

Your ref
Our ref SPA
Ask for Dawn Everitt
Email dawn.everitt@lichfielddc.gov.uk

**District Council House, Frog Lane
Lichfield WS13 6YU**

Switchboard +44 (0) 1543 308000
Fax +44 (0) 1543 309899
Direct Line +44 (0) 1543 308061
Minicom only +44 (0) 1543 308078

15th November 2011

Dear Sir/Madam

DISTRICT BOARD

The meeting will take place on **22nd November** at **4.00pm** in the Committee Room, Lichfield District Council

Yours faithfully



Cllr Mike Wilcox
Leader of the Council



Nina Dawes
Chief Executive

To: Elected Members:

Councillors Mike Wilcox and Colin Greatorex, Lichfield District Council
Councillor Matthew Ellis, Staffordshire County Council
Councillor Erica Bayliss, Staffordshire Fire Authority

Representatives from External Organisations:

Phil McFarlane, Staffordshire Fire and Rescue Service
Rosemary Crawley, Staffordshire Police Authority, Juliet Prince, Staffordshire Police
Angela Staplehurst (representing Heather Sutton), Staffordshire Probation
Rachel Chapman, Public Health Staffordshire; Graham Morley, South Staffordshire College; Rose Vakis, Lichfield and District Community and Voluntary Sector Support
Debbie Baker, Business and Economic Partnership
Julie Walker, Strategic Housing Partnership
Dr Gerbo Huisman, Clinical Commissioning Group

In attendance:

Nina Dawes, Helen Spearey and Lesley Bovington, Lichfield District Council
Wayne Mortiboys, District Commissioning Lead, SCC

cc. Agenda for information only:

Councillors Louise Flowith, Ian Pritchard, Val Richards, Neil Roberts and Margaret Stanhope, Lichfield District Council

Richard King, Jane Kitchen; Ruth Plant, Rita Booth, Neil Turner



AGENDA

1. WELCOME AND APOLOGIES

Nina Dawes and Heather Sutton; Angel Staplehurst representing
Note that Marie Duquesnay has now retired.

2. ACTION NOTES FROM PREVIOUS MEETING, 18th JULY 2011

To agree the action notes as an accurate record - *attachment*

3. MATTERS ARISING (20 minutes)

- a) Health inequalities within Lichfield District - Rachel Chapman - *attachment*
- b) Strategy for Tackling Low Income and Debt - Julie Walker - *attachment*

Decision needed by partners: to approve the Strategy and endorse the five key objectives

- c) Tamworth and Lichfield Strategic Business Action Plan - Debbie Baker

Decision needed by partners:

- i) Note the BEP Economic Strategy and its potential synergy with the Lichfield Strategic Plan / Community Plan - *attachment (please note this is a lengthy document and therefore you may not wish to print a hard copy)*
 - ii) Note the five themed implementation strands & champions;
 - iii) Provide support and assistance to help champions in the information and guidance gathering stage;
 - iv) Help and support the BEP and theme champions in the strategic outcomes implementation phase
- d) To consider any other matters not arising elsewhere on the agenda

4. UPDATE ON LICHFIELD ONE PLACE PROJECTS (30 minutes)

Rachel Chapman, Helen Spearey and Lesley Bovington to lead - *attachment*

Decision needed by partners:

- i) Lichfield One Place to continue to be a standing item on future agendas to ensure that the work continues to be aligned with the strategic direction of the Board
- ii) Endorse the use of the Lichfield One Place budget to support the ongoing implementation of the LWT project during 2012 / 13
- iii) Note and endorse deliverables achieved by the Supporting Families project and proposals for sustaining progress

5. LICHFIELD DISTRICT COUNCIL STRATEGIC PLAN / COMMUNITY PLAN 2012/16 (15 minutes)

Rita Booth to lead - *to follow*

Decision needed by partners:

- a) to endorse the themes and outcomes in the draft Strategic Plan and Community Plan for Lichfield District 2012 - 2016
- b) to note that a period of consultation will take place with partners (end November - mid December) and with the public (mid December - mid January 2012)

6. LICHFIELD DISTRICT STRATEGIC ASSESSMENT 2011 (25 minutes)

Juliet Prince to introduce - *attachment*

Daniel Maddock, Staffordshire Observatory to make a presentation

Jenni Coleman (Community Safety Manager, LDC) to be in attendance

Decision needed by partners:

- a) to endorse the recommendations outlined in the Strategic Assessment
- b) to note that the Community Safety Partnership Plan 2012/13 will be an item for endorsement at the next meeting of the District Board

7. DISTRICT CARBON REDUCTION PLAN (20 minutes)

Ruth Plant (Director, Operational Services, LDC in attendance) - *attachment*

Decision needed by partners: to note the Draft Carbon Reduction Plan and comment as appropriate

8. FINANCE REPORT (10 minutes)

To provide an update - Helen Spearey - *attachment*

Decision needed by partners:

- a) to note this report and the allocation of funding to Third Sector organisations
- b) to agree that the unallocated sum of £13,500 be ring fenced for the purpose of reducing harm caused by alcohol and to note that a further report on this issue will be brought to a future meeting of the District Board
- c) to note that the balance available to the District Board is £105k

9. ANY OTHER BUSINESS

9.1 Organisational changes - partners to provide an update as necessary

10. DATES AND TIME OF THE NEXT MEETING

Next meeting scheduled for Tuesday 27th March 2012



LICHFIELD DISTRICT BOARD

Held at 4.00 pm on 18 July 2011 at Bromford Living 5 Stowe Road Lichfield

Present:	<p>Councillor Colin Greatorex (in the Chair), Lichfield District Council Councillor Matthew Ellis, Staffordshire County Council</p> <p>Marie duQuesney, representing People Directorate, Staffordshire County Council Phil MacFarlane, representing Staffordshire Fire and Rescue Service Rachel Chapman, representing Public Health, Staffordshire Mark Robinson representing South Staffordshire College Wayne Mortiboys representing Staffordshire County Council Lesley Bovington, John Brown and Nina Dawes of Lichfield District Council Rosemary Crawley of Staffordshire Police Authority Juliet Prince of Staffordshire Police Rose Vakis of Lichfield and District Community and Voluntary Sector Support Debbie Baker of Business and Economic Partnership Julie Walker of Strategic Housing Partnership Doctor Gerbo Huisman</p>
Apologies:	<p>Councillor Mrs Bayliss of Staffordshire Fire Authority, Councillor Wilcox of Lichfield District Council, Graham Morley of South Staffordshire College, Heather Sutton of Staffordshire Probation, Graham Hunt Community Partnership Officer of Staffordshire County Council and Helen Spearey of Lichfield District Council.</p>

Agenda Item	Minutes	Action
1	<p>Welcome and Introductions</p> <p>Councillor Colin Greatorex welcomed everybody to the meeting and those present introduced themselves.</p>	
2	<p>Introduction to the District Board</p> <p>Nina Dawes outlined the role of the Lichfield District Board and referred to the terms of reference that had been circulated. It was emphasised that in the current financial situation that all were facing it was important that all worked together strategically and supported the project that were underway.</p> <p>Decision: That the terms of reference circulated be reviewed in twelve months time.</p>	Helen Spearey
3	<p>Action Notes from the Previous Meeting – 29 March 2011</p> <p>The Minutes of the previous meeting held on 29 March 2011 at the Lichfield Day Centre were agreed subject to the words "Business Engagement Project" in the first paragraph of Minute 6 being amended to Economic Partnership and to it being noted that subsequent to the meeting it was agreed that the Board should meet four times per year rather than three times. (Minute 9 – Feedback from Staffordshire</p>	

Agenda Item	Minutes	Action
	Strategic Board refers).	
4	<p>Matters Arising</p> <p>a) Budgetary Positions</p> <p>Councillor Colin Greatorex informed the Board that savings totalling £4.7 million was still being sort by the District Council although £3.4 million savings had been achieved. The Cabinet of the District Council were due to receive a report on 19 July 2011 on the future of the Training Centre at Davidson Road Lichfield as the Community Training Programme was terminating. Nina Dawes added the reasoning behind the decision and referred to the Exit Strategy that would be undertaken.</p> <p>Rosemary Crawley informed the Board that a budgetary reduction for the Police of 5.1% during the current financial year and 6.7% during the following financial year was required and Juliet Prince added that the Force was being restructured this year but emphasised that the location of the Police did not adversely affect the service that they provided.</p> <p>Phil MacFarlane informed the Board that the Fire Service Budget had been stable for the first two years of the Budgetary Reduction Programme but during the third and fourth years there would be a reduction and structures were being changed to deal with that. He mentioned that new community centres and fire stations would be established in Lichfield and Chase Terrace and that working practices would change accordingly.</p> <p>Julie Walker reminded Board Members that as a housing provider grant provision reductions had a major effect and that Bromford Living had restructured 12 months ago and were reinvesting the savings for the benefit of Lichfield by training activities.</p> <p>Rachel Chapman stated that the Primary Care Trust were still facing challenges in the light of the considerable changes to the Health Service and the ultimate phasing out of Primary Care Trusts. She mentioned that Commissioning Support Services were being looked at and more work would follow.</p> <p>Marie duQuesney informed the Board that savings identified were being recycled into fresh investments and that a mid term financial approach was being adopted. Savings over a period of time were being sought and the use of the One Place facility to deliver functions was welcomed.</p> <p>Councillor Matthew Ellis informed the Board that the move towards preventative care in Staffordshire was the best in the country and that the County Council were seeking around £120 million in savings with 78% of that already being achieved. He added that the Staffordshire Care Scheme may be rolled out nationally.</p> <p>Rose Vakis referred to the uncertainty in the Voluntary Sector in the light of the financial situation and reminded the Board that the Community and Voluntary Sector did not have access to the Lottery Funding. She added that small organisations in the Voluntary</p>	

Agenda Item	Minutes	Action
	<p>Sector did not need funds as much as they needed to be involved in networks to assist their ideals.</p> <p>Mark Robinson informed the Board that there would be a 10% funding reduction at South Staffordshire College during the forthcoming year but that Government figures showed that the college was the most successful in Staffordshire and the second most successful in the West Midlands. He added that adult part time learning was the most likely area to be affected by reductions during the year but mentioned that £one million in capital funding would be invested in building at Rodbaston.</p> <p>b) Health Inequalities Within Lichfield District</p> <p>A report prepared by Rachel Chapman had been circulated and an update report would continue to be submitted to the Board at each of their meetings. The possibility of the Housing and Private Sectors be more involved in the work would be considered and Doctor Gerbo Huisman gave the Board details of work being done within the Health Service.</p> <p>c) Other Issues</p> <p>Debbie Baker circulated a document on the Tamworth and Lichfield Economic Strategy 2011 and asked that Board Members forward any comments to her.</p> <p>Councillor Matthew Ellis referred to work being done by Councillor Adams of Staffordshire County Council on the Localism Bill and invited Lichfield District Council to participate as other Authorities were already doing so.</p>	<p>Rachel Chapman</p> <p>Nina Dawes to follow up</p>
5	<p>Update on Lichfield One Place Project</p> <p>a) Rachel Chapman and Phil MacFarlane gave a PowerPoint Presentation on the work currently being done on the Lets Work Together Project. They emphasised that by using essentially common sense vulnerable groups in society could be assisted and lives saved. Despite the problems encountered with the Data Protection Legislation significant progress was being made and the possibility of using the Digital Switchover work in connection with those over 75 would be considered.</p> <p>Decision: That an update report be submitted to the next meeting.</p> <p>b) Supporting Families Project</p> <p>A Report prepared by Leslie Bovington was circulated in order to update the Board.</p> <p>Decision: That the report be noted.</p>	<p>Rachael Chapman and Phil Macfarlane to follow up</p>

Agenda Item	Minutes	Action
6	<p>South Staffordshire College Response to the Staffordshire 16-19 Commissioning Priorities 2011-12</p> <p>Mark Robinson submitted a document on the South Staffordshire College response to the Staffordshire 16-19 Commissioning Priorities 2011-2012 and asked that Board Members considered it and feedback responses to him. A discussion took place on the work done by the College to deal with the need to educate individuals to deal with the current economic difficulties.</p> <p>Decision: That the proposed response by the College to the Commissioning Priorities of the County Council be endorsed.</p>	
7	<p>Tackling Low Income and Debt</p> <p>A report prepared by Julie Walker had been circulated and additional statistical information on Lichfield District Unemployment Trends by Ward was provided. Members of the Board were informed that work with other parties was underway to produce a better strategic document and suggested further work would be taken into account.</p>	
8	<p>Funding Opportunities for the Third Sector</p> <p>A report prepared by Leslie Bovington was circulated and Rose Vakis informed the Board that the application form was considered to be very simple and effective.</p> <p>Decision: That the report be noted.</p>	
9	<p>Feedback from Staffordshire Strategic Board</p> <p>The Minutes of the Staffordshire Strategic Board had been circulated and Nina Dawes informed the Board that the presentation that she together with Peter Dartford and Rachel Chapman gave on "Lets Work Together: Multi Agency Approach to Identifying and Dealing with Home Base Risks" was very well received.</p> <p>Decision: That the report be noted.</p>	
10	<p>Date and Time of Next Meeting</p> <p>Whilst it was programmed that the next meeting of the District Board would take place on Tuesday 22 November 2011 at 4.00 pm it was agreed that the possibility of moving the meeting to Wednesday 23 November 2011 at 4.00 pm at a venue to be determined should be looked into.</p>	<p>Dawn Everitt to follow up</p>

(The Meeting closed at 6.25 pm)



Lichfield District Board

22nd November 2011

HEALTH INEQUALITIES WITHIN LICHFIELD DISTRICT : UPDATE

BACKGROUND

A report on health inequalities within Lichfield District was considered at the District Board meeting in March with a follow-up paper in July 2011. The report highlighted significant differences between wards in Lichfield District in relation to particular health indicators. Wards were ranked and the lowest ranked wards were identified. It was recognised that the NHS alone could not improve health as many other issues such as housing and debt, the so called "wider determinants of health", have a big impact on the health of the population.

Tackling inequalities requires a whole system approach. The Marmot report into inequalities (2010) stated that to reduce the steepness of the social gradient in health, actions must be universal but with a scale and intensity that is proportionate to the level of disadvantage, this is known as "proportionate universalism". This approach needs to be applied across the wider determinants of health, it translates into a greater intensity of action in the areas of greatest disadvantage (Chasetown, Fazeley and Chadsmead).

UPDATE ON PROGRESS SINCE JULY 2011

Work since July includes:

1. Roll-out of the Let's Work Together approach across the district (separate agenda item)
2. Assessment of bids and allocation of Lichfield District Strategic Partnership funding to third sector organisations to deliver specific outcomes with a focus on the areas of greatest inequality. (separate agenda item)
3. District Public Health Lead working as part of the Lichfield District Council Leadership team on the Lichfield District Strategic Plan. The District Council has a crucial role in developing healthy environments, job opportunities and stable communities. Contribution to the Strategic Plan will ensure that promoting health and tackling inequalities are embedded throughout the plan.
4. Contribution to the Carbon Reduction Strategy through the consultation process to

align the health and environmental agendas and ensure health inequalities are considered throughout the strategy. At a practical level reducing fuel poverty by making homes more energy efficient is a long-term sustainable solution which will allow people to use less energy to heat their homes adequately, with a positive impact on carbon emissions. In addition, sustainable travel promotes the use of walking and cycling as modes of transport and has a positive impact on health and well-being.

5. Providing input to the consultation process on the Lichfield District Core Strategy to ensure the framework maximises its contribution to improving health and reducing inequalities.
6. Work with Bromford Living to identify and take forward practical areas of joint working, initially to include: work on housing strategy,

targeting housing support and access for

tenants to lifestyle improvement support.

LIFE EXPECTANCY IN WOMEN IN LICHFIELD

- Data released by the Office for National Statistics in October 2011 shows that life expectancy for women in Lichfield District is significantly lower than the England average (81.8 years compared with 82.6 years, 2008-

10 data). Life expectancy in men is similar to the England average.

- These data are currently being analysed further and a more detailed report will be brought to the next District Board.

PROPOSED NEXT STEPS

- Continue implementation of Lets Work Together, including evaluation to ensure it is contributing to the drive to tackle inequalities.
- Continue work on the Lichfield District Strategic Plan.
- Continue to develop the joint working with Bromford Living.

- Further analysis of the life expectancy data for women in Lichfield District.

Author: Rachel Chapman

Tel & email 07786 391412

rachel.chapman@southstaffspct.nhs.u



Lichfield District Board

22nd November 2011

STRATEGY FOR TACKLING LOW INCOME AND DEBT

1 INTRODUCTION

The Credit Crunch has put pressure on many people, particularly those on low incomes, to manage their money. Frequently, people on low incomes do not have bank accounts and are unable to access financial products such as low cost loans. They are more likely to use the alternative credit market, including loan sharks, pay higher levels of interest, leading to financial exclusion, and face inequalities across a range of service areas.

Debt and money problems can often impact on people's mental and physical health and further contribute to social exclusion.

Our vision is to make a positive impact on the lives of those people who live in Lichfield District who are in debt, or at risk of falling into debt, by providing a co-ordinated approach to debt recovery and money advice.

2 LICHFIELD DISTRICT COUNCIL – BACKGROUND

In Lichfield District we know that some residents are unable to access financial advice and support, and that a number do not claim the benefits to which they are entitled. Information is available from different agencies; but there is an inconsistent approach and a lack of co-ordination in the district.

of some form of Benefit, and in 2010/11 there were over 3368 new claims for Housing Benefit and/or Council Tax Benefit. There were 1555 claimants for Job Seekers Allowance – an increase on the previous year.

Compared to some Local Authority areas, the debt problems in Lichfield District are not on a massive scale. Nevertheless, some of the local statistics make harsh reading, and have a significant impact on the lives of local citizens. An analysis of information by ward shows that some wards are more adversely affected by various indices of deprivation. Priority for action will be targeted at those wards with multiple deprivation.

The Council Tax debt alone amounted to over £1 million at the end of 2010/11. Bromford Living, the main local Housing Provider, had 208 money advice referrals during the year and the Money Advisor supported clients with over £2.28 million debt (excluding rent arrears).

Whilst the average household income in the district in 2010/11 was £46,000 per annum, 18% of households had an income of less than £15,000 and 10% of households had income less than £10,000. (source Acxiom IncomeX)

At the same time, South East Staffordshire Citizens Advice Bureau reported that between April 2010 and March 2011 they assisted 2539 clients living in Lichfield District all of whom had Debt, Welfare Benefit or associated problems. £7,510,000 of Debt was rescheduled and £187,316 of income was raised through increased Welfare Benefits payments.

There were 6680 people of working age, representing 10.8% of the population in receipt

The District Council were notified of 111 Mortgage Repossessions and supported 3 mortgage rescues in 2010/11 and the numbers of enquiries for Housing Advice increased from the previous year.

3 LICHFIELD DISTRICT PRIORITIES

In order to tackle these issues, the Lichfield District Housing Partnership is developing a partnership approach to low income and debt across key organisations. These include the Local Authority, Citizens Advice Bureau, the voluntary and community sector, Social Care and Health, local housing associations, Fusion Credit Union and others. This is supported by the 'Lets Work Together' initiative which also aims to provide a co-ordinated approach to managing risks for our most vulnerable customers, providing a 'team around the family' approach to help people live more independent lives.

The aim of the Partnership is to improve debt in the district and to promote a more co-ordinated approach to the prevention of debt; debt recovery and access to financial services and money advice.

Through the Strategic Housing Partnership we will also be able to share best practice and maximise opportunities to reduce debt.

Our aim is to improve the life chances of those who are experiencing, or at risk of experiencing, financial exclusion. We will work together to deliver an agreed programme of action.

4 LICHFIELD DISTRICT PLANS

The Partnership has agreed that it will focus on five key objectives which are:-

1. Developing a financial literacy package, including a suite of leaflets and web based tools, which the key partners consistently signpost residents towards, to encourage self help.
2. Developing a co-ordinated approach to the provision of benefit and money advice across the district to ensure that resources are maximised and duplication avoided.

3. Increasing financial capacity by promoting a Housing Benefit and Council Tax take-up campaign.
4. Promoting greater access to affordable credit and savings products
5. Promoting opportunities for employment and training so that residents are as well equipped as possible to take advantage of any opportunities that may arise.

5 LICHFIELD DISTRICT – DELIVERY ARRANGEMENTS

Each of the five objectives have been reviewed, and as assessment made on where we are now, the outcomes that we want to achieve, and the actions that will have to be taken to get there.

The plans will be monitored and reviewed annually through the Lichfield Strategic Housing Partnership.

Author - Julie Walker
Julie.walker@bromford.co.uk
01543 420830

working
together

to support
local business

Attachment - agenda item 3c)



TAMWORTH AND LICHFIELD ECONOMIC STRATEGY 2011

Contents

Section	Page
Introduction	3
Strategic and governance context	4
Why do we need a strategy?	5
The Economic Context	6
Vision and Key Themes	7
Theme Structure	8
Theme 1: Supporting our businesses	9
Theme 2: Place Promotion	11
Theme 3: Infrastructure that supports business	13
Theme 4: Town Centres	15
Theme 5: Workforce Development	17
Next steps?	19
Appendix	21

Foreword

Attachment - agenda item 3c)

It has always been envisaged by the Business and Economic Partnership (BEP) that the key to improving the economic prosperity of the area was a well defined and agreed strategy for both the Public, Private and Third sectors.

In the past we have relied too heavily on public bodies identifying issues without necessarily ensuring that the private sector has bought into them and the corrective action identified. This may well have led to misunderstandings and possibly a waste of valuable resources.

We now have the opportunity to correct this with the strategy you will find enclosed. The development of this paper has been carefully constructed using expertise from both the private and public sectors.

This economic strategy is the missing link that will join together a number of important initiatives that the BEP has already identified. These include the Business Networks Forum (a voice for local businesses) and the formation of the Business Coordination Group (a voice for public bodies). Both of these will play an integral part in the future delivery of the actions that will be developed as result of this strategy.

It will also be the fundamental cornerstone that underpins a number of the key objectives for both the Tamworth Strategic Partnership (TSP) and Lichfield Local Strategic Partnerships (LLSP).

We have a unique opportunity to make a difference to the area where we both work and live. This strategy will not be easy to implement but if we work together we are already half way there.



Peter Farmer (Chair of the BEP)

1. Introduction

Attachment - agenda item 3c)



This strategy has been formulated by The Business and Economic Partnership (BEP) in Tamworth and Lichfield following the extensive involvement of businesses and key partners within the BEP and a wider consultation exercise with local businesses and partners. The BEP is a group of public, private and voluntary organisations and businesses that has been established to support and develop the economy across the Borough of Tamworth and District of Lichfield.

Founded in April 2009 following the establishment of a shared service in economic development between Tamworth Borough Council (TBC) and Lichfield District Council (LDC), the BEP articulates the priorities, needs and economic significance of the Tamworth and Lichfield area. It acts as the primary vehicle through which public sector agencies engage with businesses in a coordinated fashion and conversely through which businesses can influence agendas, policies and activities to support businesses and the local economy.

The BEP is unashamedly business led. It benefits from the active participation of a wide variety of local businesses across the Tamworth and Lichfield area, which includes the offices of the Chair and the 2 Vice Chairs being held by local business people. The agenda and direction of the BEP are therefore geared towards meeting the priorities and needs of the business community and a variety of mechanisms have been designed to ensure that this is the case.

As a result, the focus of this strategy is on the overarching objective of supporting sustainable business growth and development as this is going to be how economic prosperity can be most effectively encouraged. Through increasing wealth creation and job opportunities, this will naturally yield other social and community benefits and contribute to the quality of life of the area, its image and perception in the wider world.

2. The strategic and governance context

Since its foundation, and indeed before that in the guise of the former separate district based economic partnerships that then came together to form the BEP, the BEP has been coordinating activities to support the local economy within the context of the Staffordshire County based 'Local Area Agreement' (LAA), as well as the two district based Local Strategic Partnerships (LSP), which set a rigid framework of targets and objectives.

