2009. Staffordshire's rate (the blue line) is worse than the region's.
10. Output in **Staffordshire and Stoke-on-Trent** is predicted to fall by **3.9%** in 2009 and 0.5% in 2010. However, growth of 2.4% is predicted for 2011.
11. On unemployment, the claimant rate for **Staffordshire** at September 2009 was **3.3%**, a fall of **1.4%** over the preceding quarter but a **154%** increase from January 2008. The claimant count in **Lichfield** fell in May and June but increased by **2.9%** in July, and decreased in September highlighting the volatility of the jobs market at present.
12. Whilst **Lichfield District's** claimant count rate numbers are lower than others, Lichfield District has the **second highest percentage rise** since January 2008 in the region. The highest is Redditch.
13. We see the same pattern occurring in many of the authorities which surround Birmingham (highlighted in yellow and in bold in the table overleaf) – Redditch, North Warwickshire, Tamworth and Cannock. This could point to the loss of jobs occurring because of what is happening within the Birmingham area.
14. In the summer we identified the risk of losing further jobs in the District over the following few months. In August '*3663 First for Foodservice*' were considering closure of the Lichfield depot, leaving around 240 jobs at risk. However, the replacement *Tesco Extra* store, which opened in October, created circa 200+ jobs, with 3,000 people applying. *Lichfield Job Centre* and *South Staffs College* worked with *Tesco* on specialist training and recruitment.



Source: NOMIS & Staffordshire County Council

Job loss across the West Midlands

15. The claimant count measures the number of people claiming Jobseekers Allowance (JSA). This is the best indicator that we have of the impact of the recession on jobs and is the latest information we have (published October 2009)

Table 1: Claimant Count with Rates and Proportions as at September 09

Area	Sept 09 – number	Sept 09 – rate	% change in number since December 08	% change in number since Oct 08	% change in number since Jan 08
United Kingdom	1,591,112	4.2	38	64	92
Great Britain	1,537,620	4.2	38	64	91
England	1,329,142	4.2	39	64	92
West Midlands Region	182,389	5.6	37	62	87
Birmingham	51,611	8.2	30	43	58
Coventry	11,430	5.9	41	64	74
Dudley	11,132	6.1	46	74	99
Herefordshire	3,003	2.9	37	70	98
Sandwell	13,797	7.9	40	62	85
Shropshire	4,922	2.9	37	69	103
Solihull	5,549	4.6	48	83	125
Staffordshire	18,668	3.7	35	77	132
Cannock Chase	3,005	5.1	29	78	149
East Staffordshire	2,447	3.7	24	71	158
Lichfield	1,941	3.3	33	88	154
Newcastle-under-Lyme	2,935	3.8	42	74	113
South Staffordshire	2,239	3.5	42	74	119
Stafford	2,249	3.0	33	64	111
Staffordshire Moorlands	1,494	2.6	21	86	103
Tamworth	2,358	4.9	52	94	157
Stoke on Trent	8,842	5.9	35	64	92
Telford and Wrekin	4,806	4.8	38	78	124
Walsall	11,223	7.5	38	69	95
Warwickshire	12,111	3.8	49	79	118
North Warwickshire	1,525	4.0	38	80	150
Nuneaton and Bedworth	3,979	5.3	45	73	113
Rugby	2,205	4.1	57	79	108
Stratford-on-Avon	1,710	2.5	63	110	137
Warwick	2,692	3.1	48	71	109
Wolverhampton	11,768	8.2	36	49	65
Worcestershire	13,527	4.0	48	95	134
Bromsgrove	2,220	4.0	56	91	133
Malvern Hills	1,111	2.7	52	110	145
Redditch	2,655	5.2	47	97	160
Worcester	2,626	4.4	42	83	102
Wychavon	2,291	3.3	45	103	142
Wyre Forest	2,624	4.4	46	97	135

Rates for local authorities from 2008 onwards are calculated using the mid-2007 resident working age population

Rates for regions and countries from 2008 onwards are calculated using the mid-2007 resident working age population.

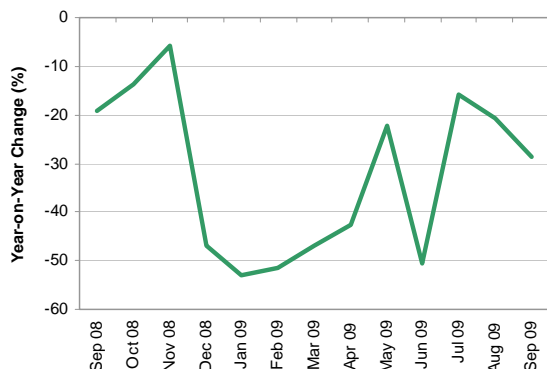
Source: Nomis

GOWM, Regional Policy Team. October 2009

At Ward level in our District our areas of regeneration continue to show the highest increases in new job seekers – Fazeley for example remains the highest. Therefore our traditionally more 'challenged' areas remain most affected in terms of the numbers of new job seekers.

Availability of jobs (this information is provided by Staffordshire County Council)

Year-on-year change in the number of notified job vacancies in Staffordshire



There are currently **4.8** Job Seekers Allowance claimants for **every job vacancy** in Staffordshire.

In Lichfield District there are **3.1**.