In addition to that, before the new localism agenda introduced by the present government, there existed a whole tier of economic development at the regional level, in particular in the form of the Regional Development Agency (RDA), Advantage West Midlands (AWM).

Since the coalition government came into office in May 2010, this landscape has been drastically changed. Firstly, the requirement for areas to produce LAAs has been removed, which left the BEP without any clear performance framework within which to operate. The two district LSPs, the Lichfield Strategic Partnership and Tamworth Strategic Partnership, are still in existence, but with the demise of the LAA, LSPs have greater freedoms to direct partnership activities according to more locally driven priorities and targets. As far as both LSPs are concerned, the BEP is acknowledged as the main strategic body for coordinating actions to support the local economy and lead business engagement across the 2 districts.

Perhaps more importantly though, the whole regional tier of governance has been swept aside, with RDAs, and therefore AWM, in the process of being phased out. In their place, the government has asked more locally defined areas beneath the former regional level to come together to form Local Enterprise Partnerships (LEPs) across England, based on real 'functioning economic areas'.

LEPs are a partnership between local businesses, local authorities and other organisations to act as the driving force in local economies. 33 LEPs have since been formed, with 6 in the West Midlands, including one for Greater Birmingham and Solihull (GBS) which includes parts of Southern Staffordshire, including Tamworth Borough and Lichfield District. A further LEP has been formed in Stoke on Trent and Staffordshire, although only Lichfield District Council has been an active part of that LEP up until now. The existence of 2 LEPs covering the Tamworth and Lichfield area in part reflects the complex economic geography of Southern Staffordshire as an area that lies on the edge of a major urban conurbation but which also forms part of a shire county.

The BEP sees itself playing a critical role in contributing to both local LEPs, particularly in terms of articulating the economic significance of the Tamworth and Lichfield area, representing the views of local businesses, influencing emerging Economic Strategies and facilitating delivery of programmes and actions that will encourage wider economic prosperity.

3. Why do we need a strategy and what are its principles and aims?

Attachment, agenda item 3c)

In order to be able to effectively respond to the economic situation of the area, as well as rise to the opportunities created by the new partnership landscape and the removal of previous more rigid delivery frameworks, it is clear that Tamworth and Lichfield needs to establish a clear sense of direction for its local economy.

The overall aim of this strategy is to promote a stronger, more resilient local economy through sustainable business development and growth, which reflects both the urban and rural dimensions to the Tamworth and Lichfield area. In order to achieve this, this first stage of the strategy will:

- set a strategic economic vision for the Tamworth and Lichfield area which is more focussed on identifying and developing key business sectors of importance to the local economy,
- exploit and develop the main attributes of the area in terms of being a place that is good for business development and enhance the overall reputation and image of the area,
- influence the immediate priorities of the two local LEPs and directly contribute to LEP workstreams,
- be based on an assessment of the state of the local economy and the collective knowledge of local businesses and partners regarding economic and business issues and priorities,
- highlight key themes around which issues and priorities can be grouped based on the acknowledged strengths and weaknesses of the area, along with an assessment of the current and future economic opportunities that have been identified,
- focus businesses and partner organisations to work together on common areas of priority and need where coordination of effort at the local level will be desirable and feasible. This will lead to more efficient use of resources, removal of duplication and ultimately decreased confusion amongst the business community.

A second stage of the strategy will then be developed, focusing solely on how the BEP will be able to influence, facilitate and develop programmes of activity to addresses the identified key priorities.

3. Why do we need a strategy and what are its principles and aims?

4. The economic context Attachment – agenda item 3c)

A thorough assessment of the local economy has been carried out, based on available economic data sets and statistics, as well as the local knowledge of BEP partners. A summary of key economic headlines is included below. (Key statistics can be found in Appendix 1 on page 21.)

- Education attainment levels in all qualification ‘levels’ are lower than the West Midlands and UK average apart from in NVQ1 or equivalent.
- Residents’ weekly wages are higher than the West Midlands average but lower than the UK as a whole.
- Workplace weekly wages in the area are marginally lower than the West Midlands average and significantly lower than the UK average.
- The percentage of people claiming Jobseekers allowance is 2.8% of the working age population. This is better than the West Midlands average of 4.7% and the UK average of 3.7%. (May 2011, Nomis)
- The percentage of people claiming Employment Support Allowance, formerly incapacity benefit, is 5.3% of the working age population. This is better than the West Midlands average of 6.8% and the UK average of 6.6% (November 2010, Nomis)
- The area has approximately 7300 businesses.
- The majority of businesses, 64%, employ between 0-4 people.
- 3% of the business population employ more than 100 people, though 35% of the total number of employees work in these businesses.
- The key business sectors located in the area are:
 - Construction
 - Warehouse, distribution and logistics.
 - Manufacturing and engineering.
 - Professional services (.g solicitors / accountants)
 - Tourism and hospitality

5. Vision and Key Themes Attachment - agenda item 3c)

Through a workshop with members of the BEP and based on the above economic analysis, the following economic vision was agreed:

Building on the excellent location to live and work, communication links with the whole country and a local skilled workforce, we will provide an environment that encourages and actively supports all new and existing businesses, with a view to developing areas of excellence.

In addition and based on the key economic issues identified via the economic analysis and the collective knowledge of local businesses and partners, 5 key themes were identified as priority areas for action:

1. Supporting our Businesses
2. Place Promotion
3. Infrastructure to support business
4. Town Centres
5. Workforce Development

These themes reflect a desire expressed by BEP partners and businesses to focus on the key determinants of business growth and success, alongside those positive or attractive attributes and features of the Tamworth and Lichfield area as a place which, if further enhanced, will lead to the following:

- Greater inward investment into the area, with an accent on attracting high growth / value added sectors and new industries.
- An enhanced 'enterprise culture', leading to higher rates of new business formations, survival rates and new job opportunities.
- Further growth amongst indigenous businesses and a resultant growth in employment opportunities for local people.
- An enhanced reputation for Tamworth and Lichfield as a place in which it is 'easy to do business', with a well connected and supported, thriving business community which offers a multitude of business opportunities and is sustainable as a strong economy for the foreseeable future.

In identifying the 5 key themes for the Tamworth and Lichfield Economic Strategy, careful thought has been given to ensure that they are compatible with the priority programme areas of the local LEPs and will contribute to the wider economic ambitions of the LEP areas. However, the 5 themes are also reflective of the distinctive characteristics of Tamworth and Lichfield as a more local economic area, as well as the more specific needs of the local business community and the different level of resources available to partners.

6. Theme Structure

In formulating the 5 theme papers, it has remained a principle desire to make the strategy as easy to digest and engage with as possible, with a particular accent on identifying clear priorities and outcomes. For this reason, each paper follows the same, clear structure and deliberately avoids going into large amounts of detail and explanation.

Each paper starts with a simple definition of its main theme. This is then followed by a SWOT analysis relating to that theme, which acts as the context setter, succinctly painting the picture of the situation for Tamworth and Lichfield as things stand at the present time. Based on each SWOT analysis, a list of the key priority issues has been drawn out, around which some form of collective action is deemed desirable in order to enhance the local economic situation.

Finally, and based on these priority issues, a set of key outcomes has been formulated on which future actions will be based. It will then become the job of the BEP to identify how partners and business can work collectively to deliver these outcomes and draw up more detailed action plans for each theme.

Themes



Theme 1: Supporting Our Businesses

Theme 2: Place Promotion

Theme 3: Infrastructure to support business

Theme 4: Town Centres

Theme 5: Workforce Development

1. What do we mean by Supporting our businesses?

This theme will focus on business support services, which means any kind of service whose objective is to assist businesses in their day to day operations, to start up, grow and develop. This will include services provided by both the public and private sectors and those that are provided free of charge or are paid for.

2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ Think Local 4 Business offers a platform to coordinate services ■ Development of the BEP as the coordinator of the local business voice, particularly via the Business Networks Forum ■ Business Brief as a means to disseminate information on business support ■ Clear commitment by public sector to coordinate activities through the BEP ■ A coordinated shared service across two local authority areas, focusing on Economic Development ■ Role of the BEP in representing local Business views and needs 	<ul style="list-style-type: none"> ■ Previous regional business support service (Business Link) is disappearing without any replacement local service ■ Fragmented, dispersed and confusing array of services ■ No centralised business advisor or facilitation service ■ Lack of knowledge and understanding of general local business needs and drivers ■ Lack of knowledge and understanding of specific sector based needs within the local business community ■ Lack of engagement with local higher education institutions such as universities and colleges, and a consequential poor innovation offer ■ Lacking physical infrastructure to support businesses, e.g. start up units / centres, appropriate conference centres
Opportunities	Threats
<ul style="list-style-type: none"> ■ To tailor make a local business support service based on local business needs ■ Ability to further develop www.ThinkLocal4Business.co.uk to become a business support and engagement hub ■ Development of LEP wide business support programmes ■ Harnessing of local business expertise to support other local businesses ■ Potential creation of a Social Enterprise to deliver appropriate Business Support and advice ■ Coordination role of BEP in identifying and defining local Business Support delivery ■ Role of the BEP in representing local Business views and needs 	<ul style="list-style-type: none"> ■ Very diverse business population with equally diverse needs ■ Poor reputation of Business Link brand ■ Uncertain, irregular and Insufficient funding for Business support activities ■ Political change leading to a shift in central government policy and approach to Business support ■ Varied, uncoordinated agencies attempting to access funding to deliver Business Support in varying forms across the Region

3. Key issues and priorities Attachment - agenda item 3c)

1. Lack of understanding of business support needs and how these differ across different business sectors and types.
2. Confusion amongst businesses about the services on offer and where to go to for assistance.
3. Lack of coordination of business support between organisations and providers.
4. A face to face on the ground local business advisor service is no longer available.
5. There is a need to shape emerging proposals for LEP wide business support programmes to ensure they meet local needs, as well as ensure that the LEPs provide comprehensive and readily accessible information on business support and are able to signpost businesses to appropriate programmes and organisations.
6. There is a perception by a significant number of businesses that Business Support of varying forms should be free of charge.
7. Lack of appropriate physical infrastructure to support business, such as by encouraging the development of flexible workspace, conference facilities or business incubation units.

4. Objective

To support business through the creation of a powerful network that promotes use of local resources and expertise, and provides clear easy access to business support provided through other organisations, such as the Greater Birmingham and Solihull LEP.

5. Desired Outcomes

1. Better intelligence on the needs of the local business community.
2. A clearer, more easily accessible system for businesses to receive the business support they need.
3. A stronger and wider offer of flexible workspace, incubation units and conference facilities.
4. A localised, on the ground and coordinated “business mentor” offer.

1. What do we mean by Place Promotion?

This theme will focus on how the area is marketed both to inward investors and indigenous businesses, highlighting why Tamworth and Lichfield is a good place to do business

2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ Excellent physical location in close proximity to a variety of large urban centres ■ Excellent transport links, M42, A5, M6 Toll, A38, West Coast Main Line etc. ■ Strong heritage and tourism offer which links to the tourism offers in both the Birmingham conurbation and Staffordshire ■ Strong Destination Management Partnerships and inward investment agencies in both Birmingham and Staffordshire ■ Increased level of development activity locally (Defence Medical Services, Ventura Park, Lichfield City Centre etc.) ■ Proximity to Birmingham and the Black Country, whilst offering the advantages of a rural area ■ BEP well placed to champion the area and promote its benefits to businesses, through its business ambassadors and the Business Brief ■ Comparatively low overhead costs for businesses when compared to other locations in the region ■ Diversity of business population and types of business units available ■ Availability of development land. 	<ul style="list-style-type: none"> ■ No coordinated message as to what the area offers for business ■ No development of a distinctive 'USP' ■ No clear idea why businesses want to locate and grow in the area ■ No clear sectoral strategy ■ Lack of understanding and knowledge of which type of companies we wish to attract to the area ■ Lack of engagement with land and property owners and commercial agents ■ Dated commercial premises stock in certain areas ■ Poor current town centre offer ■ Lack of information on available land and property ■ Lack of funds to invest in promoting the area ■ Lack of system to identify inward investors and growing / potential high growth companies ■ Lack of any 'after care' service for businesses locating here ■ Fragmented approach to Tourism across the area ■ Lack of clear promotional messages to businesses
Opportunities	Threats
<ul style="list-style-type: none"> ■ Link to LEP initiatives to promote the LEP areas ■ Key development sites to come forward (Gungate, Bitterscote, existing industrial estates, Fradley Park etc.) ■ Enterprise Zone status (Enterprise Belt) ■ Availability of development land. ■ Further development of the Town Centre and Tourism offer 	<ul style="list-style-type: none"> ■ Strong competition from other areas ■ Lack of confidence in the market and access to finance to stimulate investment

3. Key issues and priorities Attachment - agenda item 3c)

1. Lack of understanding of different types of investor and business needs and the key motivations that drive investment decisions.
2. Lack of knowledge and understanding around the key sectoral strengths of the area, the potential for targeting certain sectors and matching the locational advantages the area could offer to these sectors.
3. Lack of a clear and coordinated marketing message to those businesses seeking to invest, grow or develop in the area.
4. Lack of communication with local landowners, developers and agents to ensure that information on developments and opportunities is understood and readily available and their needs are represented.
5. Role of the LEP to ensure that the benefits of the area are incorporated in any LEP wide promotional initiatives.
6. Maximise the potential benefits of enterprise zone status, including opportunities to leverage in new sources of funding to support investment.
7. Dated and unsuitable commercial stock in some areas.
8. Lack of a strong representation to champion the area as a great place to locate and grow a business

4. Objective

To maximise inward investment and local business growth, particularly in key priority sectors, based on the key locational advantages of the area, (Note: priority sectors will be identified based on analysis of business, economic and demographic intelligence)

5. Desired Outcomes

1. A more attractive area for business to locate to alongside a better image and profile.
2. A clear and coordinated marketing message promoting the area.
3. A clear understanding of the target investor market for the area.
4. Better availability of information about Tamworth and Lichfield as a place to do business.
5. Improved channels of communication between the key people involved in influencing and affecting the local economy.
6. Further promotion of tourism as a direct benefit to business.
7. Maximisation of opportunities offered by enterprise zones to promote the area presented.

Theme 3: Infrastructure to support business Attachment – agenda item 3c)

1. What do we mean by Infrastructure to support business?

This theme refers to all of the physical support that needs to be in place to support local business start ups, growth, development and investment. This would include such things as appropriate facilities, physical environment, housing, transport links, commercial buildings, communication and utilities.

2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ Good selection and choice of commercial areas ■ Good connectivity to road and rail networks ■ Strong heritage and visitor economy offer ■ Strong leisure offer ■ Good availability of potential development land ■ Comparatively low overhead costs for businesses when compared to other locations in the region 	<ul style="list-style-type: none"> ■ Poor Rural access to broadband for businesses ■ Dated and inadequate commercial property offer in some areas ■ Lack of consistency in quality of industrial areas due to organic development over a period of years e.g. poor roads, security and signage ■ Housing affordability across the area ■ Lack of public transport to commercial and other key employment areas ■ Sporadic mobile broadband coverage
Opportunities	Threats
<ul style="list-style-type: none"> ■ Development of Whittington Barracks as the Defence Medical services headquarters for all of the Armed Forces and supporting businesses including the medical sector. ■ Further development of heritage and visitor economy due to Staffordshire Hoard and Mercian Trail ■ Redevelopment schemes in town / city areas ■ Development of shared ownership schemes to meet affordable housing demand ■ Increased business home working ■ Flexibility offered by housing rental market ■ Enterprise Zone status (Enterprise Belt) ■ Development of conference facilities and incubation units / flexible workspace ■ Development of more sustainable transport options e.g. electric vehicles ■ Implications of and coordination of local and national infrastructure projects 	<ul style="list-style-type: none"> ■ Decline and stagnation of town / city centres and villages across the area ■ Housing affordability across the area ■ Government funding cuts ■ Delay in physical development schemes, due to recession and commercial viability ■ Ability to attract investment due to continuing caution in market place ■ Increased congestion and traffic on the road network ■ Costs of energy and utilities ■ Ageing utilities network ■ Implications of local and national infrastructure projects

3. Key issues and priorities Attachment - agenda item 3c)

1. Inconsistent quality and suitability of commercial units and varied quality of available development land.
2. Mixed quality of some industrial areas, with poor signage, security, maintenance and general appearance.
3. Difficulties for locally employed workforce to buy local properties due to difference in wage levels, house prices and affordable housing.
4. Significant decline in local urban centres and lack of forthcoming investment.
5. Poor broadband access in rural areas.
6. Pressures on commuters and businesses of travel costs, congestion and environmental issues.

4. Objective

A consistently good quality of business related infrastructure that directly supports the needs of the local business community and its workforce, and underpins the sustainability that is needed for growth.

5. Desired Outcomes

1. A coordinated register of available land for development and available commercial premises.
2. An improved communications network, with faster speeds, wider rural coverage and better access to broadband networks, including mobile.
3. Improved quality of commercial areas
4. Increased availability and improved transport links to existing and future employment.
5. Increased balanced supply of housing of different types and tenures with appropriate prices, affordable to the maximum amount of people.
6. Maximisation of opportunities for increased employment and business development from enterprise zone status.

1. What do we mean by Town Centres?

This theme focuses on the key issues facing all of the main town / city centres in the area, including Tamworth, Lichfield City and Burntwood.

2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ Compact centres with good flexible parking ■ Good heritage and visitor economy offer ■ Good locations and links to transport networks ■ Good network of local independent traders ■ Reputable, strong markets including speciality and farmer markets ■ Affluent and widespread catchment area ■ Good leisure and open space facilities within or close to centres 	<ul style="list-style-type: none"> ■ Low spending in centres by residents ■ Declining retail offer in centres. ■ Perceived high rents & business rates ■ Demise of traditional town centre shops and brands. E.g. Woolworths, TJ Hughes ■ Competing with out of centre shopping parks ■ Lack of appropriate units to attract key national retailers ■ Redevelopment schemes delayed due to viability and inability to obtain commercial funding ■ Lack of coordination with variety of owners of town centre properties and land ■ Poor reputation of centres due to current retail offer ■ Lack of engagement with town / city centre businesses ■ Poor signage and lack of public facilities
Opportunities	Threats
<ul style="list-style-type: none"> ■ Further development of leisure offer ■ Further development of heritage and tourism offer ■ Identified redevelopment schemes in place ■ Opportunities for mixed use development: housing, retail, office and leisure ■ Further enhancement of public realm. (physical environment such as, signage, lighting, benches, public toilets etc.) ■ Further development of the night time economy ■ Potential to generate new sources of funding to support town / city centres, such as Business Improvement Districts (BIDS) ■ Further development of town centre management schemes 	<ul style="list-style-type: none"> ■ Delay in physical development schemes, due to recession and commercial viability ■ Inability to attract investment due to continuing caution in the market place ■ Government funding cuts ■ Government changes to planning policy ■ Competition and opposition to regeneration and development from other local centres ■ Difficulty in assembling land for development due to ownership issues ■ Increased in internet based shopping





3. Key issues and priorities Attachment - agenda item 3c)

1. Lack of interaction with and understanding of the needs of businesses based in centres.
2. Lack of interaction with and understanding of the needs, plans and desires of land and property owners, investors and potential developers.
3. Change in focus for larger retailers from smaller town centre units to larger units on retail parks or edge of centre locations.
4. Decline of traditional town centre retailers.
5. Market caution in investment due to difficulties with access to finance and the commercial viability of local town centre “regeneration” schemes.
6. Change in Government policy on planning, focusing on creating jobs, which won't necessarily be specific to the needs and development of vibrant town / city centres.
7. Limited links between tourism activities and town / city centre businesses.

4. Objective

Thriving and sustainable town / city centres that meet the needs of local residents, workforce and visitors adding to a stronger reputation and image of the area.

5. Desired Outcomes

1. Better intelligence on town centre land and property ownership and interaction with respective owners.
2. A coordinated approach to attracting investment and strengthening business development in town centres.
3. Better intelligence on the needs of town centre businesses, independent retailers and their customers.
4. An improved reputation and image of the centres locally, regionally and nationally.
5. An agreed long term strategy for the approach towards town / city centres.

1. What do we mean by Workforce Development?

This theme will focus on the employment needs of the local business community, focusing on what skills and training are needed for now, the future and how local employment and enterprise can be encouraged.

2. SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ■ Varied and diverse business population offering a variety of jobs. ■ Good access to employment areas, locally, regionally and nationally. ■ Good working relationships between some public sector bodies in the area. ■ High educational attainment and qualifications levels in some areas. ■ Both LEPs responding to the workforce skills agenda through formation of Employment and Skills Boards 	<ul style="list-style-type: none"> ■ Local educational attainment levels in some wards is poor ■ Low aspiration levels in some wards ■ Poor basic skills and lack of work readiness in some wards ■ Business caution in employing new staff due to, red tape, staff suitability, costs and risk to business. ■ The skills and training needs of every business are varied and hard to identify. ■ Training and skills agenda is a large and complex area, hard for businesses to understand or connect with ■ Training provision is not coordinated for businesses. ■ Lack of practical understanding about what business training needs are. ■ Lack of apprenticeships offered by local businesses. ■ Lack of understanding of Government support for unemployment and related benefits
Opportunities	Threats
<ul style="list-style-type: none"> ■ Growth and take up of apprenticeship schemes ■ Signs of local growing development and increasing inward investment ■ Encouraging local procurement and local employment on development sites ■ Improving private sector growth and increasing business start up ■ Improving and creating links with Higher Education bodies ■ Increased relevance and understanding of self employment ■ Employment and skills board to be created across the LEP area, with a Southern Staffordshire focus ■ Involvement of third sector employers in skills delivery and employment opportunities 	<ul style="list-style-type: none"> ■ Funding cuts for training and skills providers ■ Lack of training provider willingness to coordinate services to businesses ■ Graduate migrations ■ Limited skills available in SMEs for business development, growth, employment and management / leadership

3. Key issues and priorities Attachment - agenda item 3c)

1. Lack of knowledge and understanding of basic employment needs for individual businesses.
2. Lack of knowledge and understanding of specific needs of businesses in specific sectors.
3. Lack of knowledge and understanding of barriers to employment / employing local residents within locally based businesses.
4. Lack of coordination of all available support and training to businesses about workforce development in the area.
5. Lack of coordinated communication to local businesses about appropriate training and support opportunities and vice versa.
6. Low levels of interaction with local further and higher education establishments, particularly regional Universities.
7. Lack of knowledge and understanding by local residents of the types of employment opportunities on offer in the area.
8. Need to link to and influence the emerging LEP wide strategies and initiatives on employment and skills.

4. Objective

A motivated and capable workforce with the right work ethos, access to the right training and the skills to support their development and the needs of the local business community.

5. Desired Outcomes

1. Strong synergies and dialogue between skills and training providers and businesses
2. Better intelligence on business needs regarding skills, abilities, roles and expertise.
3. A clear, easily accessible system for businesses to receive information on the training and skills they need.
4. A clear message to local residents about local employment opportunities and the courses available to equip them to fill these.

The Next Steps - Delivery Attachment - agenda item 3c)

The compilation of this strategy has taken several months to get to this stage and the complex nature of the original terms of reference resulted in various changes during its evolution.

Bearing this in mind, we believe that the final document is clear and concise and focuses on the priorities and issues which need to be acted upon to ensure economic development and growth. It has been deliberately constructed to demonstrate the overriding outcomes that are needed to address these issues.

During the coming months, consultation will take place with both the Public and Private and Voluntary Sectors, to agree the actions needed to support the the second stage of this strategy, namely its implementation and delivery.

Although the BEP has devised this strategy and will be sponsoring its implementation, in devising actions to support the delivery of the strategy, it should be recognised that the local economy is part of the collective responsibility of a wide number of organisations, partnerships and businesses and will not, and cannot, be the sole domain of the BEP. As such, it is the overall aim of this strategy to ensure that all said organisations, partnerships and businesses are working towards the same economic aspirations.