Vacancies Notified ¹ to Jobcentre Plus					
Area		September 2009 Number of Job Vacancies	Annual change (%)	Claimant Count	Number of JSA claimants per job vacancy
	Great Britain	292,845	-17.0	1,537,620	5.3
	West Midlands Region	29,895	-11.6	182,389	6.1
Shires ²	Worcestershire	2,409	-32.2	13,527	5.6
	Staffordshire	3,864	-28.5	18,668	4.8
	Warwickshire	3,517	-14.1	12,111	3.4
	Herefordshire	696	-7.1	3,003	4.3
	Shropshire	1,446	7.1	4,922	3.4
Staffordshire Districts	Staffordshire Moorlands	122	-63.3	1,494	12.2
	Newcastle-under-Lyme	482	-51.7	2,935	6.1
	Cannock Chase	425	-46.4	3,005	7.1
	South Staffordshire	311	-32.7	2,239	7.2
	Stafford	740	-22.3	2,249	3.0
	Tamworth	474	-20.2	2,358	5.0
	Lichfield	624	-5.5	1,941	3.1
	East Staffordshire	686	12.1	2,447	3.6

¹ – Please note that these figures relate to vacancies notified to job centres, rather than all vacancies in the labour market Source: NOMIS

² – Shire counties in the West Midlands Region

16. Staffordshire Moorlands saw the largest percentage decrease in the number of job vacancies while East Staffordshire is the only district to have experienced an increase in job vacancy numbers in the last year.
17. For Lichfield many of our new claimants were employed in the conurbation and the vacancies

in Birmingham and the Black Country are relevant to us. The table overleaf shows that the job vacancies within the County area for those residents from the managerial and financial sectors have fallen significantly within the last year, with the exception of those categorised as professional.

Vacancies Notified ¹ to Jobcentre Plus by Occupation, Staffordshire County						
Industry	September 2008		September 2009		Change in vacancy numbers	Vacancy outflows ² , May to Sept 2009
	Number	Percent	Number	Percent		
Personal Service	723	13.4	270	7.0	-453	1,561
Elementary Occupations	1,323	24.5	946	24.5	-377	4,212
Associate Professional and Technical	586	10.8	273	7.1	-313	2,033
Process, Plant and Machine Operatives	988	18.3	851	22.0	-137	2,427
Sales and Customer Service occupations	630	11.7	499	12.9	-131	4,376
Skilled Trades	381	7.1	251	6.5	-130	1,392
Administrative and Secretarial	557	10.3	496	12.8	-61	1,656
Managers and Senior Officials	134	2.5	113	2.9	-21	588
Professional	81	1.5	165	4.3	84	783
Total	5,403	100.0	3,864	100.0	-1,539	19,028
¹ – Please note that these figures relate to vacancies notified to job centres, rather than all vacancies in the labour market						Source: NOMIS
² – Vacancy outflows are those vacancies that are removed from the Jobcentre Plus records. The majority of these vacancies will have been filled						

SECTION 2: health check on our city centre

18. The Council's focus, and that for the other Districts in southern Staffordshire, has been on revitalising the town centres as drivers of prosperity. *Lichfield District Venture* - the programme for the Council's regeneration activity - has carried out research on Lichfield City centre.
19. The last 'health check' of the City Centre was carried out in **August 2009**, following on from surveys in January and April 2009. The January survey showed a vacancy rate of **6.7%**, the April update showed a marked increase at **10.10%** and the August survey showed a vacancy rate of **10.47%**, equating to **31** shops in the city centre being vacant. This was a higher vacancy rate than in any of the previous studies (undertaken in 1999/2000, 2005 and 2007 although different methodology and town centre area may have been used for these), but below the national average.

Nationally

20. The current economic situation in the UK has had a major impact on the retail sector. Vacancy rates have increased significantly since mid 2008 and are showing no signs of abating, with the continued rises in unemployment resulting in lower spending power in the economy.
21. *Experian*, a global information services company, predicts a nationwide retail vacancy rate of **15%** by the end of 2009, with smaller market towns near big cities (like Lichfield) likely to be the worst affected. The *Local Data Company* claims that about **12,000** independent shops and **7,000** branches of major chains in England and Wales have closed so far in 2009. The average vacancy rate is now **12%**, with some of the worst hit cities being located in the Midlands, for example, Derby, Wolverhampton and Coventry.
22. The *Association of Town Centre Management's* National High Street Index showed further declines in footfall across the UK, with a year on year decrease of **7.7%**.
23. However, the *British Retail Consortium* (BRC) reported that like-for-like retail sales (which pull out the impact of new store openings) rose in July by **1.8%** when compared with July 2008. This was a bigger increase than the **1.4%** rise reported for June. Sales of furniture and homewares saw their biggest year-on-year growth in 3 years during July, although the BRC claim that part of this could be due to heavy discounting.
24. As would be expected in a recession, comparison retailers have seen the highest impact of the lack of spending power in the

economy. Clothing and footwear, household goods and personal goods and services sectors have all experienced large numbers of shop closures. The loss of *Woolworth's* has led to over **800** shops being closed nationwide and significant gaps left in the middle of most town and city centre's. Nearly **70%** of *Woolworth's* stores still remain empty, some 8 months after the company ceased trading. Other national losses include *Viyella* (35 stores), *Shoe Express* (28 stores), *Priceless Shoes* (17 stores) and *Barrett Shoes* (9 stores). Closures in the personal services sector include the *Virgin Cosmetics Company* and *Klick Photopoint*.

25. However there have been new store openings/expansions from existing retailers, including *Carphone Warehouse*, *Vodafone*, *Next* and *Internationale* amongst the most prominent. *Iceland*, *Poundland*, *99p* stores and *Bargain Madness* stores have also expanded, mainly into ex-Woolworth's buildings.