In terms of delivery, it should be noted that the BEP will have limited ability to directly deliver actions itself due to its nature as a partnership and constrained resources. That said, where it does have resources, it will ensure that these are put to the most effective use to support the aspirations of the strategy, and will also explore opportunities to work with other partners to maximise the impact of any activities that it directly delivers. Beyond that, the BEP, as the only partnership which brings together all parties with an interest in the local economy, is well placed to play a role to influence, facilitate and coordinate any activities that are required to address the economic priorities expressed in this strategy.

The BEP therefore recognises its main strength as its ability to work across all sectors, acting as a coordinating voice and central focal point for any decisions or actions related to the local economy. Therefore it will work closely with all interested parties to support the economy, including; businesses, individuals, public sector bodies, educational and voluntary sector organisations.

The actions developed as part of the second stage of the strategy will:

- Be relevant to current and existing activity – linking up current activity on projects, groups and programmes, making them more efficient and appropriate to the Economy and partners and removing duplication.
- Be relevant to as many priorities as appropriate.
- Be achievable, deliverable and not overly ambitious.

The BEP will continue to facilitate this with the help of the Business Networks Forum from the private sector and the Business Coordination Group from the public sector. It will also ensure that the agreed strategy including its future action plans support the wider economic ambitions of both the Greater Birmingham and Stoke and Staffordshire LEPs.

Attachment - agenda item 3e)
It is envisaged that this coordinated approach will achieve both the aspirations of the Public and Private Sectors and will help to cement a partnership for the future sustainable economic growth for the area.

Of course, any strategy and action plan can only be 'snapshots' of circumstances and aspirations at the time they are written, so with that in mind, the BEP will continue to monitor local economic circumstances and business needs and aspirations via the mechanisms just described. This will allow the strategy and action plans to be further developed and adapted to ensure that they continue to work towards the desired outcomes.

It is however important to remember that any action plan to achieve an outcome will need to be resourced. Your help in supporting this and its implementation will be crucial if we are to achieve the results we all aim for.

	Lichfield	Tamworth	Total	%	West Midlands	%	UK	%
Total population	98700	76000	174700	n/a	5455200		60462600	n/a
Population 16-64	61400	49900	111300	n/a	3464052		39179765	n/a
Economically active	49800	35900	85700	77	2570327	74.2	29854981	76.2
Economically inactive	13100	14000	27100	24	893725	25.8	9324784	23.8
NVQ 4 and above	18000	8400	26400	24	900654	26.0	12263266	31.3
NVQ 3 and above	31400	18100	49500	44	1572680	45.4	19981680	51.0
NVQ2 and above	43800	30400	74200	67	2165033	62.5	26367982	67.3
NVQ1 and above	54100	37600	91700	82	2670784	77.1	31422171	80.2
No qualifications	4700	7800	12500	11	523072	15.1	4427313	11.3
Earnings by residence								
Full time male	£554.10	£503.90	£529.00	n/a	£503.90	n/a	£541.90	n/a
Full time female	£523.60	£384.10	£453.85	n/a	£401.90	n/a	£440.00	n/a
Earnings by workplace								
Full time male	£518.30	£446.90	£482.60	n/a	£502.80	n/a	£540.50	n/a
Full time female	£374.60	£376.90	£375.75	n/a	£400.00	n/a	£439.80	n/a
JSA* Claimants (May 2011)	1502	1596	3098	2.8	162810	4.7	1449651	3.7
ESA** Claimants (November 2010)	2980	2920	5900	5.3	235556	6.8	2585864	6.6

All %s are of total of working age population 16-64.

* Jobseekers Allowance Claimants

** Employment support allowance.

All figures taken from www.nomisweb.co.uk

Appendix Two - Glossary of Acronyms

Attachment - agenda item 3c)

BEP – Business and Economic Partnership

LEP – Local Enterprise Partnership

LSP – Local Strategic Partnership

LAA – Local Area Agreement

RDA – Regional Development Agency

AWM – Advantage West Midlands

LDC – Lichfield District Council

TBC – Tamworth Borough Council

GBS – Greater Birmingham and Solihull

JSA – Job Seeker's Allowance

ESA – Employment Support Allowance

USP – Unique Selling Point

Appendix Three - Businesses and organisations consulted on Economic Strategy

Attachment (agenda item 3c)

Adams Moore	Mark Tonks and Associates
Aspire Design	Maximity
B2B Tamworth, Networking Group	Mechatronics
Beautiful Gardens	National Apprenticeships Service
Bluebird Care	National Memorial Arboretum
Business AM Networking Group	Q & A Management Services
Business First Networking Group	Roar Marketing
Business to Business Networking Group	Snowdome
Culley Lifford and Hall	South Staffordshire College
Dains	South Staffordshire Primary Care Trust
Drayton Manor	Staffordshire County Council
EH Landlord Services	Staffordshire Partnership
Federation of Small Businesses	Tamworth and Lichfield Chamber of Commerce
Four Counties Networking Group	Tamworth Borough Council
Hawthornes Business Research	Tamworth Football Club
Jobcentre plus	The Best of Lichfield
Kingston CPC	Women In Rural Enterprise
Lichfield Chamber of Trade	
Lichfield Civic Society	
Lichfield District Council	
Lichfield District Council For Voluntary Services	
Lion Industries Uk	

Alternative Formats

If you require this document in an alternative format or language please contact us.



Tamworth Borough Council

Marmion House,
Lichfield Street,
Tamworth,
Staffordshire.
B79 7BZ

Tel: 01827 709709

Email: enquiries@tamworth.gov.uk
www.tamworth.gov.uk



Lichfield District Council

District Council House,
Frog Lane,
Lichfield,
Staffordshire.
WS13 6YY

Tel: 01543 308 000

Email: enquiries@lichfielddc.gov.uk
www.lichfielddc.gov.uk



Lichfield District Board

22nd November 2011

LICHFIELD ONE PLACE - LET'S WORK TOGETHER & SUPPORTING FAMILIES

1. LET'S WORK TOGETHER

SUMMARY OF PROGRESS TO DATE

The **Let's Work Together project** was endorsed by the District Board in July 2010 following an Awayday event 'The Burning Platform of Public Sector Finance'; the aim of the project is to identify risks in the home and prevent harm from occurring, especially to vulnerable people and their families.

Funding was secured to appoint a project manager who has been supported by a multi agency Steering Group

The project aimed to deliver the following:

- Project implementation document (PID)
- Checklist of good practice and learning points developed as a result of researching into similar schemes
- Analysis by District of similar work being undertaken based on the Let's Work Together philosophy and principles
- Communication plan
- Results of capacity modelling exercise using various assumptions about the level and range of risks identified by the home visitors (i.e. to ascertain the level of service and service standards which delivery agencies can provide within current resources)
- Report setting out baseline data including current inputs, processes, costs, information exchange and outcomes
- Agreement reached regarding which risks to focus on
- Identification of current referral pathway(s) for each risk
- Assessment of their effectiveness and proposals to make changes were necessary
- Plan for monitoring and evaluation
- Training pack (for trainers and trainees)

- Programme setting out how training will be delivered, and by whom, using a phased approach
- IT support programme for LWT
- Agreed evaluation tool that can clearly measure the projects effectiveness
- Programme roll-out
- 3 and 6 month monitoring and evaluation reports
- Programme package for sharing with other organisations

A range of risks and related warning bells have been identified; modular training has been developed and **353** training sessions taken up (see **Appendix 1**).

The training enables home visitors to spot risks which are outside of their own area of professional practice and then take action to address the risks identified; to date **94** referrals have been made (also set out in **Appendix 1**)

The project has also helped to trial a web based tool called 'patchwork' which enables home visitors to communicate more easily and work better as a team; further funding has been secured to develop this tool from prototype to production, under the leadership of the County Council. Staffordshire Connects Board has adopted this as a project and Lichfield LSP is represented on the Project Team which is overseeing its implementation

The LWT 'brand' is becoming increasingly recognized across the County (and indeed nationally) and other Local Strategic Partnerships / partner organisations are keen to adopt the approach; Staffordshire Fire and Rescue Service is likely to use the LWT as the operational model for its new 'Prevent and Protect' teams (x 3 across Staffordshire) and Public Health

Staffordshire are championing this approach within the NHS 'Make Every Contact Count' campaign

KEEPING THE MOMENTUM

The initial developmental phase of the project has been almost completed and consideration is currently being given to maintaining the progress made so far and embedding the model both locally and across the County.

Governance

Governance of the project is currently achieved through a project Steering Group reporting into the District Board (there is a similar Steering Group arrangement for the 'sister' Lichfield One Place project Supporting Families). It is anticipated that the LWT Steering Group be disbanded in its current form from spring 2012 and that a merged Lichfield One Place Steering Group is established which will oversee the progress and performance of both projects. As the champion for Lichfield One Place, the District Board will wish to be reassured that progress is being sustained; it is proposed that **Lichfield One Place is a standing item on District Board agendas and that the Board holds organizations to account for their continued support of the project and delivery of the LWT model by their home visitors**

Project Development

Although a great deal of development has taken place during 2011, it is anticipated that there will continue to be the need for further developmental work during 2012; examples of tasks include:

- problem solving eg. dealing with inappropriate referrals
- streamlining the training modules and ensuring training is accessible and embedded
- developing alternatives to traditional training eg. e-learning, DVDs
- identifying new risks and warning bells
- expanding the range / number of home visitors
- reviewing referral pathways and supporting the development of the patchwork tool
- dealing with publicity and developing the website
- general monitoring and evaluation
- supporting the roll out of the model countywide including updates to the toolkit

It is therefore proposed **that a part time secondment opportunity is created for a twelve month period to manage the ongoing project development of LWT**; it is anticipated that this would cost approximately £26k per year

Training Administration

The organization, delivery and evaluation of training is a critical component of the project and has consumed a considerable amount of project management time during 2011. Both trainers and delegates have emphasized the value in having a single point of contact for managing the training programme and therefore it is proposed that **arrangements are made to sustain some dedicated time to continue to administer the training modules during 2012**; it is anticipated that this would cost approximately £10k per year

Countywide Implementation

One of the commitments made to the Improvement and Efficiency Partnership (which made an investment of £75k in the two Lichfield One Place projects) was that we would develop a model of working which would be portable to other areas. In order to facilitate this objective, a toolkit is being produced which will describe the journey we have taken locally, setting out the opportunities, problems, pitfalls and 'must do's' to make the LWT approach a reality. We are intending to launch the toolkit on Thursday 26th January 2012 at the Studio Theatre, Lichfield Garrick and it is proposed that **all District Board members are invited to attend the Launch event.**

Various opportunities have been taken to share our work on LWT; a presentation was made to the Staffordshire Strategic Board in July by Peter Dartford (Chief Fire Officer), Rachel Chapman (Public Health lead for Lichfield District) and Nina Dawes (Chief Executive, LDC) and a workshop delivered ('How can we radically redesign public services?') at the SOLACE Conference in October. The model was shared at a countywide Assurance Meeting with the Regional Director of Public Health and referred to at the CVS AGM in early November. There has been considerable support for this very 'common sense approach' and numerous requests made for us to share our learning with colleagues elsewhere. Tamworth, Cannock, South Staffordshire and Newcastle have all expressed a particular interest in adopting the model. However, we are very conscious that a great deal of work and commitment lies behind this 'good idea' and therefore it is proposed that the roll out is undertaken on a phased basis. The roll out of Let's Work Together will be considered at the next Staffordshire Strategic Board meeting on 1st December 2011

FINANCIAL IMPLICATIONS

The budget for Lichfield one Place is £159k and includes contributions from various LSP partners; see **Appendix 2**. Based on current projections, there is an outstanding balance of £81k. It is anticipated that

approximately £36k will be required to support the ongoing momentum of the LWT project as set out above.

2. SUPPORTING FAMILIES

SUMMARY OF PROGRESS TO DATE

The **Supporting Families** project has its origins following the murder of Michael Eccles in January 2009 and the subsequent Serious Incident Review undertaken by the County Council, which evidenced the need for greater early intervention with 'problem families'. The aim of the project is to build on existing strategies (including Families First and the Common Assessment Framework) in order to deliver a robust and effective system of assessment and service delivery which a) identifies vulnerable families and helps them avoid referral to specialist (tier 4) services and b) supports individuals and families as they are de-escalated from tier 4 services back into universal provision. The 'system' aims to make 'team around the family' a practical reality.

As for **Let's Work Together**, funding was secured to appoint a project manager for 12 months, supported by a multi-agency Steering Group.

The project aimed to deliver the following:

- **Establish a baseline**, by
 - Identifying and mapping out the current and proposed infrastructures around the planning, commissioning and delivery of services for vulnerable families, children and young people.
 - Analysing and documenting the impact of change programmes affecting this area.
 - Producing a profile of the target group for this project within the District
 - Identifying learning points and good practice from other similar pieces of work (such as Project Turnaround in Tamworth and other Family Intervention Projects).
- **Develop the "Team Around The Family" model for Lichfield District**, by
 - Identifying the combination of agencies and organisations desirable and available to support multi-agency working to contribute to prevention and early intervention.
 - Reviewing and testing out the Critical Pathways Handbook for Practitioners.

- Developing a model whereby the "team around the family" practitioners would work together as real or virtual teams.
- Identifying and documenting the services available to members of the "team around the family" which will support prevention/early intervention.
- Review and document the options available to practitioners in circumstances where families refuse to engage.
- **Piloting**, by
 - Considering options to pilot geographically, by client group or by tracking the experience and engagement of identified families within the target group.
- **Training**, by
 - Developing and delivering training in the **Supporting Families** "team around the family" model.
- **Information Technology**, by
 - Mapping the current IT systems available to front line workers
 - Exploring the potential of eCAF, Patchwork and other IT solutions to assist multi-agency working.
- **Communication and Engagement**, by
 - Developing a Communication and Engagement Strategy
 - Developing a basic leaflet about Supporting Families
 - Developing and delivering a marketing plan, to include launch events
- **Risk Assessment**, by
 - Developing and regularly reviewing a risk register
- **Monitoring and Evaluation**, by
 - Applying existing research and studies to quantify how **Supporting Families** will promote value for money and efficiency
 - Developing case studies

- Reporting on progress to the Steering Group and to the District Board

During the first nine months of this project, significant progress has been made. Early work to audit the existing and proposed infrastructures around the planning, commissioning and delivery of services for vulnerable families, children and young people proved challenging, as the picture was very fluid due to multiple organisational change, but the recent establishment of Families First (Local Support Teams [LSTs]) within the District has moved this forward considerably, and a comprehensive directory of services has now been compiled and shared widely with practitioners.

The project manager has created a protocol of multi-agency working and a handbook for practitioners; both are now at final draft stage, prior to being “signed off” and adopted by the agencies and organisations involved.

Whilst multi-agency working is a principle of the Families First model countywide, the Supporting

KEEPING THE MOMENTUM

In common with **Let’s Work Together**, the initial developmental phase of the **Supporting Families** project has been almost completed and consideration is currently being given to maintaining the progress made so far and embedding the model both locally and across the County.

Governance

As for **Let’s Work Together**.

Project Development

It is the view of the **Supporting Families** Steering Group, and of the project manager, that the model is now established and the project is ready to go into a phase of embedding the practice and rolling it out to other local authority areas. A final report will be produced that will bring together the learning from

RECOMMENDATIONS

The District Board is requested to:

- a) Note progress on the two Lichfield One Place Projects
 - that the LWT model will continue to be embedded in 2012 / 13
 - that the SF project has almost completed its work and a final report will be produced shortly
 - that the two projects will be managed by a single Steering Group from spring 2012
- b) Continue to have Lichfield One Place as a standing item on future agendas
- c) Endorse the use of the Lichfield One Place budget to support the continued implementation of the LWT project during 2012 / 13

Helen Spearey helen.spearey@lichfielddc.gov.uk

Rachel Chapman rachel.chapman@southstaffspct.nhs.uk

Lesley Bovington Lesley.bovington@lichfielddc.gov.uk

Families project has been a driving force in this District, smoothing the transition, identifying and bringing the right agencies and organisations to the table, and leading in the development of the new ways of working. Appropriate and effective escalation and de-escalation has been at the heart of this work.

Case studies are in development, focusing particularly on two families who were identified by a range of partners. and points of learning captured.

The multi-agency working arrangements with Families First LSTs were established in September, and a three month evaluation is planned. Supporting Families ran two multi-agency showcase events in October, one in each of the LST areas, where practitioners were able to find out more about each other’s services and parents were able to access support. There were six self-referrals to the LSTs as a direct result, and partners found the events very beneficial.

the project, with the protocol and handbook as a portable legacy. Multi-agency events will be arranged as part of the project evaluation and to ensure clarity around the model, and to “trouble shoot” any problems or issues identified in this first phase of implementation.

Whilst there is no need for the continued support of a project manager, the success of the “team around the family” very much hinges upon effective information sharing between agencies and organisations. In pursuance of this, the Steering Group supports the development of Patchwork, and is also considering the potential benefits of additional resource to establish the wider use of the Common Assessment Framework amongst local practitioners.



LET'S WORK TOGETHER TRAINING PROGRAMME 2011

Numbers trained by agency

Agency	Olive Branch and Be Safe – Feel Secure	Housing and falls prevention	Brief Interventions	Isolation, carer support and medicines management
Staffordshire Fire and Rescue Service	32	25	15	20
South Staffs PCT	17	12	-	5
Lichfield District Council	1	3	12	2
Bromford Group	2	5	5	-
Staffordshire Police	9	6	5	-
Social Care and Health	36	23	9	20
3 rd Sector and others	48	13	13	15
Total trained	145	87	59	62

GRAND TOTAL	353
--------------------	------------

REFERRALS RECEIVED - LET'S WORK TOGETHER PROGRAMME

Risk	Number of referrals
Fire	41
Housing	6
Falls	18
Smoking	2
Weight	3
Carer support	1
Isolation	9
Alcohol	2
Fear / risk of crime and /or ASB	12
TOTAL	94

APPENDIX 2



LICHFIELD ONE PLACE BUDGET UPDATE

FUNDING CONTRIBUTIONS (£)		EXPENDITURE / COMMITMENTS (UP TO 31 Jan 12) (£)	
Staffordshire One Place (Improvement and Efficiency West Midlands, IEWM)	75,000	Salary costs (2 x Project Manager posts + on costs for 12 months)	73,740
Trent Valley Basic Command Unit Fund	20,000	Supplies and services	1,817
Safer and Stronger Communities Area Based Grant 10/11 allocation	15,000	Brief interventions training	400
11/12 allocation	10,000		
Contribution from Locality Working budget , Staffordshire County Council	6,000	Production and launch of tool kit (estimate)	2000
Contribution from LDC (via Community and Partnerships budget)	5,000		
Staffordshire Innovation Fund, Staffordshire County Council	18,000		
Breatheasy grant, South Staffordshire PCT	10,000		
TOTAL PROJECT FUND	159,000	TOTAL SPEND	77,957
		BALANCE OUTSTANDING	81,043

DOCUMENT DETAILS

This document has been produced on behalf of the Lichfield District Community Safety Partnership by Staffordshire Observatory.



Title	Lichfield District CSP Strategic Assessment, 2011
Date created	August 2011
Description	The purpose of this document is to provide Lichfield District Community Safety Partnership (CSP) with a review of their current 2011/12 community safety priorities.
Produced by	Daniel Maddock, Senior Research & Information Officer tel: 01785 27 6538 email: daniel.maddock@staffordshire.gov.uk and Susie Bentley, Assistant Principal Research & Information Officer tel: 01785 27 7371 email: susannah.bentley@staffordshire.gov.uk Staffordshire Observatory
Partnership contact details	Jenni Coleman, Community Safety Manager Lichfield District Council District Council House Frog Lane Lichfield WS13 6YY tel: 01543 308005 email: jenni.coleman@lichfielddc.gov.uk
Geographical coverage	Lichfield District
Time period	2010/11, plus historical data where available.
Format	PDF and Publisher files
Status	Version 1 (25 th August 2011)
Usage statement	This product is the property of Lichfield District CSP. If you wish to reproduce this document either in whole, or in part, please acknowledge the source and the author(s).
Disclaimer	Staffordshire County Council, while believing the information in this publication to be correct, does not guarantee its accuracy nor does the County Council accept any liability for any direct or indirect loss or damage or other consequences, however arising from the use of such information supplied.

Front cover: Word cloud produced using Tagxedo (www.tagxedo.com)

If you would like this information in large print, Braille, audio tape/disc, British Sign Language or any other language, please call 01785 276518.

the knot unites



CONTENTS

Description	Page
Document details	i
Contents	ii
1. Introduction and Context	4
2. Executive Summary	5
2.1 Key Findings	5
2.2 Recommendations	5
3. Overview of Crime and Disorder in Lichfield District	6
4. Lichfield District Community Safety Priorities	7
4.1 Neighbourhood Management	7
4.2 Reduce Offending	10
4.3 Protect the Vulnerable	14
5. Emerging Trends and Current Exceptions	19
6. Conclusion	19
Appendix A - Community Safety Data Matrix	20
Appendix B - Key Mosaic Groups	21

I. INTRODUCTION AND CONTEXT

I.1 BACKGROUND

The Strategic Assessment is produced annually, and forms part of the partnership problem solving process. The Strategic Assessments produced in 2010 adopted a 'problem oriented approach' as pioneered by the 'Jill Dando Institute of Crime Science'. This placed a greater focus on an understanding of the problems, rather than the symptoms and consequences.

Due to the adoption of a genuinely strategic analytical approach, the Strategic Assessments were much more informative than in previous years. This also resulted in a more strategic approach to priority setting and as a consequence it is not necessary to repeat the Strategic Assessments in as much detail during 2011. Therefore the 2011 Strategic Assessment should be viewed as a 'companion' to the 2010 document.

The aim of this Strategic Assessment is to provide Lichfield District Community Safety Partnership (CSP) with a review of their current 2011/12 community safety priorities. This will enable them to determine whether they should continue as priorities, should be modified or replaced during the next financial year. The reports will also consider any new or emerging trends.

I.2 STRUCTURE

In order to provide a holistic representation of problems across the district, the Strategic Assessment draws on a wide range of data that is shared across the partnership.

The Strategic Assessment is set out in four main chapters:

- Overview of Crime and Disorder in Lichfield District
- Lichfield District Community Safety Priorities
- Emerging Trends and Current Exceptions
- Conclusion, Summary and Recommendations for Strategic Priorities

The strategic approach which has been adopted by Lichfield District is structured around the three aspects of problem solving: neighbourhood management (location), reducing offending (offenders) and protecting the vulnerable (victims). The CSP community safety priorities identified therein will therefore be analysed according to this structure. The Lichfield District strategic priorities are as follows:

Neighbourhood Management:

Chasetown
Lichfield City Centre
North Lichfield
Mile Oak and Fazeley
Environmental Crime

Reduce Offending:

Adult Offenders
Young Offenders

Protect The Vulnerable:

Domestic Violence
Sexual Violence
Road Safety
Hate Crime
Anti-social Behaviour

This Strategic Assessment is the starting point of the wider partnership business planning process, ultimately informing local partnership action plans, which are reviewed and updated on an ongoing basis.