Regionally

26. In the **West Midlands** the number of empty shops has increased significantly since mid-2008.
27. **Wolverhampton** had the highest vacancy rate of the larger retail centres in the region, with **20.9%** of shops vacant. **Sutton Coldfield** has a vacancy rate of **20.2%** and Stafford has a vacancy rate near the national average of **10.4%**. However both **Tamworth (8.9%)** and **Burton on Trent (7.7%)** are significantly below the national average.

Locally

28. The 'health check' shows that there are **296** retail premises within the city centre core. As at August 2009 there was a vacancy rate of **10.47%** within the city centre, which is at its highest for a number of years and is higher than at the beginning of the year. However, this is still below the current national average of **12%**, and hasn't increased significantly since the April 2009 update, with only **1** additional premise being vacant.
29. At the beginning of the year *Experian* predicted a bleak 2009 for retailing in the UK. This seems to be the case, although it is considered that **Lichfield** hasn't been as badly hit as some of our nearby neighbours, such as **Sutton Coldfield**.
30. More recently a significant number of new shop openings have taken place in the city centre. A further study, to be concluded by December 2009, should confirm this to be the case.

SECTION 3:

The financial impact of the recession on the Council's finances at October 2009.

31. The Council is not immune from the impact of the recession. What the Council is experiencing in its various activities can tell us something about the health of our local economy.

32. Prior to the economic downturn, and following the Council's Expenditure Review 2008, **our Council's finances were such that for 2008/9 there would have been a reduction in the contributions from General Reserves of £635K.**

33. For the 3-year Medium Term Financial Forecast 2009/10 to 2011/12 (plus 2008/9), the period over which Council is required to set a legal Budget, the

downturn is estimated to have an adverse impact of **£3.247m.**

34. Over the 6-year period (2008/9 to 2013/14), the recession is estimated to have an adverse impact of **£3.958m.** Of course the longer the time span we use, the more difficult it is to predict. These figures are estimates based on the information we have now, and will no doubt change.

35. The Table below sets out the estimated summary of the economic downturn on the Council's finances, based on information we have now.

	FINANCIAL YEAR				TOTAL £K	FINANCIAL YEAR		TOTAL £K
	Actual 2008/9 £K	Estimate 2009/10 £K	Estimate 2010/11 £K	Estimate 2011/12 £K		Estimate 2012/13 £K	Estimate 2013/14 £K	
<u>Increased Net Expenditure</u>								
Leisure Centres	105	320	230	70	725	0	0	725
Planning Fees	42	80	64	14	200	84	84	368
Local Land Charges	131	127	81	51	390	20	10	420
Car Parking Fees	215	175	291	291	972	126	117	1,215
Commercial Rents	64	121	0	0	185	0	0	185
<u>Reduction in Income</u>								
Interest on Balances	(172)	507	224	135	694	135	135	964
<u>Changes in Council Tax Base</u>								
Council Tax Base ½% increase in 2009/10 and 2010/11 (Medium Term Financial Plan originally assumed a 1% increase in both Financial Years.)	N/A	26	55	N/A	81	N/A	N/A	81
TOTAL ESTIMATED IMPACT OF ECONOMIC DOWNTURN	£385K	£1,356K	£945K	£561K	£3,247K	£365K	£346K	£3,958K

Underlying Assumptions:

1 Leisure Centres

- Although income did £40K better than expected in 2008/9, we will not achieve the budgetary expectation for income.
- There has been considerable reduction in expenditure to reflect lower demand.
- Direct Debit for renewal memberships are holding relatively well.
- Some products have been resistant to the impact, but resistant products may generate less income as customers become more price sensitive.
- Income from a small number of products will benefit from the downturn, for example Pay As You Go Gym Activity, as people have downgraded from Direct Debit Memberships.

2 Planning Fees

- Numbers of routine and major applications have decreased since the beginning of 2008, although they are starting to gradually pick up, but our financial assumptions are based on a continued decrease.
- Income will start to recover in 2011/12; however it will not return to the previous levels experienced before the downturn.
- Housing and Planning Delivery Grant will be received - £187K in 2008/9 and £100K in 2009/10 to 2011/12 (the successor Grant Scheme to Planning Delivery Grant).

3 Local Land Charges

- Income will hopefully recover in 2011/12m if there is an anticipated 'upturn' in the housing market; however it is assumed that it will not return to previous levels.

4 Car Parking Fees

- Income will recover in 2012/13, but not to the previous levels experienced before the recession.

Reduction in Income – the following assumptions have been made:

5 Interest on Balances

- Investment Interest Rates as advised by our Treasury Management Consultants on 13th December 2008 have been built into the estimates for 2009/10 onwards as follows:

Year	%
2009/10	1.80
2010/11	2.30
2011/12	3.00
2012/13	3.00
2013/14	3.00

- We have received further advice from our Treasury Management Consultants and on the basis of this we have made no adjustments to our assumptions for interest rate.

6 Land and Property Rental

- Property formerly occupied by Woolworths has now been occupied with a new tenant.