2. EXECUTIVE SUMMARY

2.1 KEY FINDINGS

- All recorded crime in Lichfield District has reduced by 4% during 2010/11 and whilst most crime and disorder hotspots have also recorded reductions in overall crime, there have been no further areas identified that require a strategic focus.
- Violent crime has reduced by a quarter over the past four years to a rate of nine crimes per 1,000 population, considerably lower than the county rate (14.5 per 1,000). A third of violent crime was domestic related.
- Chasetown is the only hotspot location not to record a reduction in crime, and whilst violent crime has reduced by 14% during 2010/11, offences of burglary have increased.
- Anti-social behaviour has reduced by almost a third during 2010/11, as well as reducing in the previously identified hotspot locations. It is these areas that are most vulnerable to repeat ASB.
- Generally speaking, those people most likely to re-offend in Lichfield District are male, aged 19 to 21 years, on licence and have needs associated with alcohol, financial management and drugs. These offenders are most likely to commit serious acquisitive crimes and violence.
- The top hotspots for adult offenders are North Lichfield, Leomansley and Fazeley, with North Lichfield being in the top 20% most deprived areas in England. These are also hotspots for young offenders receiving a substantive outcome.
- The number of first time entrant to the justice system has increased slightly in Lichfield District, and is reflected in an increase in the number of young people committing violent offences, criminal damage and vehicle crime for the 1st time.
- Reported domestic violence offences have increased by almost a fifth over the past four years, and analysis shows that all socio-demographic groups are represented, with people profiled as 'residents of small and mid-sized towns with strong local roots' accounting for a fifth of all victims.
- Whilst females make up a lesser proportion of total road traffic casualties, the age profile is similar to males, suggesting that age is a risk factor, as well as gender.

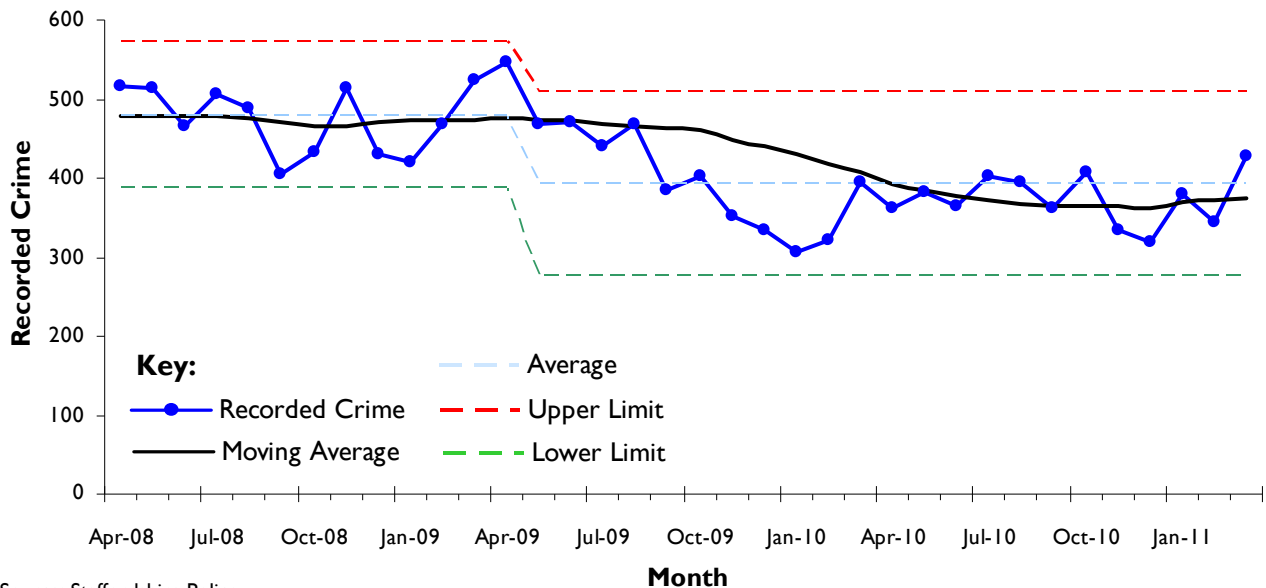
2.2 SUMMARY OF RECOMMENDATIONS

- It is recommended that Lichfield city centre remains a priority and that the previously identified priority residential locations remain, but that the priority issues be expanded to encompass burglary (domestic and other buildings) in the Chasetown area. It is further recommended that environmental crime continue to be prioritised, with a focus on the arterial routes throughout the district.
- It is recommended that reducing re-offending continues to be prioritised in Lichfield District and is tackled through a partnership approach to Integrated Offender Management. This would provide an opportunity to reduce levels of serious acquisitive crime, which have shown an increase over the last 12 months. In Lichfield District there are links between higher rates of re-offending and offender need in relation to alcohol, drugs and finance.
- It is recommended that vulnerable people and people susceptible to harm continue to be prioritised in Lichfield District with a particular emphasis on tackling domestic and sexual abuse and repeat victims of anti-social behaviour. A large proportion of domestic violence victims live in areas described as 'lower income residents' and 'rural and small town inhabitants' and understanding how to engage with these communities most effectively can help to reduce under-reporting and signpost victims (and those at risk) towards the most appropriate support services.

3. OVERVIEW OF CRIME & DISORDER IN LICHFIELD DISTRICT

During 2010/11 there were 4,615 crimes recorded in Lichfield District, equal to a rate of 47 crimes per 1,000 population. This is a reduction of 214 crimes (4%) compared with the previous year and 22% lower than the number recorded during 2007/08. The direction of travel (as demonstrated in figure 1) shows a clear downward trend from Autumn 2009, although this has started to level off, with a current average of approximately 390 crimes per month.

Figure 1 - Long-term trend of crime recorded in Lichfield District



Source: Staffordshire Police

There have been considerable reductions in reported incidents of anti-social behaviour (ASB) in the district. During 2010/11 there were 2,262 reported incidents of ASB, equal to a rate of 23 per 1,000 population. This represents a 28% reduction (or 878 fewer incidents) from the previous year, and a 38% reduction over four years. The district rate is considerably below the current county rate of 32 incidents per 1,000. Criminal damage offences have reduced by 11% or 100 fewer offences during 2010/11 and by 35% over the past four years. Arson offences have reduced by 9% in this period, with the number of deliberate ignitions recorded reducing by a third.

Overall violent crime rates in Lichfield District have reduced by a quarter over the past four years, to approximately 9 crimes per 1,000 population, considerably lower than the county rate (14.5 crimes per 1,000). The severity ratio of violent crime (the proportion that involves injury or serious injury) has remained fairly constant in Lichfield District at approximately 47%, despite the number of serious violent offences has reduced by 37%.

During 2010/11, 30% of violent crime was recorded as being domestic related, and a fifth profiled as alcohol related (where the offender is profiled as being under the influence) and 8% recorded as both alcohol and domestic related. Although this represents an increase from the previous year, it is still considerably lower than may be expected, and infers a level of under-reporting which needs to be improved to fully understand the impact of alcohol on this type of offence. Sexual violence has increased during 2010/11, from 63 offences in 2009/10, to 67 offences, although long term trends are down.

Overall acquisitive crime in the district reduced slightly during 2010/11, however serious acquisitive crime increased by over 12%, and the rate per 1,000 population is over 20% higher than the county rate. This is attributable to increases in theft of motor vehicles, burglary of dwellings and shoplifting offences.

4. LICHFIELD DISTRICT COMMUNITY SAFETY PRIORITIES

4.1 NEIGHBOURHOOD MANAGEMENT

The first key aim for community safety in Lichfield District is to provide a locality focus on priority neighbourhoods particularly in relation to reducing violent crime, criminal damage and anti-social behaviour, including those that are alcohol related. The 2010 Strategic Assessment for Lichfield District identified Lichfield City Centre, North Lichfield and Chasetown as priority areas, as these areas experience multiple issues and also contain the highest concentrations of victims and offenders.

It is recommended that Lichfield city centre remains a priority due to its position as the commercial centre of the district and centre for the night time economy, that those previously identified priority residential locations remain, but that the priority issues be expanded to encompass burglary (domestic and other buildings) in the Chasetown area. It is further recommended that environmental crime continue to be prioritised, with a focus on the arterial routes throughout the district.

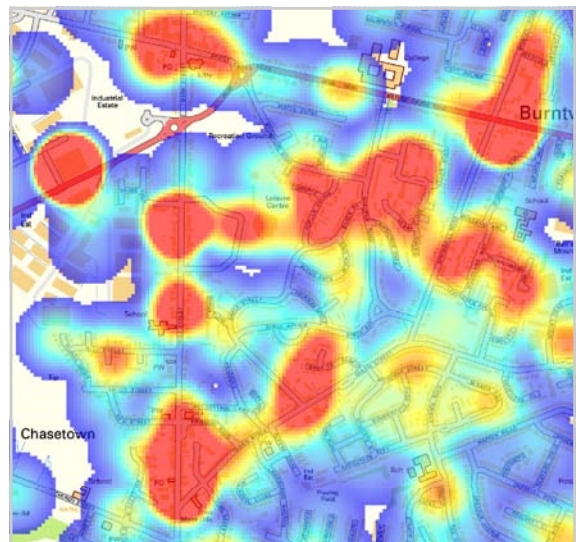
During 2010/11 there were 442 crimes recorded in **Chasetown** which represents virtually no change from 2009/10. Chasetown accounts for approximately 10% of crime in Lichfield District. During 2010/11 there has been an increase of 82% in burglary of dwellings (or 14 more offences) and a 75% increase in burglary of other buildings (or 12 more offences). There have however been reductions in other types of acquisitive crimes, such as theft from motor vehicles and other types of theft, including shoplifting.

Within this hotspot, the key concentrations of crime are around the High Street, Chase Vale and Queen Street. However, further concentrations of crime have emerged to the east of these hotspots, in the Poplar Avenue/Oakdene Road area, Springhill Road/Woodland Way area, and at the junction with Bridge Cross Road.

Violence is a key priority in Chasetown and there has been a 14% reduction during 2010/11 from 2009/10, although this has been confined to violence with less serious injury and other violence. Serious violent crime increased from three to nine offences, with one of these being a murder, and another an attempted murder. Of all violent crime reported during 2009/10, just 15% was profiled as being domestic in nature. However in 2010/11 this increased to 27% of total violence, close to the District wide proportion of 29%. As these offences are the subject of proactive efforts to increase reporting, these increases could be viewed as a success. Just 12% of violent offences in Chasetown were profiled as being alcohol related. Due to changes in the way the influence of alcohol is recorded, it is not possible to draw comparisons with previous years, although this proportion is still lower than may be expected, and is considered just a snapshot of the true extent of the problem.

Despite there being no improvement in crime levels, there has been a reduction of over 14% in the number of reported incidents of ASB in the area, which is largely attributable to a reduction in incidents of rowdy and inconsiderate behaviour.

Figure 2 - Chasetown Crime Hotspots 2010/11



© Crown Copyright and database rights 2011. Ordnance Survey 100019422.

During 2010/11 there were 630 crimes recorded in **Lichfield City Centre**. As the central business district and centre for the night-time economy in the District, the city centre was identified as a priority location. The number of offences recorded decreased by 12.5% during 2010/11, almost three times the reduction experienced across the District as a whole. This equates to 90 fewer than during 2009/10, although the city centre still accounted for 14% of total crime in the District. Overall serious acquisitive crimes have reduced, driven by a reduction in burglary offences, whilst the number of thefts from motor vehicles in the area rose from 10 in 2009/10, to 18 in 2010/11. There was also an increase in shoplifting offences, from 126 in 2009/10 to 140 in 2010/11, whilst levels of criminal damage remained similar to the previous year.

Violent crime within the city centre has experienced a 28% reduction during 2010/11 and the severity of incidents has also reduced, with just below 46% of violent offences involving an injury. Almost a third of these offences were profiled as being alcohol related, which is 10 percentage points higher than the district rate. This reinforces the association between violent crime and the night time economy. The number of these offences that were domestic in nature was unchanged in 2010/11 at ten. The number of sexual offences was also unchanged from the previous year at six recorded offences.

Coupled with this reduction in violent crime, the city centre has also experienced a considerable reduction in reported incidents of ASB of almost 22%. This reduction has been largely driven by a fall in reported incidents of rowdy and inconsiderate behaviour, although the number of begging instances has increased from one in 2009/10 to seven in 2010/11, and complaints of noise from pubs and clubs have increased from eight incidents to 17.

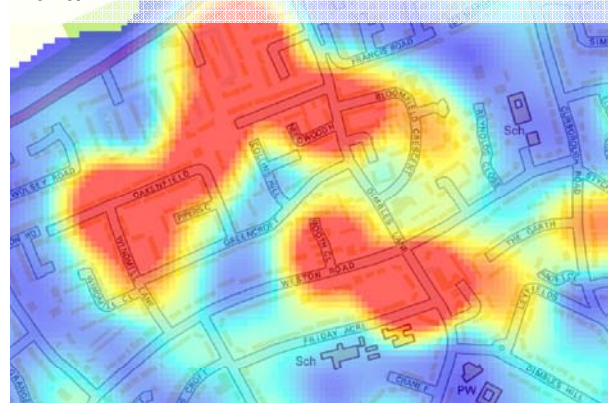
The priority area of **North Lichfield** recorded 526 crimes during 2010/11, a reduction of 123 crimes or 19% from the previous year. There were reductions in serious acquisitive crimes, particularly burglary and theft of motor vehicles, as well as in criminal damage and violent offences, which reduced by 25% and 8% respectively. Almost a fifth of all recorded violent crime was profiled as being alcohol related, and 23% was domestic in nature. Just 8% of all violent crime was profiled as both alcohol related and domestic in nature.

The main clusters of offences within this hotspot are around the Oakenfield/Windmill Lane/Dimbles Lane area. However, the large cluster of offences around the Ponesfield Road/Stychbrook Gardens has dissipated from 2009/10, and is confined to the area of the Weston Road/Dimbles Lane Junction.

There has been a considerable reduction in reported incidents of ASB in north Lichfield, with the location experiencing a 40% reduction in overall incidents during 2010/11, 230 fewer incidents, driven mainly by a 45% reduction in reports of rowdy and inconsiderate behaviour.

The principal priority in the **Fazeley and Mile Oak** area is to reduce the number of incidents of ASB. During 2010/11, there was a reduction of 19% from 2009/10 levels, and whilst this is lower than the district wide reduction, the number of incidents of rowdy and inconsiderate behaviour has reduced by over 28%.

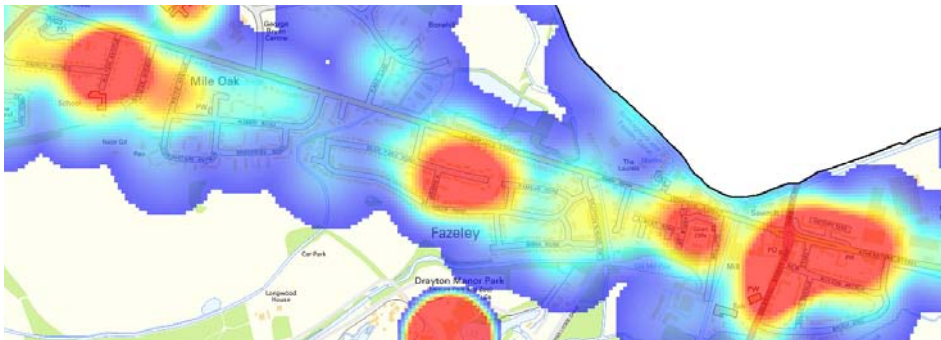
Figure 3 - North Lichfield Crime Hotspots 2010/11



© Crown Copyright and database rights 2011. Ordnance Survey 100019422.

In terms of crime, there has been a 4% reduction, which is similar to that recorded across the district, however criminal damage offences and serious acquisitive crime have experienced increases, with domestic burglaries doubling, from 14 in 2009/10 to 28 in 2010/11. The principal cluster of crimes in Mile Oak are around the Hospital and the School and Allton Avenue. In Fazeley, the hotspot is located about Coleshill Street and its' junction with Atherstone Street including the residential area in-between, and Victory Terrace to the north.

Figure 4 - Fazeley and Mile Oak Crime Hotspots 2010/11



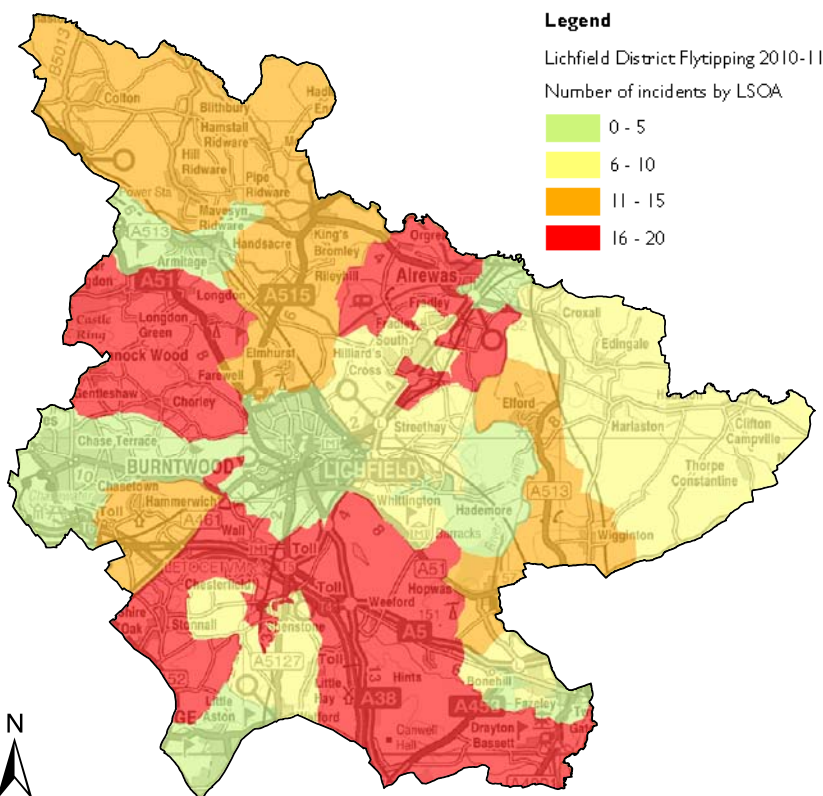
© Crown Copyright and database rights 2011. Ordnance Survey 100019422.

The principal cluster of crimes in Mile Oak are around the Hospital and the School and Allton Avenue. In Fazeley, the hotspot is located about Coleshill Street and its' junction with Atherstone Street including the residential area in-between, and Victory Terrace to the north.

Environmental Crime

Another key aspect of neighbourhood management and a key priority for Lichfield District is environmental crime. The level of fly tipping reported in Lichfield District has remained relatively unchanged over the last 12 months, with 278 incidents recorded during 2010/2011. Whilst there has been little change in the type of waste being fly tipped, the cost of the cleanup has increased from approximately £15k in 2009/10 to over £18k in 2010/11¹. The number of abandoned cars has reduced from 25 during 2009/10, to 5 during 2010/11. As can be seen in figure 5, those wards that have the highest levels of fly tipping are those with main arterial routes passing through, suggesting that the majority of fly tipping instances occur on or immediately adjacent to the highway.

Figure 5 - Fly Tipping Locations by Ward 2010/11



© Crown Copyright and database rights 2011. Ordnance Survey 100019422. Data source: Lichfield District Council

Criminal damage is also an environmental crime, but is also associated with incidents of ASB. The level of criminal damage recorded by the police has decreased significantly during 2010/11; a reduction of 11% when compared with the previous year and more than a third lower than the level recorded during 2007/08. Despite this overall reduction the hotspot locations remain the same, being concentrated on Lichfield City, Chasetown and Burntwood, Mile Oak and Fazeley, as well as Armitage and Handsacre.

¹ Flycapture - National Fly-tipping Database

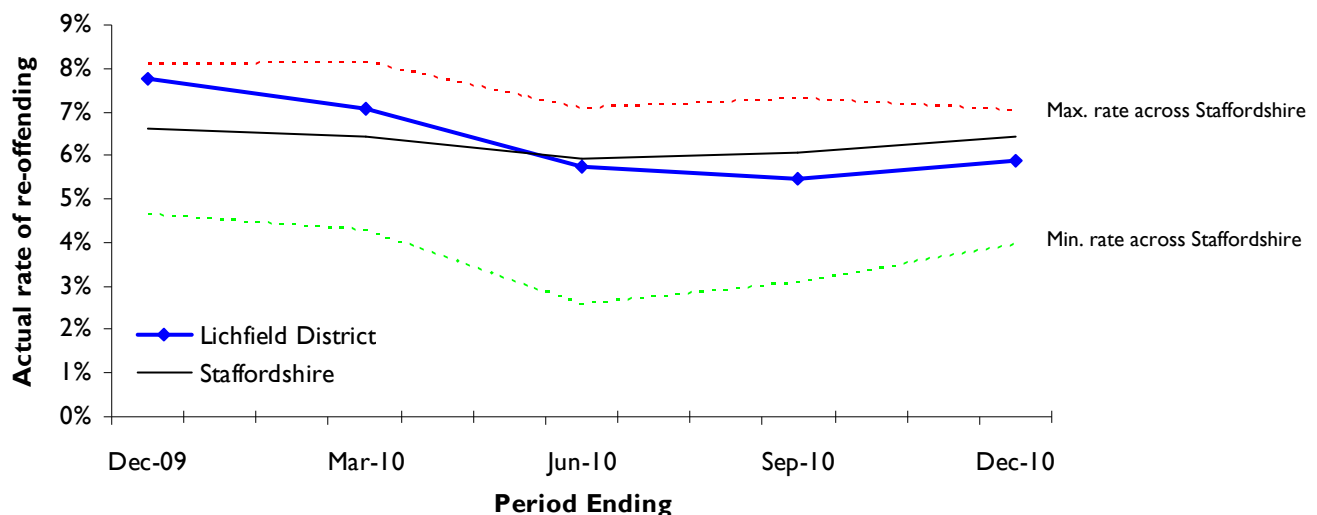
4.2 REDUCE OFFENDING

The second priority for community safety in Lichfield District is to reduce re-offending of adults and young people, in particular that linked to serious acquisitive crime. This will be achieved through an integrated approach to offender management, driven by a strong partnership focus. In order to achieve sustainable reductions in re-offending of both adults and young people, it is important to focus on the demographic and lifestyle risk factors that are most strongly associated with repeat offending.

It is recommended that reducing re-offending continues to be prioritised in Lichfield District and is tackled through a partnership approach to Integrated Offender Management. This would provide an opportunity to reduce levels of serious acquisitive crime, which have shown an increase over the last 12 months. In Lichfield District there are links between higher rates of re-offending and offender need in relation to alcohol, drugs and finance. There has also been an increase in the number of young people committing crime for the first time, particularly violent crimes.

The levels of adult re-offending in Lichfield District have decreased over the last 12 months, with the latest results showing a re-offending rate of **5.9%** (23% below the predicted rate for the same period). The graph below shows that this rate is now below the Staffordshire average, which is performing well when compared with other areas across both the West Midlands and nationally.