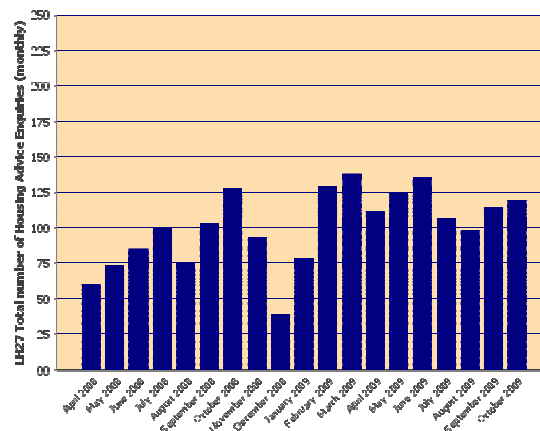
SECTION 4: Impact on our community

Impact on people: housing

Housing Enquiries:

A big issue has been the increase in housing enquiries (many of which we have managed to prevent becoming homelessness cases):

The monthly average number has increased from 89 (April – October 08) to 115 (April – October 09), a 30% increase

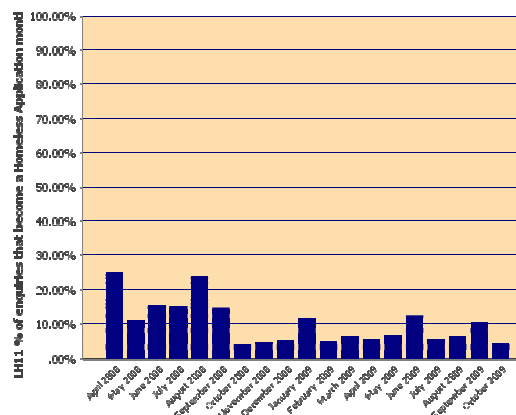


Impact on people: homelessness

Homelessness:

The chart shows the percentage of homelessness enquiries that actually become applications.

It would be expected that this figure would rise, but the investment in prevention made by the Council in previous years together with the initiatives from partnership working and the focus on prevention of homelessness means that the trend in numbers is down on the previous period

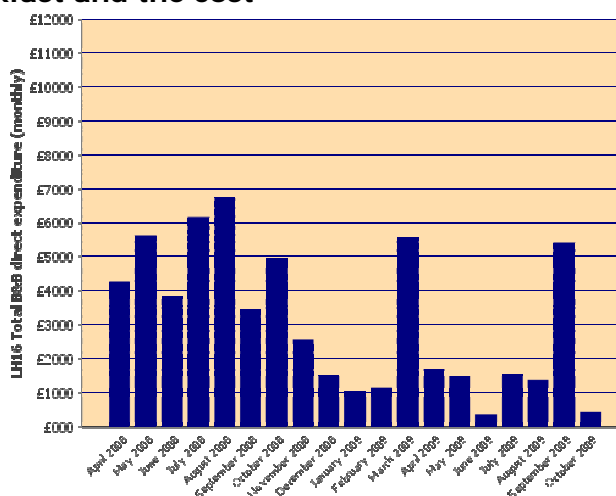


Impact on People: living in bed and breakfast and the cost

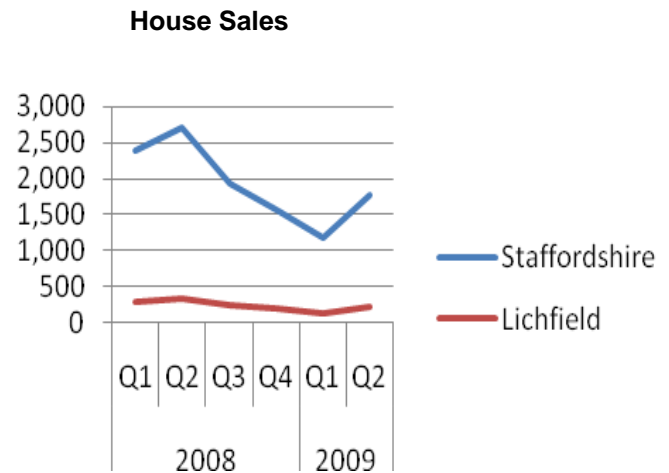
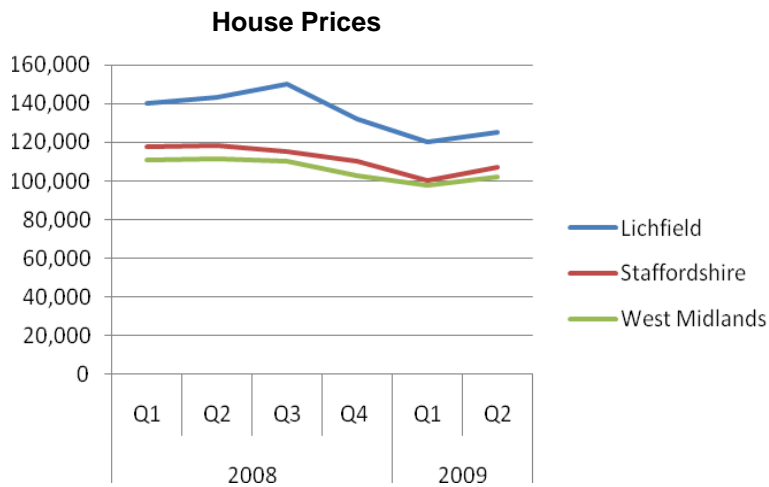
Expenditure on Bed and Breakfast

The Chart shows that expenditure on Bed and Breakfast has increased in September after a significant fall in preceding months. This is the result of 1 family needing temporary accommodation who could not be accommodated in the Hostel and the amount showing for September covers a 2 month period for the family and had this been billed monthly the September increase would have been circa half. The results for October 2009 are much lower than the same time in 2008.

The effect of preventing the need to use B&B accommodation as a result of working with partners to take action to prevent homelessness is still having a favourable impact on homelessness in general.



Impact on people: the housing market



A further dip in house prices is forecast as unemployment continues, which may result in a dip in sales.

Impact on Development: Affordable Housing

The table below sets out revised targets for the provision of affordable housing. These show a reduction and reflect the slowdown on house building.

	Targets set at Jan 08	Revised targets set Feb 09
2008-9	70	52
2009-10	70	50
2010-11	120	70

The new targets set in February are not going to be met, despite efforts to bring sites forward, as developers are finding financial viability a significant problem.

Impact on Development: housing starts

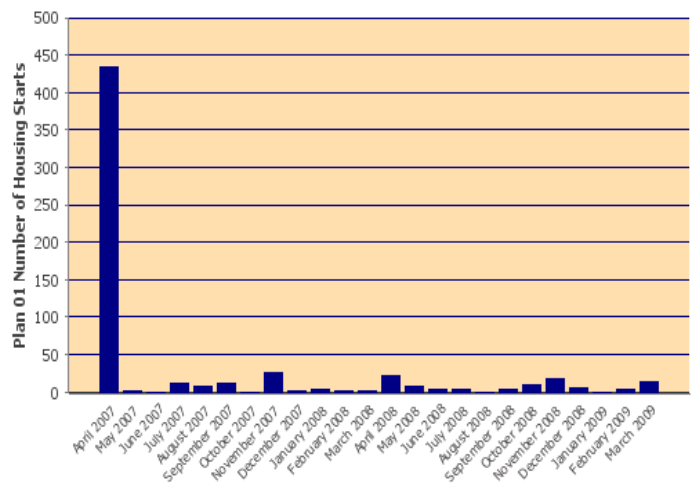
New housing starts:

The Chart shows the numbers of new housing starts.

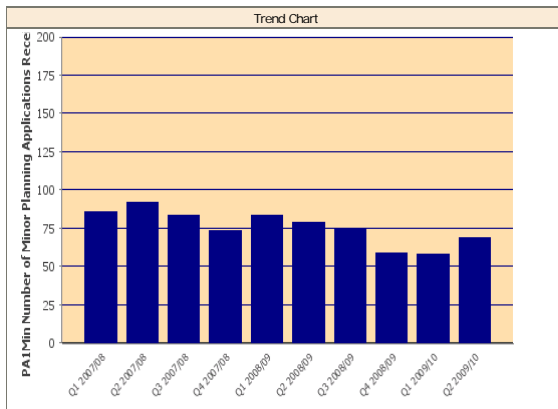
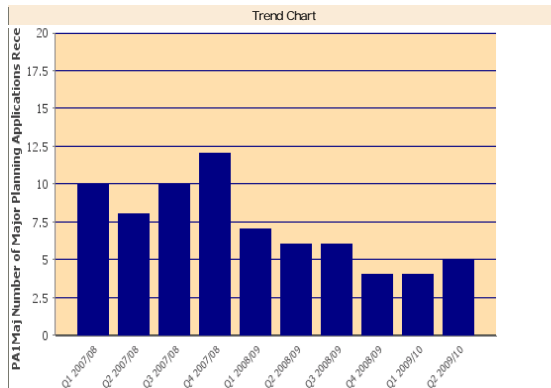
Clearly in April 2007 a large number were registered. This was due to a number of developments coming on stream simultaneously.

Generally, housing development has been delayed, and the 700+ development in Armitage with Handsacre is yet to start.

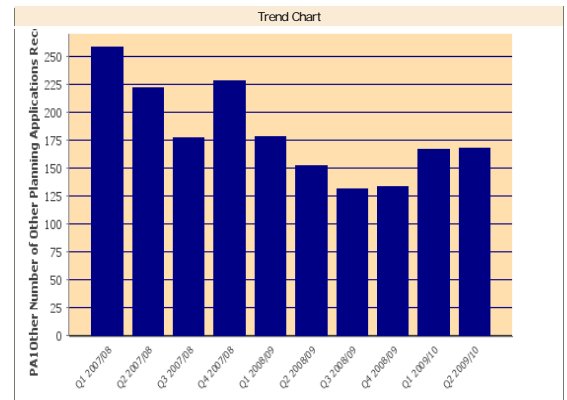
Currently, the main activity areas for new homes are Walsall Road, Boley Park, & Ivanhoe Road in Lichfield; Hospital Road, and Church Street in Burntwood. There is also some activity in Shenstone.



Impact on Development: Planning applications



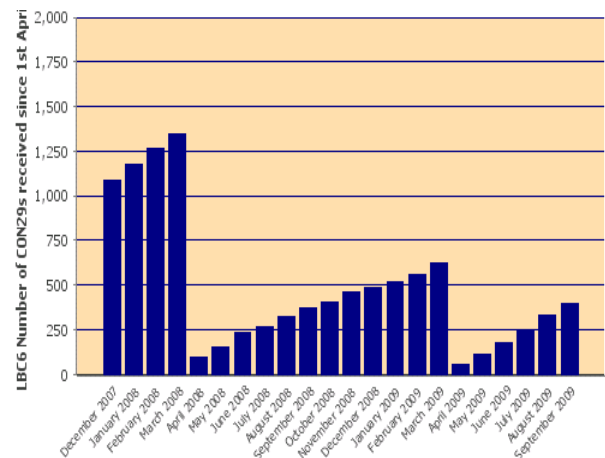
The Charts show the trends in applications for major (top left), minor (bottom left) and other planning applications (below). The most significant downward trend in terms of income is for major applications (top left). However, applications in all categories are showing signs of beginning to gradually pick up.