Figure 6 - Adult re-offending rates in Lichfield District to December 2010



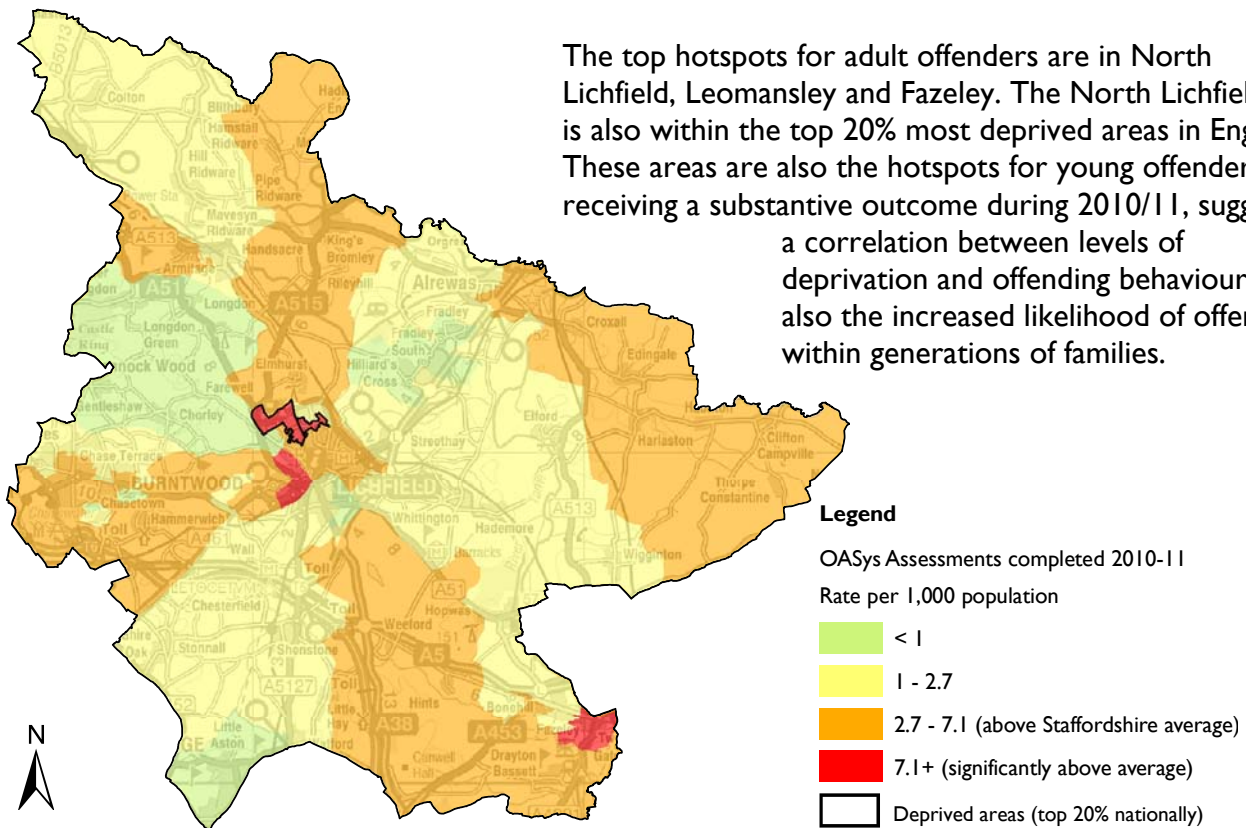
Source: Ministry of Justice and NOMS West Midlands

The level of youth re-offending in Lichfield District is slightly above the Staffordshire average, although the low number of young offenders within the cohort mean that this difference is not significant. There were 18 young offenders from Lichfield District included within the youth re-offending cohort tracked during 2010/11, 6 of which (33%) went on to re-offend within nine months (compared with 31% across Staffordshire county).

Adult Offenders

There are some strong correlations between certain demographic characteristics and needs of offenders and rates of re-offending. In summary, adults most likely to re-offend in Lichfield District are:

- Male, aged 19 to 21 years old
- On licence
- Needs identified in relation to alcohol, financial management and drugs
- Committing acquisitive crimes and violence
- Living in the areas to record the highest rates of crime
- Living in areas described as 'residents with sufficient incomes in right-to-buy social houses'.

Figure 7 - Hotspots of adult offenders in Lichfield District (OASys Assessments completed 2010/11)

© Crown Copyright and database rights 2011. Ordnance Survey 100019422.
Data source: Staffordshire & West Midlands Probation Trust and CLG Indices of Deprivation 2010

The identified 'needs' of adult offenders in Lichfield District are in-line with those observed countywide, with the highest proportion of offenders having needs in relation to thinking and behaviour (93%), followed by lifestyle and associates (56%), alcohol misuse (49%) and relationships (42%).

Rates of re-offending are highest for adult offenders with need in relation to alcohol, drugs and financial management - all above the overall adult re-offending rate in Lichfield District of 5.9%. Offenders with other needs all record a rate of re-offending that is below the district average.

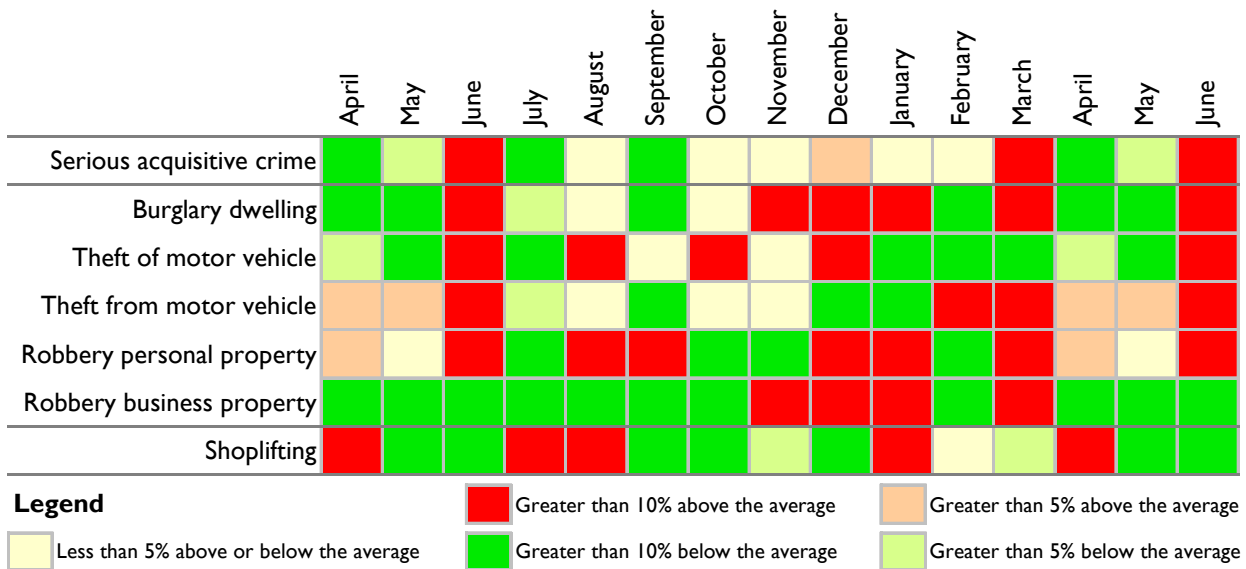
Young Offenders

The number of first time entrants (FTEs) to the Youth Justice System has shown a slight increase over the last three years, with 54 FTEs recorded in Lichfield District during 2010/11. When measured relative to the number of young people within the district, this is the fourth highest rate recorded across Staffordshire; 555 per 100,000 10 to 17 year olds compared with 535 countywide. Just over 63% of FTEs are male, with a peak age of between 15 and 17 years old. These young offenders also live within the hotspots identified above for adult offenders. The increase in FTEs recorded during 2010/11 is reflected in an increase in young offenders committing violent crimes (up from 14 to 19), criminal damage (from 7 to 11) and vehicle crime (from 0 to 4) for the first time.

The identified needs of young offenders in Lichfield District are generally in-line with those recorded across Staffordshire. However, compared with the county average there is a higher proportion of young offenders assessed as having issues with their living arrangements (56% of young offenders compared with 47% countywide) and statutory education (47% compared with 41%) that show some association with their offending behaviour. These young offenders are most likely to live in North Lichfield (Chadsmead in particular) and Chasetown/Chase Terrace.

Re-offending rates for both adults and young people are highest for those committing acquisitive crimes, particularly those within the definition of ‘serious acquisitive crime’ (burglary of dwellings, theft of/from motor vehicles and robbery) and shoplifting. The number of serious acquisitive crimes recorded in Lichfield District has increased by 13% during 2010/11, although the 937 crimes recorded over the last 12 months is 15% lower than the total recorded three years previously. The rate of serious acquisitive crime recorded in Lichfield is also above the county average, with the biggest difference recorded for burglary of dwellings (38% above the Staffordshire rate per 1,000 households). The following table shows the peak months for acquisitive crime in Lichfield District, based on analysis of crime recorded over the last three years.

Figure 8 - Seasonality of serious acquisitive crime in Lichfield District



Source: Staffordshire Police

The biggest increase in burglary dwellings has occurred in Little Aston and Stonnall. During 2010/11 there were 53 burglaries recorded in these two area, an increase of 89% (25 crimes) from the previous year. There has also been an increase in Burntwood, specifically Boney Hay (an increase from 2 to 10) and Chasetown, south of Queen Street (an increase from 2 to 11).

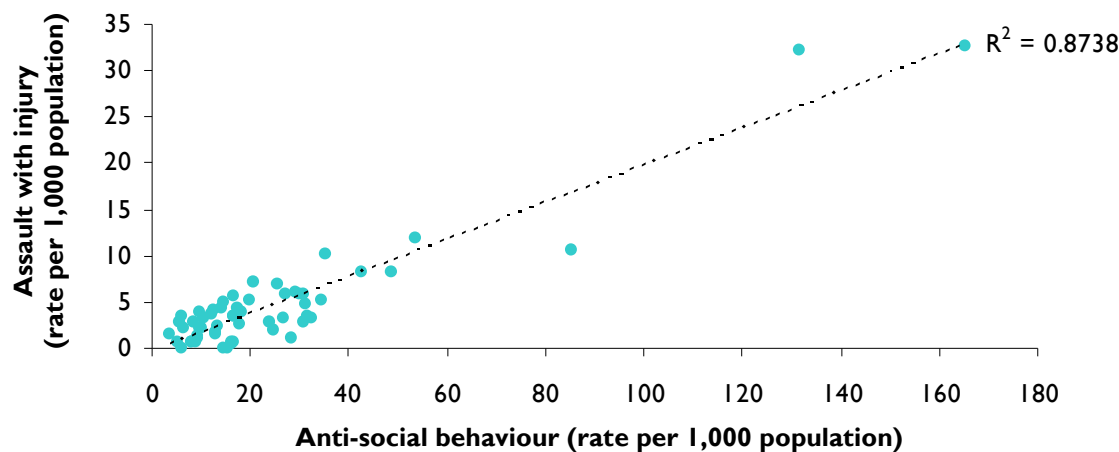
A large proportion of the offenders involved in these offences travel from the West Midlands and many are involved in organised crime groups. However, within Lichfield District the partnership can contribute towards a reduction in these offences by focussing on prevention, particularly within the identified hotspot areas.

There is also a second outcome as part of Aim 2; to reduce alcohol related violent crime, anti social behaviour and criminal damage and the associated environmental impacts.

There has been a significant reduction in violent crime recorded across Lichfield District during 2010/11. Assaults with injury have decreased by 22% (115 fewer offences) and most serious violent crime has decreased by 19% (7 fewer offences). Violent offences now make up less than 1 in 5 (19%) recorded crimes in the district, compared with almost 1 in 4 (24%) in the previous year. There has also been a reduction in anti-social behaviour, with the number of incidents recorded down by 28% between 2009/10 and 2010/11.

Analysis at a Lower Super Output Area (LSOA) level shows that there is a significant correlation between the level of assault with injury and anti-social behaviour in an area. This does not mean that one type of offending causes another, but across Lichfield District we can say with some confidence that 87% of variation in the level of assault with injury in an area may be accounted for by variation in the level of anti-social behaviour. Therefore initiatives aimed at reducing anti-social behaviour are likely to have a positive impact on violent crime, and vice versa.

Figure 9 - Correlation between assault with injury and anti-social behaviour at LSOA level in Lichfield District, 2010/11



Source: Staffordshire Police

The top hotspot for both anti-social behaviour and assault with injury is in North Lichfield, including Oakenfield, Greencroft, Needwood Hill, Weston Road, Dimbles Lane and Leyfields. This area is also the hotspot for first-time entrants (FTEs) to the Youth Justice System, alcohol related crime (outside of Lichfield City Centre), criminal damage and deliberate fires. All of these issues have reduced in North Lichfield during 2010/11, with the exception of FTEs, which have remained unchanged, and deliberate fires, which have increased from two to 13 incidents over the 12-month period.

Within this North Lichfield hotspot, crime is most likely to be committed by males in two main age groups; 18 to 23 years old and 30 to 48 years old. Males in the younger age group are most likely to be involved in alcohol related offending whereas those in the slightly older age group are most likely to be involved in domestic offences, particularly violent crime and criminal damage.

4.3 PROTECT THE VULNERABLE

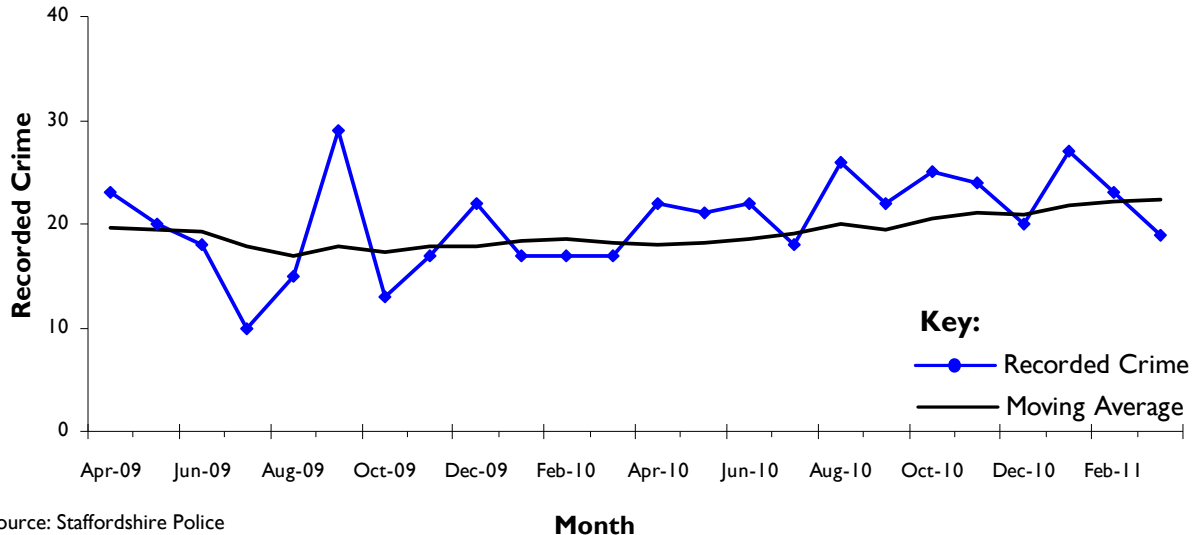
The third priority for community safety in Lichfield District is to focus on those within the community who are most vulnerable; including victims of domestic abuse and sexual offences (specifically women and their families and girls below the age of 19 years) and road safety (particularly young males involved in road traffic collisions). This will be achieved through partnership working with local support services and ensuring that local residents are fully engaged and feel safe in their local area.

It is recommended that vulnerable people and people susceptible to harm continue to be prioritised in Lichfield District with a particular emphasis on tackling domestic and sexual abuse and repeat victims of anti-social behaviour. A large proportion of domestic violence victims live in areas described as 'lower income residents' and 'rural and small town inhabitants' and understanding how to engage with these communities' most effectively can help to reduce under-reporting and signpost victims (and those at risk) towards the most appropriate support services.

Domestic Violence

In recent years domestic violence has been the subject of much proactive activity aimed at increasing reporting of this 'hidden' crime. Reported domestic violence increased by 55 offences during 2010/11 in Lichfield, and long term trends are up, with the number of reported crimes increasing by almost a fifth over the past four years. Domestic violence is subject to short term peaks and troughs in reporting, however the average number of crimes has increased from 19 per month in April 2009 to 22 per month in March 2011. More than a quarter of all domestic violence in the district is alcohol related, inferring that this continues to be a key contributory factor with these offences.

Figure 10 - Domestic Violence crimes recorded in Lichfield District with trend



Source: Staffordshire Police

Females are four-and-a-half times more likely to be the victim of domestic violence than males, with females between the ages of 17 and 25 being most vulnerable. The distribution of offences across the district suggests that a broad range of people are vulnerable to domestic violence and whilst there are clusters of offences in the previously identified crime hotspot locations, it is evident that domestic violence occurs in all communities.

Voluntary organisations offer an alternative insight into the true scale of domestic and sexual abuse. The Pathways Project is based in Lichfield and provides essential support for women and children experiencing domestic abuse in the home. As domestic violence is often a 'hidden crime' the Pathways Project can provide a valuable insight into the victims of domestic violence. During

2010/11, the project received approximately 1,700 calls, an increase of 18% from 2009/10. Of those calls where location details were recorded, 24% were from Lichfield District. The available data does not allow for further analysis by district, but of the calls received by the project, the peak age groups was 21 to 30 years.

Mosaic is a social classification tool that can provide us with an understanding of communities' socio-demographic and socio-cultural lifestyles and behaviours. Mosaic Public Sector classifies consumers by allocating them to one of seven Super-groups, 15 Groups and 69 Types. Analysis illustrates that all socio-demographic groups are represented within the victims of domestic violence, however there is significant variation between groups.

The 'treemap' in figure 11 shows the proportion of domestic violence recorded within each Mosaic Super-group in Lichfield District during 2010/11. The size of each box represents the proportion of the total offences recorded, and the shading represents the difference from the population of the district; the darker green, the greater the level of under-representation in cases of domestic violence, and the darker the red, the larger the over-representation.

Figure 11 - Domestic Violence recorded in Lichfield District 2010/11



Source: Staffordshire Police and Mosaic Public Sector (© Experian)

The highest proportion of victims in Lichfield (19%, which is roughly proportional to the population) fall into the Mosaic Group B, 'residents of small and mid-sized towns with strong local roots', part of the Super-group 'Rural and small town inhabitants': This group contains residents who mostly live in medium sized and smaller towns of older housing where there is little turn-over from year to year. These are people who prefer to engage face-to-face who like to feel they have a personal relationship with service deliverers. Many of them are known to each other through other social networks, therefore the internet and the telephone are less favourable methods of communication. They are also non-receptive to SMS text messages and national press, favouring local press and magazines².

The most over-represented Mosaic Group in the district is Group K 'residents with sufficient incomes in right-to-buy social housing' within the Super-group 'lower Income Residents'. Many of

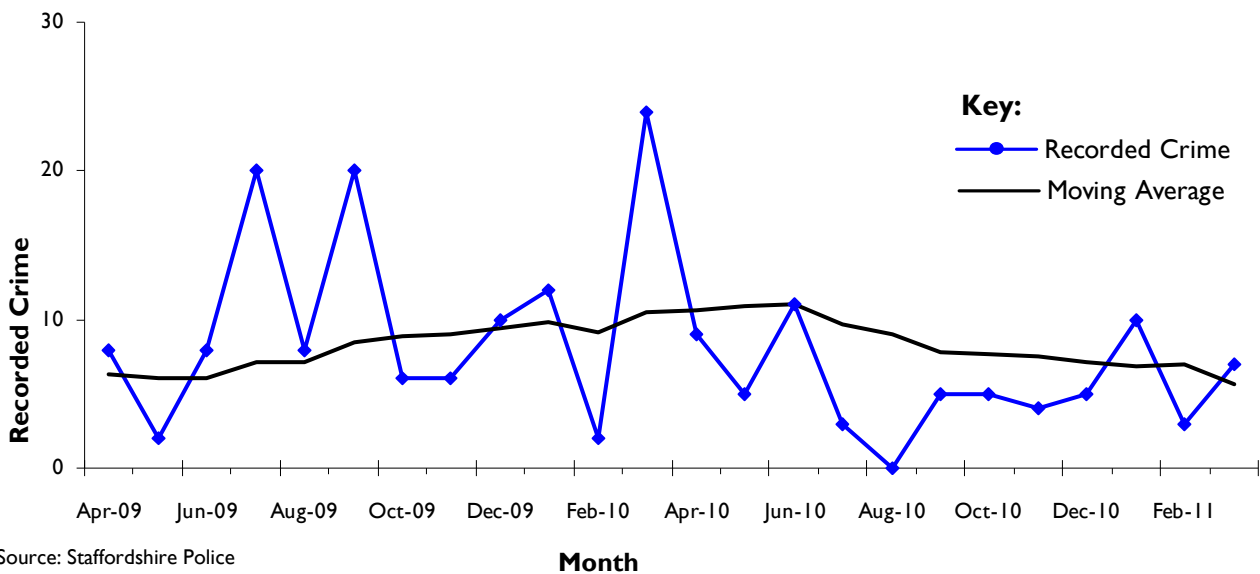
² Source: Mosaic Public Sector (© Experian) Interactive Guide

these people live on former council estates where a large proportion of the properties have been purchased under the government's right to buy legislation. People in this group feel more comfortable communicating face to face. The internet is used for shopping and entertainment, but is not necessarily seen as an appropriate tool for researching information on public services. People in this group tend to be non-receptive to mobile phone communications and direct mail³.

Sexual Violence

Over the past four years, there have been sporadic changes in the levels of sexual violence reported to the police, due in part to the fact that, like domestic violence, sexual offences are hidden crimes which may be subject to under and late reporting.

Figure 12 - Sexual Violence crimes recorded in Lichfield District with trend, April 2009 - March 2011



Source: Staffordshire Police

According to those offences reported to the police in Lichfield District during 2010/11, females were considerably more likely to be the victim of sexual violence than males (just one offence against a male was reported), with females between the ages of 12 and 16 most vulnerable. Almost a third of offences was a rape offence, and almost two in five offences involved a child under the age of 16 years.

Savana, based in North Staffordshire, is a registered charity providing support for anyone who has experienced or is affected by any form of sexual violence including rape, sexual violence, domestic violence, 'honour' related violence and childhood sexual abuse. Only a small proportion of referrals to Savana were from Lichfield District, however the data they collect can provide a valuable insight into the true extent of sexual violence issues across our communities.

During 2010/11, there were 796 individuals referred to Savana, an increase in referrals of 37.5% (or 217 referrals) on the previous year. Of those referrals where an answer was provided, 40% had not reported the matter to the police. A large proportion were repeat victims: many have been victims of abuse for several years. 8% were of Black/Minority/Ethnic origin, twice the proportion than those reporting to the police (4%). 20% stated that alcohol and drugs were a factor in the abuse, whilst a quarter stated they had some sort of disability.

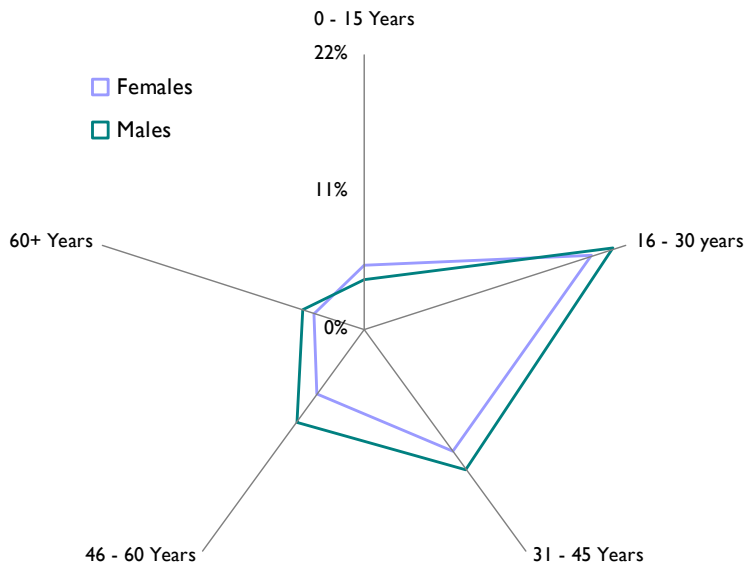
The data provided by Savana also indicates that a much wider age range of victim are vulnerable to sexual violence than the police data suggests. Over 15% of referrals were under the age of 18, and more than a quarter were between the ages of 20 and 29 years, although people of all ages are demonstrated to be vulnerable.

³ Mosaic Public Sector (© Experian) Interactive Guide

Road Safety

Road safety is a key priority in Lichfield District, with a particular focus on younger males involved in collisions on the district's roads. During 2010, there were 457 road traffic casualties in Lichfield District, which was a reduction of 13% or 70 fewer casualties from 2009. There were two fewer people killed or seriously injured (KSI) and 68 fewer slight injuries. Males accounted for 53% of casualties whilst females made up 47%

Figure 13 - Lichfield District total casualties by gender 2010



Source: Staffordshire Police STATS19

The radar chart in figure 13 illustrates the proportion of casualties per age group for males and females relative to total RTCs. As can be seen, there is a disproportional risk for males across all age groups aside from child casualties. The risk is greatest for the 16 to 30 years age group, then the 31 to 45 years group. Although females make up a lesser proportion of total casualties, the age profile is similar to male casualties, suggesting that age is a risk factor, as well as gender.