Impact on Development: Land Charges

The Chart shows cumulative increase in the number of applications received in Land Charges - these are normally requested in relation to property transactions.

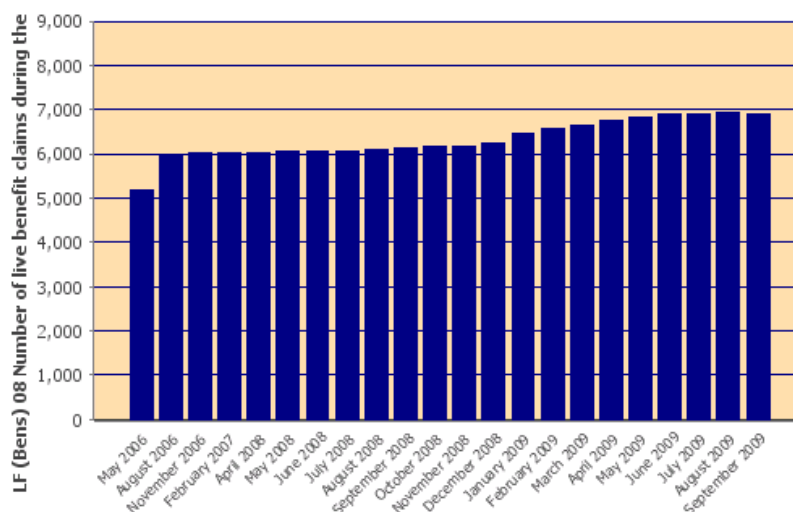
The chart clearly shows that demand was significantly lower than last year during the first quarter, figures for the second quarter are comparable to the same time last year.



Impact on people: Housing & Council Tax Benefits

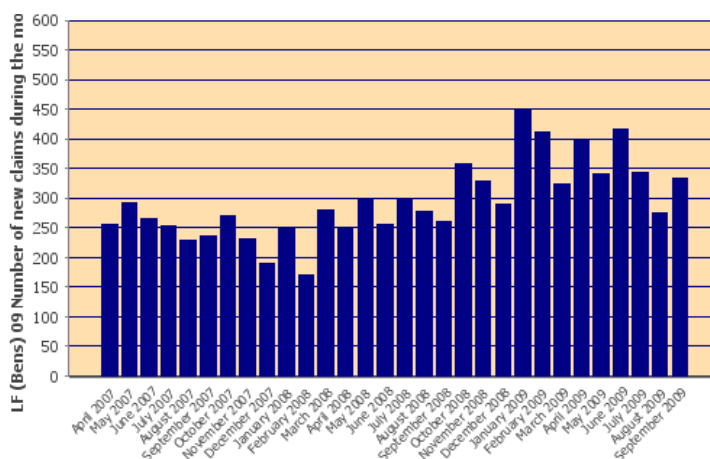
Live Benefit Claims

The chart shows a gradual increase in the number of live benefit claims, with a slight decrease in September 2009



Number of New Benefit Claims during the Month

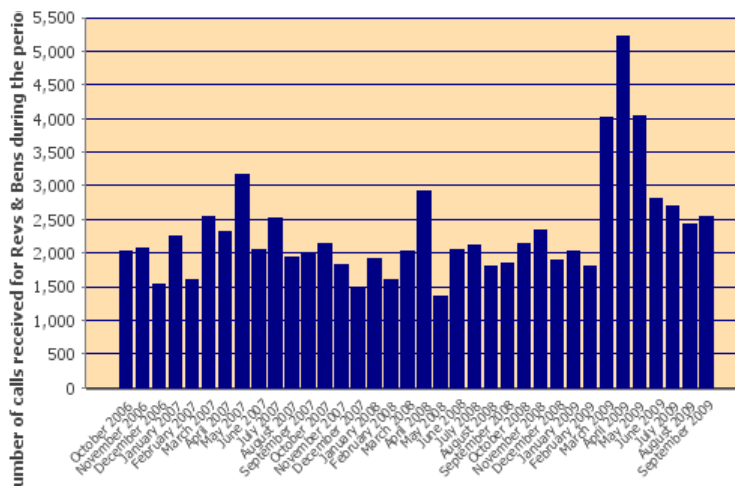
The table shows the number of new benefit claims received during each month. This shows a marked increase in the figures for 2009 compared to the same periods in 2008. In particular January, February, April and June show a much greater increase in numbers for the same months in 2008, as do July, and September.



Nos of calls on council tax and benefits:

The Chart shows that telephone calls for Revenues and Benefits dealt with by Lichfield Connects Contact Centre.

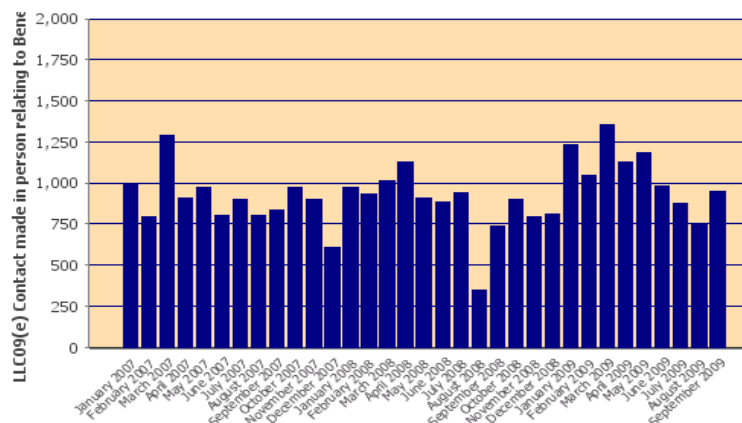
These are showing an increase when compared with the same time the previous year particularly in March, April and May and continuing on for June, July, August and September.



Personal enquiries at the Council House office for Benefits

The Chart shows a significant increase for Lichfield Connects for 2009 from personal enquiries for Revenues and Benefits for each month apart from July.

(Note: the March rises reflects year end).



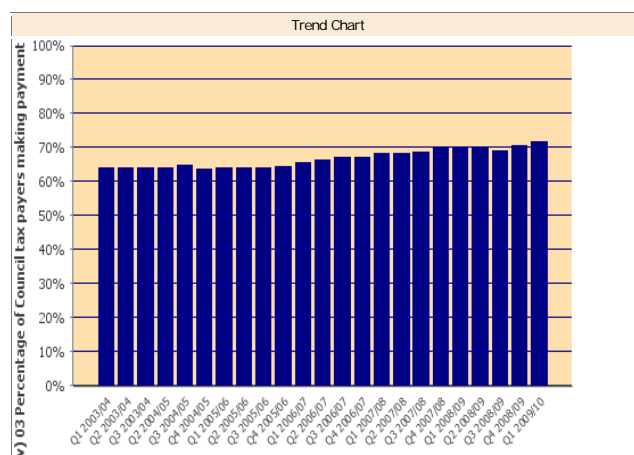
Paying Council tax by direct debit:

The Chart shows the percentage of Council Tax payments by Direct Debit.

There is no drop off in the percentage of payments and this is monitored as it might indicate financial pressures on household budgets.

To date **recovery rates** on Council Tax remain on target. Up to 23rd October 2009 over **68%** of Council Tax had been recovered, which is similar to last year.

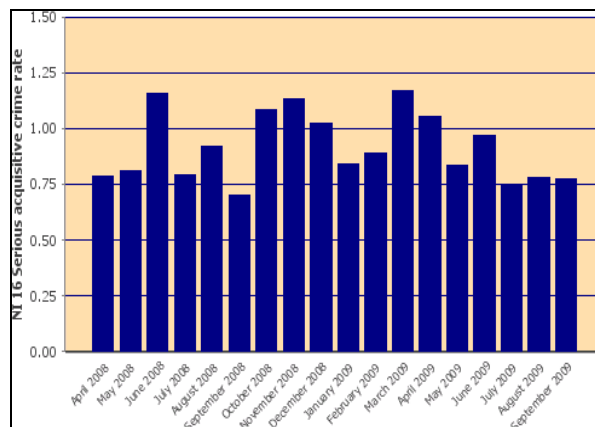
70.3% of Business Rates had been recovered which is **0.8%** up on the same time last year.



Impact on crime? Looking at serious acquisitive crime....

Here we use this indicator as a proxy to see if the recession is causing an increase in some crimes.

The Chart indicates that overall we are not seeing a significant trend in terms of any increase in serious acquisitive crime.



SECTION 5: How the Council and Partners are trying to make a positive contribution in their role as community leaders

36. The Council's and their partners' approach is to focus effort based on evidence and co-ordinate efforts across partners to maximise the impact of any interventions.
37. We've captured some of the approaches being pursued and provide them below.
-

Action for Business and the economy

38. The District Council's strategic focus has been on revitalising our 2 urban centres to drive our economy forward, and this has been a top priority of our last 2 Strategic Plans. In the last 10 years circa **£500m** of inward investment has been attracted to the District, with a further estimate of **£250m** to come over the next 5 years.
39. It's clear that some of the schemes have been delayed but the outlook is not all 'doom and gloom'. The developers on **City Wharf** have started again, public sector developments like the **Southern By-pass**, the **£5m Historic Parks project** in Lichfield city centre, and the development of medical facilities at **Whittington Barracks** will all help to stimulate economic activity. That said, overall house building in the District has slowed, as developers struggle to achieve the financial viability they need to progress their schemes. Despite this there is current housing activity in Lichfield and Burntwood.
40. The schemes initiated by the District Council (the new **Friarsgate Centre** for example) will have a requirement that local labour is used on the construction, providing opportunities for training local people and addressing our skills issue.
41. Here we list some of the practical things the Council and partners are doing:-
- ❖ Advice on Small Business Rate Relief and advice on new regulations regarding empty premises below £15,000 Rateable Value
 - ❖ Customer Services signposting businesses to *Business Link WM* and other websites that may be able to provide practical assistance and working with *Business Link WM* as part of the 'Business Matters project' to identify changes of circumstances for businesses in the area and thereby better target support
 - ❖ The Lichfield District *In To Work* group (originally the North Lichfield *Back To Work* Group) started in October 2008. The Group identified lone parents in particular need of support, specifically addressing their long term unemployment, low qualification levels and the absence of affordable child care which acts as a barrier to achieving employment.

As a result, an introductory level Childcare training course has been delivered to 11 parents in 2008/9, supported by *South Staffordshire College* and *North Lichfield Community & Learning Partnership*. A further 18 parents completed the same course in 2009/10, and 11 have gone on to the level 2 qualification.

This initiative will enable residents in the area to get back into work by setting up child care businesses which will in turn help others to get back into work.