The majority of collisions in the district occur in similar areas, on the arterial roads through the district, principally at junctions/roundabouts or high-speed sections

of road, or in the congested and built up areas, such as Lichfield City Centre and the residential areas of Chasetown, Boney Hey and Burntwood. KSIs are also largely confined to main roads, however there is a noticeable cluster in the Chasetown area where three KSIs occurred during 2010, in close proximity on relatively minor roads.

Hate Crime

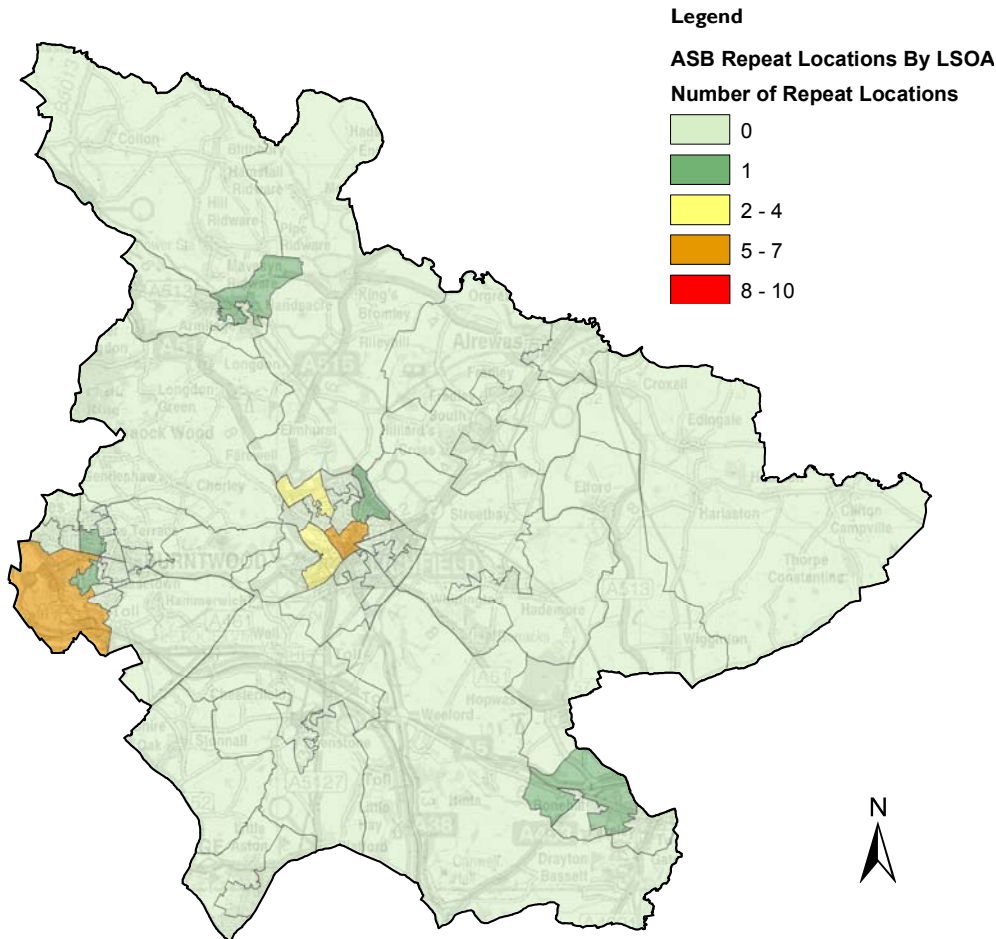
Protecting those people vulnerable to hate crime is a key priority for Lichfield District. During 2010/11 there were 31 hate crimes recorded in Lichfield, the lowest volume in Staffordshire and a reduction of 14% or five fewer incidents from 2009/10. The majority of these offences (80%) were race/religion hate related, with a further four offences trans/homophobic. Just two offences were disability hate crimes. All but one of these offences were violence or public order offences. Where the ethnicity of the victims was known, more than half were classified as White European. From the age profile of victims of hate crime, it is apparent that no one age group is particularly at risk, with the ages between 12 and 85 represented. In terms of homophobic offences, males were targeted, whereas for disability hate offences, females were targeted.

Anti-social Behaviour

As previously identified, there have been considerable reductions in the levels of ASB in Lichfield District during 2010/11, particularly within the previously identified hotspot locations. It can be evidenced that those locations that experience high levels of ASB are also subject to high levels of other community safety issues. Social profiling allows us to examine the social and demographic profile of the areas where ASB incidents are reported across the district providing us with an insight into the types of environment in which ASB takes place.

The highest volume of reported ASB in Lichfield occurs in areas profiled as Group B, ‘residents of small and mid-sized towns with strong local roots’⁴. Although communities in these areas are likely to be nearer retirement age, they are also quite diverse in terms of age distribution and type of household. According to the British Crime Survey, people in these locations are less likely to perceive that ASB has got a lot worse in the last two years than the national average, and residents generally experience moderate levels of crime, most of which is opportunistic and petty. The levels of ASB reported in these locations are generally proportional to the make-up of the population.

Figure 14 - Repeat ASB Locations by LSOA 2010/11



© Crown Copyright and database rights 2011. Ordnance Survey 100019422. Data source: Staffordshire Police

The locations in Lichfield in which the most disproportionate levels of ASB are reported are profiled as Group L ‘active elderly people living in pleasant retirement locations’. These locations contain large numbers of pensioners in their later retirement years, many of whom live on low incomes in social housing or in care homes. The policing of these neighbourhoods needs to be sensitive to the issue of reassurance, which is a reflection of their relative vulnerability. Whether or not residents see a visible police presence may be more important to them than the absolute level of crime or disorder, which tends to be low. The map in figure 14 illustrates the areas of Lichfield District that experience the highest number of repeat locations in terms of ASB.

As can be seen, those areas that experience the highest numbers of repeat locations are Lichfield city centre and Chasetown, two of the areas which have previously been identified as community safety hotspots. This is despite the reductions in the number of ASB incidents reported. This would indicate that there are still specific locations in these areas that are particularly vulnerable.

⁴ Mosaic Public Sector (© Experian) Interactive Guide

5. EMERGING TRENDS AND CURRENT EXCEPTIONS

The overall trend for community safety in Lichfield District is positive, with the majority of reported crimes showing a downward trend and improvements recorded in residents' perceptions. However, analysis of partnership performance has highlighted some areas of exception that may benefit from short-term interventions:

Burglary of dwellings - During 2010/11, burglary of dwellings increased by more than a fifth in Lichfield District (an increase of 63 crimes). During the first four months of 2011/12 (April to July) there was a slight reduction in burglary when compared with the previous year. However a hotspot has emerged in Bourne Vale and Fazeley, where the number of domestic burglaries recorded has increased from 8 offences recorded between April and July 2011 compared with 13 in the previous year.

Theft from motor vehicles - there has also been a general reduction in thefts from motor vehicles (10% reduction between April and July 2011), although increases have been recorded in Bourne Vale and Fazeley (27 offences, up from 16 in the previous year) and South Lichfield (11 offences, up from four).

It is also important to keep track of major developments and events, both across Staffordshire and nationally, that may influence future partnership performance and/or working arrangements.

Integrated Offender Management - is currently being rolled out across Staffordshire, following a successful pilot across Cannock Chase, Stafford and South Staffordshire. A strategic vision for IOM in Staffordshire has been developed by the IOM Strategy Group: "Together with our partners and based on a better understanding of re-offending behaviour, we will use recognised pathways out of crime to take a problem solving approach in 'controlling' and 'changing' offenders; finding long lasting solutions and breaking the cycle of crime. Proven methods of punishment and rehabilitation will be used to repair consequences and to reduce overall levels of crime. It will keep our communities' safe, whilst enabling us to reduce demand and deliver excellent, value for money services."

Domestic Abuse - 'Breaking the Cycle', a domestic abuse strategy for Staffordshire is currently out for consultation, and will be launched in Autumn 2011. The strategy provides a context for domestic abuse across the county and sets out how Staffordshire's Safer and Stronger Communities' Strategy Group (the Partnership) intends to tackle domestic abuse in Staffordshire.

Police and Crime Commissioner (PCC) - The Police Reform and Social Responsibility Bill will provide that, in May 2012, 42 of the 43 Police Authorities in England and Wales will be abolished and in 41 force areas, replaced with a PCC. PCCs will not become a responsible authority on Community Safety Partnerships. There will however be a reciprocal duty for PCCs and responsible authorities to co-operate with each other and have regard to each others' priorities for the purposes of reducing crime and disorder (including antisocial behaviour), reducing reoffending and reducing substance misuse. Advice from the Home Office suggests that local CSPs should be preparing for the arrival of PCCs. From an analysis and evidence perspective, this includes considering whether the partnership has evidence of the success and value for money demonstrated by existing programmes to support PCC investment decisions.⁵

6. CONCLUSION

Other than general reductions in the overall volume of incidents recorded, the majority of key findings and recommendations made in the 2010 Strategic Assessment for Lichfield District are still relevant and should continue to form the basis for community safety activity in the District. Despite the often significant reductions in overall crime and anti-social behaviour, it is important to maintain the emphasis on community safety, both in terms of continuing to reduce the levels of crime and disorder, and in identifying and tackling any emerging issues.

⁵ Police & Crime Commissioners - Update No. 1, July 2011 (Home Office)

APPENDIX A: COMMUNITY SAFETY DATA MATRIX

LICHFIELD
2009 Mid Year Estimated Population 98,336

Issue/Problem	2007/08	2008/09	2009/10	2010/11	Annual Change	4 Year Change	Volume	2007/08 Rate	2010/11 Rate	County Rate	Diff from County
ALL RECORDED CRIME	5,756	5,688	4,829	4,615	-214	-4.4%		58.53	46.93	55.72	-16%
Anti-Social Behaviour	3,646	3,678	3,140	2,262	-878	-28.0%		37.08	23.00	32.25	-29%
Violent Crime	1,189	1,159	1,138	887	-251	-22.1%	19.2%	12.09	9.02	14.54	-38%
Serious Violent Crime	46	31	36	29	-7	-19.4%	0.6%	0.47	0.29	0.53	-45%
Assault With Less Serious Injury (3 Year Change)	-	519	493	385	-108	-21.9%	8.3%	5.28	3.92	5.96	-34%
Violence With Injury (3 Year Change)	-	550	529	414	-115	-21.7%	9.0%	5.59	4.21	6.64	-37%
Alcohol related violence (3 Year Change)	-	-	212	173	-39	-18.4%	3.7%	2.23	1.76	2.85	-38%
Domestic Violence (3 Year Change)	-	219	207	262	55	26.6%	5.7%	2.23	2.66	4.30	-38%
Sexual Violence	77	64	63	67	4	6.3%	1.5%	0.78	0.68	0.77	-12%
Acquisitive Crime	2,768	2,733	2,323	2,288	-35	-1.5%	49.6%	28.15	23.27	24.85	-6%
Serious Acquisitive Crime	1,102	1,084	831	937	106	12.8%	20.3%	11.21	9.53	7.82	22%
Theft of Motor Vehicle	199	186	115	145	30	26%	3.1%	2.02	1.47	1.26	17%
Theft from Motor Vehicle	493	551	381	388	7	1.8%	8.4%	5.01	3.95	3.55	11%
Burglary of Dwellings (Rate Per Households)	344	280	296	359	63	21.3%	7.8%	8.88	9.27	6.71	38%
Burglary other Buildings	527	500	342	324	-18	-5.3%	7.0%	5.36	3.29	4.00	-18%
Robbery Personal	46	44	37	33	-4	-10.8%	0.7%	0.47	0.34	0.29	15%
Shoplifting	225	276	255	276	21	8.2%	6.0%	2.29	2.81	3.73	-25%
Theft of pedal cycle	78	81	72	56	-16	-22.2%	1.2%	0.79	0.57	0.96	-40%
Theft from Person	82	79	67	40	-27	-40.3%	0.9%	0.83	0.41	0.61	-33%
Other theft	620	593	598	574	-24	-4.0%	12.4%	6.30	5.84	6.58	-11%
Business Crime	866	864	490	545	55	11.2%	11.8%	8.81	5.54	6.43	-14%
Hate Crime	53	49	36	31	-5	-13.9%	0.7%	0.54	0.32	0.57	-45%
Criminal Damage	1,216	1,126	886	786	-100	-11.3%	17.0%	12.37	7.99	10.92	-27%
Arson	34	44	28	31	3	10.7%	0.7%	0.35	0.32	0.47	-33%
First-Time Entrants to YJS (3 Year Change)	137	44	41	54	13	31.7%		14.07	5.55	5.35	4%
Deliberate Ignitions	183	143	121	125		3.3%		1.86	1.27	2.39	-47%
False alarm malicious calls	17	10	6	18		200.0%		0.17	0.18	0.24	-23%
Dwelling fires no smoke alarm	25	17	16	11		-31.3%		0.25	0.11	0.19	-40%
Casualties Killed or Seriously Injured	29	25	30	25		-16.7%		0.29	0.25	0.26	-1%
Children Killed or Seriously Injured	-	3	1	2		100.0%		0.00	0.02	0.02	5%
Motorcycle casualties	29	38	42	30		-28.6%		0.29	0.31	0.34	-11%
Casualties Young people 16-25 years	156	110	111	135		21.6%		1.59	1.37	1.32	4%
Drug Offences	177	181	148	154	6	4%	3.34%	1.80	1.57	2.40	-35%
Drug users - Young people (new referrals)	23	46	57	49	-8	-14%	-	0.23	0.50	0.46	8%
Street Drinking (ASB)	83	69	66	77	-	17%	-	0.84	0.78	1.01	-22%

* Domestic Violence Figures According to 2009/10 Family member Only Definition

Attachment agenda item

APPENDIX B - KEY MOSAIC GROUPS: COMMUNICATION PREFERENCES

This section outlines the key features and general communication preferences of the Mosaic Groups identified within this analysis. There are three groups which experience above average levels of crime and vulnerability for a variety of issues, outlined below:

Group B: Residents of small and mid-sized towns with strong local roots

Most likely to experience anti-social behaviour and domestic violence in Lichfield District



Key features:

- Strong roots
- Traditional
- Small Towns
- Mixed housing
- Lower incomes
- Mid-Market papers
- Home improvement
- Varying ages
- Grandchildren

Communication preferences:

Access information

Face-to-face, local papers, magazines
 Not Internet, SMS, National papers or interactive TV

Service Channels

Face-to-face, post
 None Significant

Group K: Residents with sufficient incomes in right-to-buy social housing

Most likely to experience domestic violence in Lichfield District



Key features:

- Council tenants
- Comfortable lifestyles
- Few qualifications
- Hard workers
- Self-reliant
- Focus on value for money

Communication preferences:

Access information

Face to face, local papers
 Not magazines

Service Channels

Face to face
 Not mobile phone or post.

Group L: Active elderly people living in pleasant retirement locations

Most likely to experience anti-social behaviour in Lichfield District



Key features:

- Retired, Pensions
- Bungalow
- Bought a smaller property
- Heritage sites
- Grandchildren
- Pay off credit card in full
- Specialist shops

Communication preferences:

Access information

Face-to-face, local papers
 Not internet, telephone, SMS, national papers.

Service Channels

Face-to-face
 Not internet, telephone/mobile.



Contents

Foreword	1
1. Introduction	2
Vision	2
2. Current emissions	3
3. Policy drivers	6
4. Progress to date	8
5. Carbon Reduction Plan	10
Theme 1: Community And Education	10
Theme 2: Planning And Energy	12
Theme 3: Housing	16
Theme 4: Transport	18
Theme 5: Biodiversity, Water And Waste	21
Theme 6: Procurement	28
Theme 7: Economy	30
6. Performance management	32
7. Adaptation	33
8. Renewable energy	34

Foreword

For our district to continue to grow in economic prosperity we will undoubtedly need increasing amounts of energy, for manufacturing, for heat and light in our workplaces and homes and for travel. This energy is expensive and increasingly unreliable as it comes from sources across the world. In the case of oil, gas and other fossil fuels, it is finite and its use produces polluting gases.

As a district we need to find ways of reducing our need for energy, balancing this with our need for continuing economic growth and prosperity. We need to reduce our need for energy which comes from fossil fuels, oil, coal and gas and move to a lower carbon lifestyle which is kinder to our environment. As alternatives to fossil fuels, we can access renewable power sources such as water, solar power, wind power etc. At the same time we can actually reduce the amount of power we need by properly insulating our buildings, by simply being more careful with our usage of resources and we can take advantage of new more efficient products and ways of doing things.

All these actions should have the double benefit of reducing pollution and reducing our own individual energy costs.



Our council is committed to the principle of reducing carbon emissions and our reliance on fossil fuels and we will work across the District with parish councils, community groups, other partners and, of course, our residents, to reduce the use of non renewable energy and make energy savings. I am delighted to be able to present, as Chair of the Local Strategic Partnership as well as Leader of this Council, our first District Partnership Carbon Reduction Plan.

Councillor Michael Wilcox, Leader of Lichfield District Council & Chair of Lichfield District Strategic Partnership

"It is indeed a moot point whether the Earth's climate is changing because of man's activity. It is similarly debatable whether we as individuals, or even as a local authority within the UK, can make changes to our behaviour which can effect change.

Personally, I believe that globally we are responsible for alterations and this would appear to be in accordance with scientific opinion in the main. However, this Carbon Reduction Plan is not necessarily about saving the planet but in a more immediate sense it is about saving valuable resources and ultimately, money. In retrospect we can now see that energy costs have been relatively cheap over preceding decades, however, many will attest to this no longer being the case. Fuel-poverty is an ever-present component of our everyday lives.



If this document assists us all to become more frugal in our use of energy, be it for the individual's benefit or more widely, then it will perhaps make a worthwhile contribution."

Councillor Thomas Marshall, Chair Climate Change Overview & Scrutiny Task Group

1. Introduction

This strategy has been produced as the first step in fulfilment of Lichfield District Council's commitment to tackling climate change.

In 2005-2006 Staffordshire County Council carried out a survey asking local residents about their concerns for the future. The results showed that climate change was second only to terrorism and that the public expected local councils to take a lead on the issue.

Developing a low carbon economy has tangible, long term benefits beyond limiting the dangers of climate change. It will increase prosperity by helping individuals and organisations to save money and benefit from schemes such as the Feed-in Tariff. It will ensure that our residents live in comfortable, healthy homes. It will create jobs and skills in the efficiency and renewable energy sector, boosting the economy.

This plan will cover a two year period from April 2011 to March 2013, when it will be refreshed. This is in order to bring the plan into line with Government's five year carbon accounting periods. The next accounting period will run from April 2014 to March 2019 and it is anticipated that the refreshed plan will also cover this time period.

Vision

To work towards a district which, whilst it is prosperous, also works to reduce its reliance on fossil fuels and to reduce its carbon emissions.

We aim to achieve this vision by:

- Reducing CO₂ emissions from buildings, vehicles, services and activities throughout the district, starting with our own.
- Ensure that all buildings and services are resilient to changing climate impacts over coming decades.
- Encouraging developers to design and build new developments to minimise carbon emissions and reliance on fossil fuels and take into account other aspects of changing climate such as extreme weather and flooding.
- Acting as a community lead to advise and support local residents, businesses and other partners in contributing to the above.

2. Current emissions

District Wide Emissions

Table 1: Lichfield District Wide CO₂ emissions 2005-09

Year	Industry and commercial '000 Tonnes	Domestic '000 Tonnes	Road transport '000 Tonnes	District totals '000 Tonnes	Population ('000s, mid-year estimate)	Per capita emissions (tonnes CO ₂)
2005	269	265	323	857	95.9	8.9
2006	274	270	321	865	96.8	9.0
2007	276	264	333	873	97.6	9.0
2008	265	264	318	847	98.0	8.6
2009	229	236	303	768	98.5	7.8

The Data source is the Government Department of Energy and Climate Change, statistical release September 2010.

Per capita emissions for Lichfield are above average for Staffordshire (7 tonnes per person in 2008) with only East Staffordshire showing higher emissions attributable to high industry and commercial emissions.

Nationally nearly all local authorities have experienced a decrease in road transport emissions between 2007 and 2008, and 65% of authorities saw a decrease in industry and commercial emissions. Emissions in the domestic sector have fallen for the first time in 2009.

Lichfield District Council Emissions

The District Councils own estate is a relatively small part of the overall emissions for the District at around 0.4% The Council's carbon footprint covers the built estate, business mileage and fleet vehicle mileage. The District Council's emissions over the last four years are as follows:

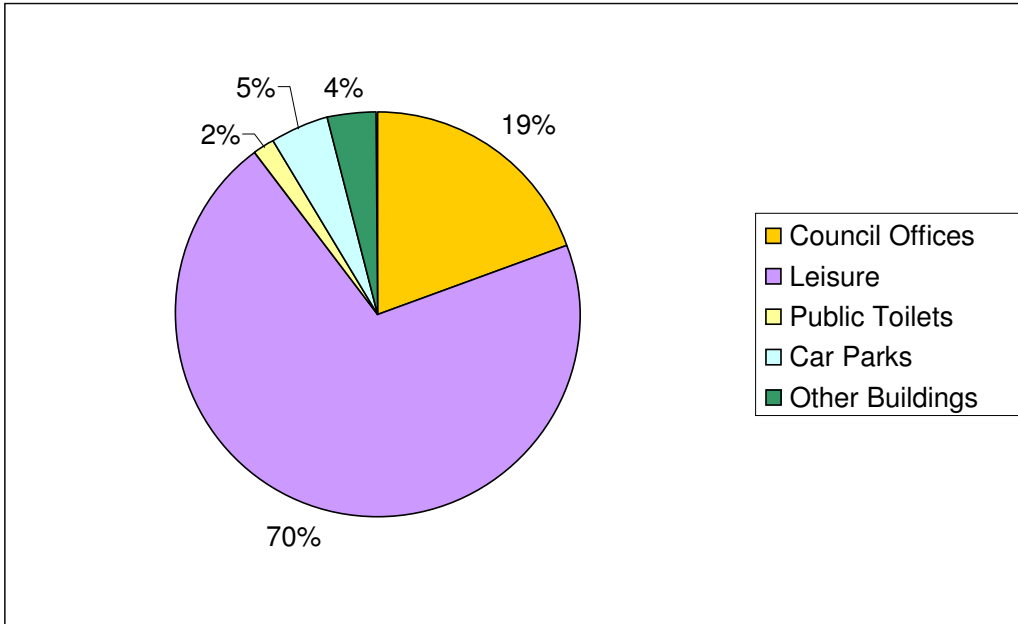
Table 2: Lichfield District Council Only Co2 emissions

Year	Total emissions Tonnes Co2	Building and Street Lights Tonnes Co2	Transport Tonnes Co2
2008/09	3717*	2609	1108
2009/10	3638*	2568	1070
2010/11	3440*	2506	934

* Calculation for Greenhouse Gas Emissions (GHG) reported July 2011 to DECC. Complies with GHG protocol.

The majority of Lichfield District Council’s emissions result from energy used in the built estate. To examine this more closely, a further breakdown of built estate emissions is provided below.

Figure 1: Built Estate Emissions 2009-10



From the data above it is clear that efforts to reduce consumption across the built estate should be targeted at leisure buildings and council offices.

Targets for Reduction

Lichfield District Council will align its targets with those already set at a national level through the Climate Change Act 2008. This states that the UK will make an 80% reduction by 2050 from a 1990 baseline.

Lichfield does not have data for 1990 so a figure has been arrived at using national statistics presented by Defra in “Sustainable Development in Your Pocket, 2006”. This states that public sector emissions fell by 16% between 1990 and 2005. Using baseline data from 2005-06, it is therefore possible to calculate an estimate for 1990.

Figure 2: Emissions trend line between 1990 and 2050

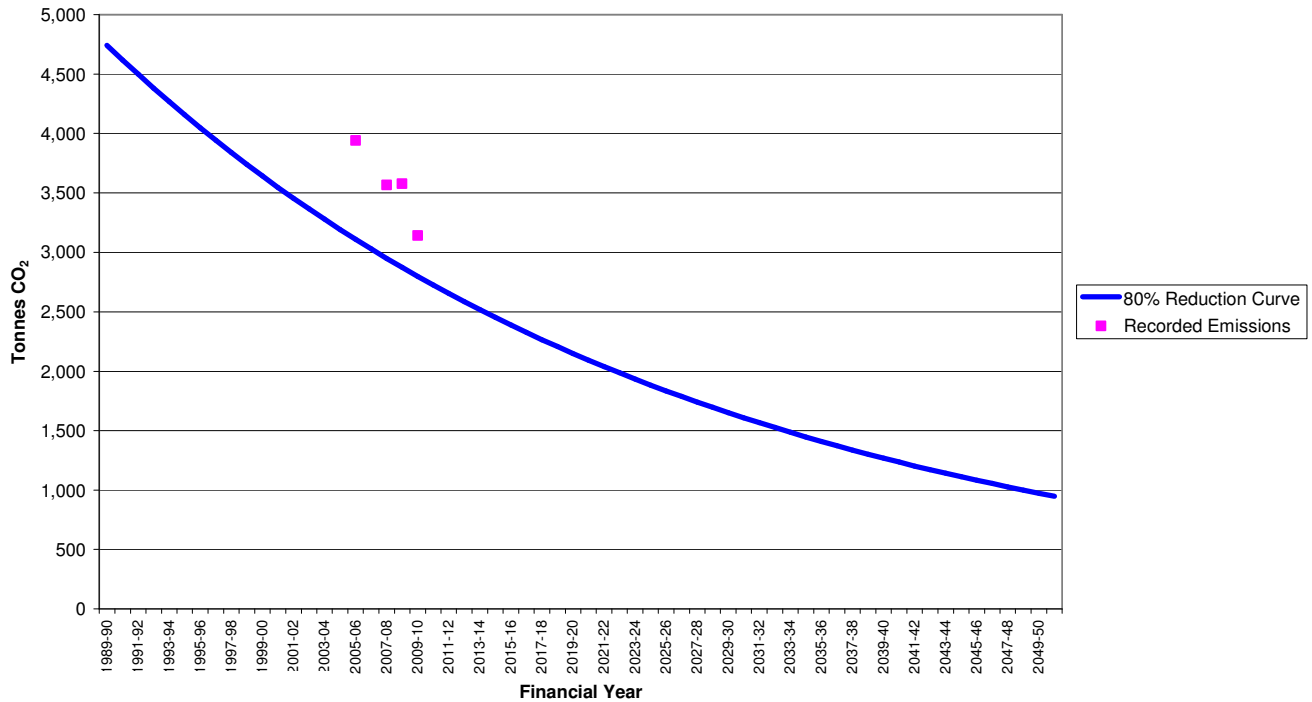


Figure 4 (above) shows the trajectory that Council needs to maintain in order to meet its 2050 reduction target. This is illustrated by the solid blue line. The pink dots show Lichfield’s recorded emissions. Emissions are currently above the curve, however good progress is being made towards the required trajectory. Since 2005-06, the Council has made a reduction of 20.27%, which is equivalent to 799 tonnes CO₂.

We will therefore set an interim target to achieve a reduction of 33.37% over the next 10 years, using 2009-10 recorded emissions as a baseline. This is a reduction of 3.34% per year (104.86 tonnes CO₂) and will put the Council back on its required reduction curve by 2020.

4. Policy Drivers

There are several relevant local and national drivers:

- The Climate Change Act 2008.

The Climate Change Act 2008 makes the UK the first country to have a legally binding long-term framework to cut carbon emissions. It also creates a framework for building the UK's ability to adapt to climate change. The Committee on Climate Change (CCC) was set up as an independent body as part of the Act. The Act requires that emissions be reduced by at least 80% by 2050, against 1990 levels.

The Act also introduces legally binding carbon budgets, which will set a ceiling on the levels of greenhouse gases that can be emitted. The CCC's first report: *Building a Low-Carbon Economy* advises on the level of these budgets for the first three five year periods.

Lichfield District Council has adopted this national target and has moved to five-year budgets.

- The Copenhagen Accord

The Copenhagen Accord is the centrepiece of the climate deal formed at the Copenhagen Summit in December 2009. The overall aim of the talks was to agree a successor to the existing Kyoto Protocol after 2012 but it is widely regarded as having fallen short in its attempt to broker an effective worldwide deal. It is not a legally binding agreement and although it "recognises" the scientific view that the increase in global temperature should be no more than two degrees above pre-industrial levels this is not a formal target. Each nation will set its own reduction targets for 2020.

Developed countries are to "set a goal of mobilising jointly \$100bn a year by 2020 to address the needs of developing countries." Emerging nations will monitor their own efforts and report to the United Nations every two years. There is also no detailed framework on carbon markets; "various approaches" will be pursued, including the CRC Energy Efficiency Scheme in the U.K.

- Sustainable Community Strategy 2006-2021.

The principal aim of this strategy is to make measurable improvements to the quality of life of all people who live in, work in, and visit Lichfield District, through actions to improve their long term economic, social and environmental well-being. Tackling climate change through sustainable development, energy efficiency, protection of biodiversity and improving public transport is a focus of the strategy under the theme of sustainable communities.

- Lichfield District Council Strategic Plan 2008-2012.

The strategic plan focuses on nine key priorities including:

- Protect and enhance our environment for future generations.

To deliver on this priority, Lichfield District Council commits to good practice in energy management and a better understanding of renewable energy. It also commits to communicate climate change through the OC₃ web portal and through engagement with schools as part of the broader sustainability agenda.

Delivery against this outcome will also contribute to other priorities, including:

- Attract even more investment into our district.
- Involve local people and partners.
- Improve people's health and well being.
- Provide great value services centred on customers' needs.

- The Staffordshire Declaration on Climate Change.

Lichfield District Council signed the Staffordshire Declaration in 2008. Adapted from the well known Nottingham Declaration, it is a public acknowledgement that climate change is occurring, and a commitment to action and community leadership: to reduce our own emissions, adapt to the changes which are now inevitable and help the people of Staffordshire to do the same.

- The Localism Bill: transfer of power down to local level.

This Bill will shift power from central government back into the hands of individuals, communities and councils. It will help build the Big Society by radically transforming the relationships between central government, local government, communities and individuals.

For councils the Bill will fundamentally change their freedom to act in the interest of their local communities through a new general power of competence. Rather than needing to rely on specific powers, the new power will give councils the legal reassurance and confidence to innovate and drive down costs to deliver more efficient services.

- 'Big Society': fostering more community driven projects, third sector and volunteering.

The government wants to strengthen society by encouraging people to work together to run their own affairs locally. It aims to give more power and responsibility to families, groups, networks and locally-based communities, and to generate more neighbourhood groups, volunteers, social enterprises and small businesses.

5. Progress to date

Community and Education

- Lichfield District Council, its partners and local environment action groups held a successful 'Go Green' conference at the Lichfield Garrick theatre in January 2010. The event raised awareness of climate change issues amongst residents, businesses and organisations.
- Lichfield District Council, Low Carbon Lichfield (LoCaL) and Whittington and Fisherwick Environment Group (WFEG) plus other partners established Lichfield District Action on Climate Change (SUSTAINABLE ENVIRONMENT PARTNERSHIP) to promote action on carbon reduction across the district.

Planning and Energy

- The Council requires all new major developments (containing 10 or more residential units, or more than 1,000m² floor space) to submit a sustainability checklist with planning applications.
- The main council offices have had energy saving measures introduced including loft insulation and replacement of the boiler.
- The Council Depot has had solar PV panels fitted.
- Variable speed pumps are being fitted to the main council swimming pool.
- Smart Energy Meters have been fitted at council premises.
- The Planning Local Development Framework has been developed with carbon reduction targets in mind and is currently in the consultation phase.

Housing

- Lichfield District Council set up the Warmer Homes, Greener District (WHGD) scheme in 2007 with financial assistance of the Community Energy Efficiency Fund (CEEF) from DEFRA. The aim of this initiative is to reduce the use of energy in the home and reduce fuel poverty among homeowners. Homeowners can call the Energy Saving Trust free telephone number and speak to trained advisors about energy efficiency. They can also receive information on subsidised or free insulation measures which they may be eligible for under WHGD. Energy efficiency measures are not only carried out through WHGD and The Energy Savings Trust data tells us that all schemes resulted in 2,715 cavity wall and 2,533 loft insulations being completed between 2008 and 2010 in Lichfield District.
- Bromford Housing has a dedicated programme to improve the energy efficiency of the homes they manage in the District. This is monitored through regular stock condition surveys which include an energy audit. The average Standard Assessment Procedure (SAP) rating for Bromford stock in the district is 69 (higher than the district average). In 2009/10 they improved the insulation in 326 homes which included 319 lofts and 40 cavity wall insulations. In the last two years 145 solid wall homes have received external insulation. Bromford has a programme to replace inefficient heating systems and in 2009/10 110 systems were replaced. Eight solar and wind powered lamp columns have also been installed in Lichfield and Fradley.
- Whittington and Fisherwick Environment Group (WFEG) have run a local community insulation campaign from September 2008 and by September 2009 had achieved 50 installations in their Parish.
- The LoCaL community insulation campaign has commenced, with 50 home visits achieved.

Biodiversity

- The Staffordshire Biodiversity Action Plan is used by a wide variety of partners throughout the county in developing policy, targeting priorities and accessing funding for biodiversity action.
- Lichfield Biodiversity Strategy sets out the commitment to monitor biodiversity improvement or loss within the district. It identifies the main habitat types and species which are either locally or nationally important and set out actions and target for their conservation and improvement.
- Restoring the Lichfield Link is a programme aimed at restoring part of the critical heathland link across Staffordshire and to prevent further fragmentation of the existing heathland sites that are managed by Lichfield District Council.
- Development of a 'Biodiversity and Landscape' Supplementary Planning Document. This will provide detailed advice on the implementation of policies in the Local Development Framework, including integration of biodiversity with landscape issues.
- Biodiversity Community Grant Fund. Funding and support is available from the District Council's Countryside Team specifically for projects which will result in biodiversity gain and increased public awareness and are appropriate to their locality.
- The Countryside Events Programme includes guided and specialist walks, practical nature conservation days and wildlife surveying events.
- Environmental education programme and Burntwood Avenues tree planting project

Water and Waste

- Lichfield District Council has commissioned a Water Cycle Study (WCS). This is exploring the capacity in water supply, wastewater infrastructure and the water environment in the District and will ensure that new development can be supplied with water services in a sustainable way.
- The District Council has also commissioned a Surface Water Management Plan (SWMP). This is a tool to manage surface water flood risk on a local basis by improving and optimising coordination between relevant stakeholders.
- The District Council recycling scheme achieves a recycling rate of 58% (24,390 tonnes). Plastic, cans, paper, cardboard, glass, garden waste, food waste, cartons (such as Tetra Pak) and textiles can all be recycled from the doorstep.

Procurement

- Lichfield District Council has begun work on a sustainable procurement policy which will focus on specifying less environmentally damaging products and encouraging suppliers to use environmentally friendly practices throughout the production process.
- The District Council uses electronic tendering.

Economy

- 'Think Local' is a rapidly developing initiative to promote business in Staffordshire by nurturing opportunities for inter-trading amongst local businesses and to encourage public sector bodies and larger commercial organisations to recognise the benefits of using local suppliers.
- Lichfield City is a Fairtrade City. Fairtrade means that where products are purchased from developing countries, growers and producers receive a fair and stable price, as well as good working conditions.
- The Council has a home working policy which allows people to work more flexibly and reduces travelling.

6. Carbon reduction plan

Theme 1: Community and Education

Councils are uniquely placed. They have a democratic mandate to deliver and are trusted by their residents. They have local knowledge, connections to businesses, other public agencies and the third sector. However, a local authority working alone cannot address climate change. That is why the first theme of our plan is how we are going to work with the community that we serve.

Lichfield District Council became a signatory to the Staffordshire Declaration in 2008. This not only commits the Council to reduce emissions and adapt, but also to act as community leaders to enable our residents to do the same. In addition, the Council takes an active role in the work of the Staffordshire Climate Change Partnership; delivering carbon reduction projects county wide. Our foremost Low Carbon Community (LCC), Whittington and Fisherwick Environment Group (WFEG) has become a national leader in its field and the Low Carbon Lichfield Group (LoCal) is now firmly established.

The choices we make in our everyday lives regarding our homes, transport, food and the goods we buy have consequences across the world. Reducing our consumption of resources is not only better for the planet but it is important in reducing our reliance on energy imported from other countries.

Our Climate Change Strategy is not only about our own buildings and the services we deliver (although they are a key part); it is about the community as a whole. Therefore it is necessary for the Lichfield District Partnership to work in partnership with the wider community: individuals, households, other public bodies, the voluntary sector and businesses to reduce greenhouse gas emissions and to adapt to a changing climate. The commitment and understanding of the individuals and organisations that make up our community are essential.

We will continue to provide leadership and support to our community and in return we need all members of our community to engage with us, and each other in meeting the current challenge.

Table 3: Community and Education carbon reduction plan

Action	Responsible officer/s	Timescale and target	Resources	Benefit
Provide a series of training sessions on communicating climate change for Councillors, Senior Officers, LSP members and Community Champions.	Director of Operational Services.	Councillor session July 2011.	Officer time.	Members and officers will be better equipped to lead on tackling climate change and help their communities and organisation achieve the financial, health and social benefits of this.
Develop a climate change communications strategy. To include: <ul style="list-style-type: none"> - Internal communications. - Staff awareness campaigns. - Promotion of 'Our County, Our Climate, Our Choice' website. 	Communications Team.	Strategy drafted and delivered throughout 2011-2012.	Officer time.	It is anticipated that an effective communications strategy will result in behavioural change, which will then yield financial savings for the Council. A 1% reduction in built estate emissions from 2009/10 levels would save around £388.
Deliver a programme of presentations to community groups to raise awareness of the benefits of energy efficiency.	Lichfield District Action for Climate Change (SUSTAINABLE ENVIRONMENT PARTNERSHIP)	April 2011 to March 2012.	Marketing budget.	Delivery on our Staffordshire Declaration commitment to help our local communities take action on climate change.
With Staffordshire County Council's Climate Change Team, work with schools to raise awareness of climate change.	SUSTAINABLE ENVIRONMENT PARTNERSHIP, LSP, Housing officer.	Financial year 2011-12.	Officer time.	Delivery on our Staffordshire Declaration commitment to help our local communities take action on climate change.

Theme 2: Planning and energy

Lichfield District must be a place where people want to live and work, now and in the future. The Council is therefore seeking to create communities which meet the needs of existing and future residents, are sensitive to their environment and contribute to a high quality of life. Planning has a key role to play in ensuring that development minimises its impact on the environment and helps to mitigate and adapt to the effects of climate change.

Fundamental to the creation of sustainable communities will be development which embodies sustainable principles at the local level. The move towards a low carbon economy is one way in which the District can tackle the challenge of climate change; through directing development towards the most sustainable locations, minimising the need to travel and distances travelled, particularly by private car and providing supporting facilities and infrastructure.

Sustainable development is at the heart of the local planning process and the Council has a key role to play in reducing carbon emissions, stabilising the climate and adapting to unavoidable changes in the climate.

New developments will be designed and constructed to a high environmental standard and will generate a significant part of their residual energy demand. The development of renewable resources and retro-fitting renewable technology to existing housing stock, industrial and commercial buildings will be encouraged. The risk from flooding to homes and businesses will be reduced and new development will mitigate against the risk of flooding.

The "Building a Greener Future" national policy statement of July 2007 aims to ensure that all new homes built after 2016 will have zero carbon net emissions and announces a tightening of Building Regulations along the following lines:

- 2010: A 25% carbon reduction beyond current (2006) requirements.
- 2013: A 44% carbon reduction beyond current (2006) requirements.
- 2016: A 100% carbon reduction beyond current (2006) requirements.

The recent Staffordshire county wide "Renewable and Low Carbon Energy Resource Assessment and Feasibility Study" conducted by Camco on behalf of all the Staffordshire Districts (except Stoke-on-Trent) and the County Council indicates that for Lichfield District there may be opportunities to set zero carbon targets ahead of 2013 on large housing development sites. There may also be opportunities for supporting such accelerated progression through Energy Services Companies (ESCos) for these types of development. It is intended that all non-domestic buildings will be zero carbon by 2019, with a more detailed trajectory yet to be announced nationally.

The Council's Climate Change Supplementary Planning Document will provide developers and the broader community with further guidance on renewable energy technology and sustainable construction issues to support the implementation of such planning policies.

Table 4: Planning and Energy Action Plan

Action	Responsible officer/s	Timescale and target	Resources	Cost/benefit
For all new domestic development require developers to achieve between 25 - 42% carbon reduction assisted through incorporating a minimum of 10% renewable energy generation.	Lichfield District Council Development Portfolio.	Draft Core Strategy for publication in November 2011. Followed by a 6 week period of consultation, then submitted to the Secretary of State for an Examination in Public, possibly in early 2012, with possible adoption of the Core Strategy in March 2012.	Will require officer time initially.	As an indicative example, an average UK 3 bedroom semi detached property uses 4,640 kWh of electricity per year and 16,900 kilowatt hours (kWh) gas (National Energy Action). A 25% reduction on this would save around 1.4 tonnes of carbon dioxide (CO ₂) per property per year.
For all new non-domestic development, require developers to achieve a minimum of 10% renewable energy generation.	Lichfield District Council Development Portfolio.	Draft Core Strategy for publication in November 2011.	Will require officer time initially.	As an indicative example, a correctly sited 20kW solar photovoltaic installation would produce around 15,000kWh of electricity each year. This would save around £1,500 in avoided costs plus a Feed-in Tariff generation payment of £4,710.
On all large development sites require developers to undertake a feasibility assessment for community heating, biomass heating, CHP.	Lichfield District Council Development Portfolio.	Draft Core Strategy for publication in November 2011.	Will require officer time initially.	Increased security of supply, carbon reduction, and lower energy costs for residents.

Consider developing local “allowable solutions” (e.g. establish a Carbon Investment Fund Mechanism, civic renewable energy projects or communal heating infrastructure, S106 contributions)	Lichfield District Council Development Portfolio.	Draft Core Strategy for publication in November 2011.	Officer time.	Increased security of supply, carbon reduction, and lower energy costs for residents.
Planning applications for major new development to be supported by a sustainability statement that has regard to the contents of the West Midlands Sustainability Checklist.	Requirement incorporated within local validation requirements.	In place and will be continuously monitored.	Officer time.	For developers, the checklist is a simple way to deliver sustainable development through the planning system and is consistent with regional and national policy. For the Council, it provides clear and consistent advice about the range of issues to be considered when assessing the sustainability of a planning application.
Ensure new development is resilient to likely weather impacts and includes features to deal with higher temperatures such as shading, green space and water management.	LDC through LDF planning policies and SPD.		Officer time.	A well adapted local authority can lower the risk to employees and property from extreme weather, help to ensure continuity of service delivery and avoid costs.
Develop specific planning protocols for those small-scale technologies not	LDC through Supplementary Planning Guidance.	Protocols to be developed by Spring 2012.	Officer time.	Will provide clear guidance for planners. Will contribute to the

Attachment - agenda item 7

classed as Permitted Development to support retro-fitting.				government target of sourcing 15 per cent of the UK's energy from renewables by 2020.
Conduct analysis of the potential for fuel switching in off-gas locations.	LDC.	Analysis complete by end March 2012.	Officer time.	Provide information on the potential for fuel switching.
Require on-site monitoring for major new development and develop monitoring mechanisms of low and zero carbon uptake.	LDC through Development Management process and Annual Monitoring Report.	February 2011 onwards .	Officer time.	Provide a method of monitoring actual carbon and financial savings on major new developments.
Undertake an energy audit across all council premises.	West Midlands Regional Improvement and Efficiency Partnership (WMRIEP).	By end March 2012.	No resources required. Audits will be funded by WMRIEP.	Will provide information on our built estate including where efficiency improvements may be made, costs and payback and carbon savings.
Partnership working with Birmingham University developing opportunities to research and promote energy saving projects under the umbrella of the Chasewater Green Park project.	Development Executive and Implementation)	Ongoing	Officer time.	Chasewater Green Park partnership has promoted projects to reduce energy usage at Lichfield Cathedral, explore solar powered commercial greenhousing and energy efficient business parks.

Theme 3: Housing

Housing

“Three quarters of the energy we use in our homes is for heating our rooms and water, most of which comes from gas-fired boilers. Together this accounts for 13% of the UK’s greenhouse gas emissions, and by 2050 emissions from homes need to be almost zero by using energy more efficiently and using more low carbon energy. Two thirds of the homes we will live in by 2050 have already been built, so we will need to make our existing homes much more energy efficient and heat and power them from low carbon sources.”

HM Government July 2009: *“The UK Low Carbon Transition Plan: National strategy for climate and energy.”*⁸

In Lichfield District the domestic sector accounts for almost one third of energy consumption. We face a challenge in improving our housing stock and we recognise that many homes will have to be retro-fitted with efficiency measures and renewable energy installations. In parts of the District we also face the challenge of balancing preservation of the historical character of buildings with the need to reduce greenhouse gas emissions.

As a local authority we can use our influence in addition to the legal powers and resources available to us to reduce domestic carbon dioxide emissions. Although we can continue to learn, particularly from the Audit Commission’s recent report *“Lofty Ambitions - The Role of Councils in Reducing Domestic CO₂ Emissions”*³¹, we acknowledge that we can have the most impact where we lead, oblige or subsidise social landlords and private sector homeowners to reduce domestic carbon dioxide emissions.

Financial constraints will limit direct spending on such measures, but by obtaining a better understanding of local needs and priorities we can lead local action and work strategically with partners to deliver emissions savings. We can also ensure that funding is appropriately targeted and use our resources to lever in external funding where possible, thereby making sure that our expenditure secures the greatest value. We can engage partners to achieve maximum impact on domestic emissions by making links between action on domestic energy and other objectives, such as improving health.

Community groups play an important part in raising awareness and encouraging householders in their communities to implement sustainable energy measures. We want to develop and nurture their expertise, enthusiasm, local knowledge and reputation as trusted local sources and peer to peer advisers

By enabling efficiency measures to be installed and trying to influence behavioural changes amongst residents we can bring benefits to the wider community. Energy bills will be reduced, retaining more money in the local economy. Jobs will be created through the demand for insulation and new heating systems. Our residents will have warmer and healthier homes and be less at risk of fuel poverty. We will have greater security of energy supply due to having diverse local energy sources.

Table 5: Housing carbon reduction action plan

Action	Responsible Officer/s	Timescale and Target	Resources	Benefit
Continue promotion of the Warmer Homes Greener District initiative in conjunction with low carbon groups.	Housing Strategy Team.	Ongoing.	Officer time.	Financial benefit and/or increased comfort for residents. Carbon reduction and contribution towards the government target to eradicate fuel poverty where possible by 2016.
Promote early uptake of smart metering across the district. Website, promotional materials, direct mailings.	LSP Sustainable Environment Partnership, LoCaL, WFEG, Bromford Housing.	Smart Meters in Council premises by summer 2011.	Cost of mail shot £500. Officer time.	Smart meters are an excellent energy management tool, enabling accurate billing for residents and fast identification of anomalous usage.
Promotion of the Feed In Tariff for micro-generation technologies. To include detail of the different financial models available.	Communications Team.	Throughout 2011.	Officer time.	Increased take up of renewables will bring financial benefit to residents through avoidance of costs and Feed-in Tariff payments.
Through Council and OC ₃ websites, promoting the " Sustainable Energy Academy " programme of retro-fitted open houses.	In conjunction with WFEG, LoCaL and low carbon groups.	Throughout 2011.	Officer time.	Greater awareness of efficiency measures leading to increased take up.