The Group is also working to increase the employability and employment opportunities of residents with mental health issues and mental impairments, who represent a significant cohort within the total of those claiming Incapacity Benefit. Our *Community &*

Partnerships team leads on and co-ordinates the Lichfield District *In To Work* Group, as part of our *Local Area Agreement* work.

- ❖ Through the *Southern Staffordshire Partnership* work is underway to:
 - Access funding from AWM's new *Connecting to Opportunities* fund, which is focused on the long term unemployed. This project will work with local residents in the heart of our communities, to give them the skills and confidence they need to go on to further training, volunteering and paid employment.
 - Co-ordinate the south of the county's response to the *Future Jobs Fund*, bringing new employment opportunities to young adults who are out of work, to help them build an employment record to take them on into the future. Lichfield District Council is offering Future Jobs Fund placements.
 - Develop *Enterprise Champions* across southern Staffordshire to help people develop social enterprises. This is being done with *Business Enterprise Support* – the enterprise agency for southern Staffordshire.
 - Developing the *Think Local* culture across Staffordshire to encourage public and private sector to procure locally. This is being done together with the South Staffordshire Chamber of Commerce & Industry.
 - Working with the Chamber to develop their recently awarded AWM contract to provide support to 75 strategic companies across southern Staffordshire, to expand this to 150.
 - Running a series of business support seminars and briefings for economic development council staff so that they understand the *Business Link* offer.
- ❖ Working together with *Tamworth BC* to secure maximum benefit from the new shared business development service which was agreed earlier this year.

There has been a joint event on 31st March 2009 at *Drayton Manor Park* which provided information on how companies can be more competitive. The guest speaker was Simon Toplin who is Vice Chairman of the British Chambers, Chairman of Aston Pride, and whose business is *Acme Whistles*. The event was called 'Navigate Your Business Around the Recession Iceberg', and included Professor John Bryson of the University of Birmingham, an international expert on business growth and competitiveness.

A second event, the *Winning Business* event, involving the 3 south eastern District Councils, the Chambers and supported by *Business Link West Midlands*, held at Drayton Manor Park took place on 9th November 2009. There were seminars on business support and business opportunities, including an expert advising on the business opportunities for 2012, alongside business clinics and an exhibition of companies, agencies, business support providers and Colleges and the University.

The new **Business Forum** for Tamworth Borough & Lichfield District will cover the 2 Districts 6,000 registered businesses. Chaired by the Chamber, the Forum will have strong links to Business Link West Midlands.

Actions for People

42. The Council has established a homelessness and repossession prevention fund and during April – October and has helped 11 households avoid homelessness as a result of this fund.
43. The Council with partners has succeeded in achieving one repossession using the national Mortgage Rescue Scheme. Only a handful of cases have been helped by this fund nationally and we have facilitated one of these. Following detailed work between the Council and HomeZone we managed to help a family avoid homelessness by facilitating the purchase of

their home by a Housing Association. To illustrate the effort that was required to achieve this we set out the details below:

In April 2009. Mr & Mrs X ask the Council for help after both being made redundant in late 2008. They were unable to maintain mortgage and secured loan repayments, had various other debts and had been advised to file for bankruptcy and turned down for Job Seekers Allowance.

Our Housing Options manager looked at the potential for Mortgage Rescue as the criteria seemed to be met in terms of priority need.

Along with HomeZone's debt advisor, they secured a backdated claim for Job Seekers' Allowance which allowed them to apply for Mortgage Interest Relief (although it was calculated that they would only qualify for a percentage of the interest charges).

Non priority debtors were contacted and a charitable grant secured to help with outstanding utility bills.

Once the interest payments were stabilised negotiations with 2nd charge holders were begun. These were only resolved at the last minute when charge holders agree to a minimal payment. The mortgage holders had agreed to freeze any action and were willing to allow Mortgage Rescue to proceed.

The case was further complicated by the fact that their house was valued above the regional price cap of £150,000, which meant technically that the household would not qualify for Mortgage Rescue. However, after consultation with Communities and Local Government (CLG) it was agreed that the application could proceed after a comparative analysis of local house prices was carried out by our staff that showed that £150,000 was not an excessive price for this particular size of property in this area.

The transfer of the home to HomeZone was completed on 30.9.09 and work is still underway on the Housing Benefit application.

This case was completed despite the family being wrongly on their JSA benefit entitlement which had meant that they had missed out on potential help with interest payments, the reluctance of the 2nd charge holder to accept a settlement agreement, and the necessity for a comparative analysis of regional house prices. However even with these obstacles, the Scheme was successful in this case.

There are only a handful of successful Mortgage Rescue cases to date across the entire country.

The District Board

44. On behalf of the Local Strategic Partnership, the District Board hosted an event in order to bring together local evidence of the impact of the downturn upon our community and businesses. The outcome of the event has been circulated
45. Organisations including *Job Centre Plus*, the *Lichfield Chambers of Trade and the Southern Staffordshire Chamber of Commerce & Industry*, *Connexions*, the *Learning & Skills Council and the Southern Staffordshire Partnership* told us about the impact on the economy and jobs. The *South East Staffordshire Citizen's Advice Bureau*, the *Council's Community Training team*, the *Police*, *HomeZone Housing*, the *Council's Benefits Service*, the *County Council's Social Care & Health team* and the *Council for Voluntary Services* told us about the impact on people.
46. All of these partners shared their evidence in order to pool information about the recession and consider how each organisation is providing support to meet identified needs.