Theme 4: Transport

Because there are strong links between transport and lifestyle choices, transport behaviours are amongst the most difficult to change. People value good transport highly and the convenience and comfort of car travel cannot be denied. So, whilst concern about climate change is high across the population and many people claim a willingness to change their travel behaviour, there is a particular resistance to changing behaviours considered to constitute a 'significant lifestyle change'.

However, local authorities can have significant influence on the way we travel; through direct delivery of transport services as well, decisions on strategic planning, and on the locations of business and homes. There are four strands of action that we can take with the overall aim of reducing reliance on car travel:

- Change travel behaviour: making informed decisions about the need to travel, how far and how often.
- Widen transport choice: particularly the lower carbon options such as walking, cycling, public transport and alternative fuel vehicles.
- Make best use of existing infrastructure: using existing public transport, car sharing, integrate transport modes.
- Provide well maintained and new infrastructure: cycle routes, bus shelters, and electric vehicle charging points.

A switch to public transport or cycling and walking will reduce emissions over shorter distances: 21% of transport carbon emissions arise from journeys of less than 5 miles¹⁶. We want to encourage active modes of travel; not only for their environmental benefits, but because of the impact they can have on health, well being and quality of life.

While 60 per cent of the UK population lives within a quarter of an hour cycle ride of a railway station, only 2 per cent of journeys to and from stations are made by bike¹⁶. Therefore we need to improve provision for cycling to and from stations, enhancing cycle storage facilities at stations and promoting best practice. There is a strong synergy between cycle and rail which, when used in conjunction, provides one of the most environmentally friendly options for travel.

The best way to reduce carbon emissions from transport is to reduce the need to travel. We can do this by ensuring a robust local infrastructure and encouraging our residents to use local businesses and services. This helps to retain money in the local economy and builds social cohesion.

Where vehicles will continue to be used we need to ensure that the resultant emissions are minimised. In the short term this can be achieved through smarter driving techniques and lower emission vehicles and where we have direct influence, alternative fuel vehicles. In the longer term more vehicles will run on non-fossil fuels so we need to prepare an infrastructure for electric vehicles.

Table 6: Transport carbon reduction plan

Action	Responsible Officer/s	Timescale and Target	Resources	Cost/benefit
Produce a sustainable travel plan for the Council. To include information on: <ul style="list-style-type: none"> - Priority parking for car sharers. - The Council's flexible working policy. - Emergency ride home policy. - Cyclescheme details. - Share-A-Lift details. - Cycling business mileage rates. - Information on accessing cycle maps and timetables. 	LDC Strategic Director Organisational Development	Publication of sustainable travel plan by March 2012.	Officer time. Design and print costs £500.	All policies and benefits relating to sustainable transport are easily accessible in one location. It is anticipated that initiatives under the plan will lead to a reduction in drive alone car journeys, reducing congestion, carbon emissions and increasing health where active travel modes are adopted. Significant financial benefits may also be gained.
Promote Share-a-Lift car share database through: <ul style="list-style-type: none"> - Internal communications. - A promotional event. 	Communications Team	Throughout 2011.	Officer time. Staffordshire County Council Sustainable Travel Team.	Reduction in drive alone car journeys, reducing congestion, parking difficulties, carbon emissions and increasing health where active travel modes are adopted. Significant financial benefits may also be gained.
Promote walking and cycling through: <ul style="list-style-type: none"> - Internal communications. 	Communications Team	Throughout 2011.	Officer time. Staffordshire County Council Sustainable Travel Team.	Health benefits of active travel, reduced impact on congestion, reduction in carbon emissions, less

- A promotional event.				pressure on parking.
Although many council premises have cycle racks and showering facilities this is not uniform. Explore the opportunities to improve facilities where finances allow.	LDC Directors as appropriate.	March 2013.		Health benefits of active travel, reduced impact on congestion, reduction in carbon emissions, less pressure on parking.
Ensure that replacement of vehicles take place with consideration of more carbon efficient engines and alternative fuels where appropriate.	Streetscene Manager	7 Refuse vehicles are due for replacement in 2013.	Officer time.	Fuel savings on more efficient vehicles.
Reduce the mileage travelled by the operational fleet by rationalisation of journeys, and also by working with the County Council to develop a transfer station.	Waste General Manager (Waste vehicles) and Streetscene Manager (Other vehicles).	Review to be carried out by December 2011.	Officer time.	Fuel savings due to reduced mileage. Reducing mileage travelled by 5% would yield a saving of approximately 40 tonnes CO ₂ and £12,000 in current fuel costs.
Work with appropriate agencies to increase the range of public transport opportunities to the public in particular reopening rail links and increasing bus services.				
Provide electric vehicle charging points in our car parks	Director for Operational Services	Friary Outer car park to have two points by the end of the construction period 2012.		

Theme 5: Biodiversity, Water and Waste

Biodiversity

Climate is a key determinant of the structure, function and location of natural ecosystems. In recent years, biodiversity has been much affected by climate change. The earlier onset of spring coaxes some species out of hibernation before prey is available. Heavy rains can reduce butterfly and bee numbers, with consequences for habitats and agriculture due to reduced pollination, as well as for species higher up the food chain, such as bats.

As the climate continues to change, biodiversity is likely to be affected in the following ways:

- Species distribution will change: as conditions change many species will try to migrate as favourable climatic conditions alter.
- Impacts on seasonal events: ecological mismatches are likely to occur, with animals behaviours such as breeding, which is often closely linked to the temperature, becoming out of sync with seasons.
- Impacts of extreme weather: As storms, heat waves and droughts become more regular they will have an increasing effect on species populations.
- As conditions change so will the makeup of natural communities. Some animal and plant species will find the changing climate to their advantage, out-competing other species and reducing the species diversity of our natural habitats.
- The effects of changing land management on biodiversity. Agricultural and land management practices are likely to change due to, and in response to, the shifts in environmental conditions: long hot summers may require farmers to rely increasingly on extensive irrigation; crops may have to be changed; harsher pesticides may have to be used due to the arrival of new alien pest species.

Within Lichfield District the habitats most at risk are likely to be heathland, wetland and woodland, all of which is considered to be UK Priority Habitat.

Our heaths are likely to become susceptible to a reduction in soil moisture and at further risk of fire damage. It is evident on heathland sites such as Chasewater Heath's SSSI and Gentleshaw Common SSSI that the wet heath areas are already reducing in size. Our local woodlands are also likely to suffer due to changes in the climate. Some types of trees such as beech are susceptible to prolonged summer droughts. Shallow rooted trees may be affected by high winds and suffer root damage.

Local authorities are being urged to shape sustainable communities that are resilient to the climate changes now accepted as inevitable, and this should include planning ahead for biodiversity. Local councils should try to enhance the resilience of landscapes and reverse fragmentation by expanding the extent of habitat available. It is important that these issues are addressed when compiling local development documents and when considering applications for new development. The West Midlands Biodiversity Partnership has developed the following set of principles to guide local authorities in planning adaptation of the natural environment to climate change:

- Develop ecologically resilient landscapes

Conserve and enhance variation within the landscape. This means retaining habitat variety on a landscape scale, including variation in vegetation structure, slope/aspect, altitude, water regime.

Make space for the natural development of rivers, working with natural processes. For example, managed realignment of flood defences along rivers allows space for such processes to occur.

Establish habitat networks and linking corridors, rather than considering individual sites in isolation.

- Conserve existing wildlife habitats and species

Protected sites will inevitably see changes. Nevertheless, the existing protected sites are likely to continue to be of highest wildlife importance, so need to be maintained. They will act as core areas for populations as well as components of ecological networks.

Conserve range and ecological variability of habitats and species. There is a need to retain the full range of ecological situations within which species and habitats occur.

- Reduce sources of harm not linked to climate

Reduce other threats so that species and habitats are less vulnerable to climate change impacts. Effective implementation of site management plans is key, though some impacts need to be addressed at the landscape scale.

- Make sound decisions based on analysis

Analyse the causes of change. In order to identify and adapt to trends due to climate change, there is a need for regional and local biodiversity monitoring programmes, utilising appropriate indicators for climate change.

Use adaptive conservation targets and priorities. There is a need to regularly review conservation targets, and to adapt management practices in a flexible way. Habitat creation and ongoing management must allow for the likely 'future ecology' rather than simply reproducing current conditions.

- Communicating issues

Awareness raising (of positive and negative changes) amongst policy makers and the public should lead to greater understanding and willingness to adopt adaptation principles.

The benefits of trees, woodland and timber products in carbon reduction and the role of large canopy trees (such as London Plane, Sycamore and Oak) as part of green infrastructure in urban areas for climate change adaptation are increasingly recognised. Incorporating more green spaces and large canopy trees into urban areas is one of the most effective ways to keep towns cool. Helping to moderate urban temperatures will have an effect on health, energy use and carbon reduction.

Recent research indicates that an increase in existing tree canopy cover by 10% will keep temperatures in urban areas at today's levels until 2080, effectively reducing the severity of the urban heat island effect. Our current tree canopy cover figures range from less than 5% in the

Lichfield city centre to over 20% in low density residential areas where trees are protected by the Lichfield Conservation Area. Our initial assessment of current tree canopy cover for Lichfield and Burntwood indicates that we need to achieve a canopy cover of 20% for our urban areas. This means we need to plant sufficient trees by the middle of the century in order to deliver these benefits and, as trees take time to grow, we need to begin now. We also need to protect the large trees that we already have and the younger ones that will become the trees of the future.

Water

“Water is essential for all life. It is vital for our health and wellbeing, and for agriculture, fisheries, industry and transportation. Healthy water resources are necessary for a high-quality natural environment. Water provides us with countless benefits as we swim in it, sail on it, water our gardens and take pleasure in the plants and animals which depend on it. Healthy water environments, such as wetlands and floodplains, also provide natural water storage and flood protection.”

Department for Environment, Food and Rural Affairs February 2008 *“Future Water - The Government’s water strategy for England”*

Climate change is going to intensify the water cycle, reinforcing existing patterns of water scarcity and abundance²⁰. In order to counter this we need to reduce the demand for water for summer months and manage excess surface water during winter months.

It is estimated that average water use in England is about 150 litres per person per day (l/p/d). This level of use is not sustainable in the long term, especially as the Environment Agency classifies our district as ‘Moderately’ water stressed. The government target is for per capita consumption of water to be reduced to 130 litres per person per day by 2030. Reducing demand will also help to reduce carbon as 1% of the UK’s carbon emissions arise from water supply and sewage treatment.¹⁵

Reduced consumption can be achieved through:

- Promoting behaviour change.
- Metering supplies.
- Setting minimum water efficiency standards for new homes.
- Promoting water-efficient appliance models.
- Promoting water saving devices such as ‘Hippos’, dual flush toilets, and aerators for taps and shower heads.
- Using rainwater and grey water for non-drinking purposes wherever possible through the promotion of water butts and whole building water harvesting.
- Discouraging hosepipe use.
- Showcasing exemplar examples of public and private sector measures.

Industrial, commercial and agricultural users of water should also be encouraged to reduce their water demand; free advice and support is available from the Government funded Envirowise programme. Irrigation of crops is set to rise as summers become hotter so farmers need to plan now to do this as efficiently as possible (for example using drip-feed rather than spray systems). Lichfield District Council has a key role to play here by acting as a champion of low-water use and an exemplar to others.

We need to reduce demand not only to protect water supply to homes and businesses but also to protect wildlife and our green landscape. For example wetlands are carbon 'sinks'; if they dry out they release carbon dioxide into the atmosphere further contributing to climate change in a positive feedback loop.

As well as reducing demand, we need to plan how we will meet the remaining demand in a changed climate. This can only be achieved through long-term planning with the needs of people and wildlife in mind.

Conversely we need to protect our lives and property from the increased risk of flooding that climate change will bring. This is not only flooding from rivers but surface water flooding. Our current drainage infrastructure helps to manage surface water run-off by conveying rainwater away from properties and other hard surfaces, such as roads. This infrastructure of pipes and culverts, which is primarily below-ground, has only a limited capacity to cope with surface water. Heavy rainfall generates surface water run-off, causing flooding when the capacity the drainage system is exceeded. Large amounts of surface water run-off also cause water quality problems because as the water runs over land, it picks up pollutants and transports them into watercourses.

Sustainable drainage systems provide an alternative approach to piped systems. These systems mimic natural drainage processes with the characteristics of storage, slow conveyance and some volume reduction. Several techniques encompass the essential elements of sustainable drainage systems such as green roofs, porous paving and ponds.

Waste

Waste relates to climate change in two ways:

When biodegradable materials (paper, card, food, garden and textile waste) are sent to landfill sites, they produce the greenhouse gases methane and carbon dioxide as they degrade.

Energy is used in the manufacturing, packaging, growing, transportation and disposal of the things that we buy, use and throw away. It takes 95 per cent less energy to recycle an aluminium can than to make one from raw materials.

Waste management is primarily a resource issue and not an energy issue per se. Therefore what we do with waste must be driven by policies that maximise primary resource efficiency and only deal with energy aspects as a secondary issue. If we treated energy as the primary issue for waste then there would be no incentive for resource efficiency as waste would be seen as a feedstock for energy production.

When dealing with waste we use the waste hierarchy:

- I. Reduce the creation of waste. Simple actions like refusing disposable items such as carrier bags and plastic cups, avoiding over-packed products, drinking tap water rather than bottled, repairing things rather than replacing them, using a milkman for our milk and looking after things in order to make sure they last.
- II. Reuse. We should seek another use for those things that we cannot avoid getting (such as the jar around the jam we buy) or no longer want. Jam jars can be reused, clean clothes

given to charity shops and jumble sales; we can sell unwanted items on the internet or give them away on Freecycle (http://groups.yahoo.com/group/lichfield_freecycle/). If we compost our kitchen and garden waste we get free compost that will improve our garden soil and help it to retain moisture.

- III. Recycle. If an item has reached the end of its useful life we should seek to recover the material it is made from. Glass, metals, textiles, paper, card and some plastics can be recycled. This means that we don't have to dig the raw materials out of the ground, manufacture the materials again or cut down trees, saving energy and therefore greenhouse gases every step of the way.
- IV. Energy recovery. For those items which we cannot reclaim the materials from we seek to gain energy. This can be done by simply burning it (incineration) or through treating the waste so that it partly breaks down (anaerobic digestion, pyrolysis or gasification) and produces gases that we can use as an energy source.
- V. Disposal. This where any remaining materials and the ashes from the energy recovery stage are buried in a landfill site.

We therefore wish to extract as much material from the waste stream as high up the hierarchy as possible.

Table 7: Biodiversity, water and waste carbon reduction plan

Action	Responsible Officer/s	Timescale and Target	Resources	Benefit
Consideration of climate change impact in planning and maintaining council owned public spaces and parks.	Greens and Open Spaces strategy Manager	From February 2011.	Officer time.	Embedding of climate change consideration across LDC services. Impact on adaptation, e.g. ensuring adequate shading.
Complete canopy cover assessments for Lichfield and Burntwood, adopt 'Trees, Landscaping and Development' Supplementary Planning Document, maintain the trees planted as part of the Burntwood Avenues and Saint Foye Avenues projects to ensure successful establishment, investigate the potential of woodland planting on LDC land.	Arboricultural Officers	Ongoing to March 2013	Officer time.	Preparatory work for a Tree and Woodland Strategy for the district, providing new trees for the future, and protecting existing trees, hence increasing shading and Carbon Dioxide sequestration .
Review annual bedding plants to ensure that it includes species that will attract wildlife.	Greens and Open Spaces strategy Manager	Review by September 2011.	Officer time.	Assist some species in adapting to the impacts of climate change.
Investigation into carbon savings from rainwater harvesting.	Carbon reduction group.	Ongoing throughout 2011.	Officer time.	Will provide information as to whether this should be pursued across LDC estate.
Encourage use of the Mailing Preference Service to reduce junk mail.	Communications Team.	Ongoing throughout 2011.	Officer time.	Reduction in paper usage, waste paper and nuisance to residents.

Attachment - agenda item 7

<p>New Blue Bin collection service. Residents receive a brand new blue wheelie bin that will replace their green boxes, and a fortnightly, rather than weekly, recycling collection.</p>	<p>Director of Operational Services.</p>	<p>Ongoing.</p>	<p>Existing resources.</p>	<p>Tidier streets as recycling does not blow away. Residents no longer have to sort recycling. Will help to maintain and improve on current recycling rate.</p>
<p>Ensure that recycling rate of 58% is maintained or improved.</p>	<p>Director of Operational Services.</p>	<p>Ongoing.</p>	<p>Officer time.</p>	<p>Reduction in waste to landfill and carbon savings.</p>

Theme 6: Procurement

Considering what, when and how we purchase can either exacerbate environmental issues or help to solve them. Councils in England spend over £40 billion each year undertaking capital projects and buying in goods and services. Across the public sector as a whole the figure is closer to £150 billion each year²³. Sustainable procurement can be used to make rapid progress toward its own goals on sustainable development.

Sustainable procurement means that organisations meet their needs for goods and services in a way that achieves value for money on a whole life basis, in terms of generating benefits to themselves, society and the economy, while minimising damage to the environment²⁴. The public sector can lead by example and ensure that when spending taxpayers' money it is not inadvertently causing social or environmental harm, thereby avoiding the additional financial costs of those harms.

A recent report examining the public procurement process across central and local government concluded that: *“Government must promote an awareness that sustainability is not about protectionism, but achieving social and environmental goals whilst still maintaining the best value for money. The inquiry noted that central government has tended to emphasise the environmental aspect of sustainability in procurement, whilst the reverse has, to some extent, been true in local government.”*²⁷

Actions for local authorities can be straightforward, such as specifying minimum levels of recycled and secondary aggregate sources in highways works. This reduces the need for virgin aggregate and diverts aggregate waste from landfill. This also sends a powerful signal to suppliers about their future market. Our modern shopping habits mean that millions of tonnes of produce are transported around the world between growers, distribution centres and supermarkets. This gives rise to unnecessary carbon emissions. Sourcing more food and goods locally would reduce food miles, help to sustain local farmers and growers and make our district less dependent on external food supplies.

Table 8: Procurement action plan

Action	Responsible Officer/s	Timescale and Target	Resources	Benefit
Adoption of a Sustainable Procurement Policy. To cover the following: <ul style="list-style-type: none"> - Construction. - Vehicles. - Wood and paper. - Stationary. - Electrical items. - Food. - Minimum orders. 	Staffordshire County Council Procurement.	Completion of policy by September 2011.	Officer time.	A clear and efficient sustainable procurement strategy can achieve greater value through reducing cost and reducing CO ₂ emissions. It also supports wider social, economic and environmental objectives. For example, purchasing
Develop sustainability criteria matrix for tenders. Criteria for suppliers will be appropriate to both the supplier and contract size.	Staffordshire County Council Procurement.	Completion of matrix by September 2011.	Officer time.	Encourage sustainability through supply chain in a way that is appropriate to the supplier.

Theme 7: Economy

The Stern Review in 2006 set out the economic case for action on climate change and investment in a low carbon economy. It concluded that the costs of uncontrolled climate change could be 5 to 20 per cent of global gross domestic product (GDP) per year, averaged over time. Action to reduce greenhouse gas emissions offers improved energy and international security, a better environment, new economic opportunities and a fairer society. If emissions are reduced to a level that avoids the most dangerous risks of climate change, the cost of action could be as low as 2% of global GDP by 2050.

Achieving the targets set in the Climate Change Act means that by 2050, every unit of output in Britain will need to be produced using on average just one tenth of the carbon used today. This is a huge potential opportunity. The global market for low carbon goods and services is already worth over £3 trillion and growing rapidly.

The Carbon Trust report *Climate change – a business revolution?* shows how tackling climate change can create opportunities for a company to increase its value by up to 80% if it is well positioned and proactive. Conversely, it could threaten up to 65% of value if the company is poorly positioned or is lagging behind others in the market.

Businesses and consumers can all benefit from significant savings through energy and resource efficiency measures. Too many organisations see energy costs as ‘fixed’ rather than something that needs to be actively monitored and managed. For example, Lichfield District Council, in common with many public sector organisations, are putting their own house in order by drawing up an action plan to reduce greenhouse gas emissions from their estate; setting energy consumption reduction targets and planning how to achieve them; re-investing part of the money saved in order to make further savings. This allows more of residents’ money to be put into front line services. It is the role of a local authority to lead by example by demonstrating to others that changes can be made and to show the benefits.

Meeting the demands of the low carbon economy offers a significant potential contribution to economic growth and job creation in the district. Homes and businesses need insulating, the renewable energy sector is set for massive growth and climate change will allow for diversification in our land-based sector. We need to ensure that local businesses are aware of these opportunities and support them in taking advantage of them.

Table 9: Economy carbon reduction plan

Action	Responsible Officer/s	Timescale and Target	Resources	Benefit
Promote the Staffordshire Business and Environment Network (SBEN).	Development Executive and (Policy Implementation)	Ongoing from February 2011.	Officer time.	Will enable businesses in Lichfield to meet environmental challenges and to establish and maintain sustainable development.
Promote interest free loans and Enhanced Capital Allowances for sustainable energy measures.	Development Executive and (Policy Implementation)	Ongoing from February 2011.	Officer time.	Will enable local businesses to gain financial benefit of reduced energy costs
Identify and promote low carbon opportunities for local manufacturers and suppliers.	Development Executive and (Policy Implementation)	Ongoing from February 2011.	Officer time.	Will support the development of the low carbon economy in Lichfield.
Support and develop local green technology supply chains.	Development Executive and (Policy Implementation)	Ongoing from February 2011.	Officer time.	Will support the development of the low carbon economy in Lichfield.
Promote High Speed Broadband provision where possible.	Development Executive and (Policy Implementation)	Ongoing	Officer time.	Encouragement of homeworking may lead to energy savings where travel to work has previously been a significant item. There is however a risk of increased domestic energy costs with dispersed working.

7. Performance Management

This strategy forms part of the Council's Four Year Strategic Plan which is refreshed annually and approved by Council. The plan is monitored through Overview and Scrutiny and information on the actions is held and updated on the Covalent Performance Management System.

The Carbon actions will be monitored by the Local Strategic Partnership (Sustainable Environment Partnership) and the Operational Services, Leisure Parks and Play, Environment and Development, and Community Housing and Health Joint Member Task Group which meets at least quarterly, and the Councils Leadership team will also regularly review progress.

8. Adaptation

Even if production of carbon dioxide and other greenhouse gases stopped overnight, the gases in the atmosphere would continue to drive climate change for several generations.

It is imperative that Lichfield is prepared to tackle the climatic changes that are expected to occur over the next hundred years. Key services that Lichfield District Council provides could suffer if no action is taken to ensure continuity under changing climatic conditions.

Although implementing adaptive responses can cost money, the cost of inaction is far greater. Increased damage and stress from weather events such as floods and heat waves has potentially serious financial implications.

To address our adaptation responsibilities we are participants in the Climate Change Technical Group (CCTG). The group is chaired by Staffordshire County Council and involves all eight Staffordshire district councils, Stoke on Trent City Council and several other organisations including the Environment Agency, the Police and Fire Service. The aims of this group are outlined below:

- Partners will use a common risk assessment to score their services against the threats of climate change.
- Each authority will then identify their high priority areas for action following which the organisations can pull financial resources together to more effectively implement adaptation responses.
- Each authority will have an individual adaptation plan.
- Each group member can share ideas and best practice.
- A primary risk register will also be created to identify the geographical areas most at risk from the impacts of climate change (for example areas that are likely to persistently flood) and the organisations that may deal with it.

Following the completion of these risk assessments and adaptation plans, measures can be put in place to address the highest priority impacts. The work of the CCTG has already been identified as good practice by the UK Climate Impacts Programme.

9. Renewable Energy

Staffordshire County-wide Renewable and Low Carbon Energy Study

In August 2009, Camco consultancy was appointed to analyse the most favourable conditions and locations for the development of renewable energy technologies across Staffordshire. This report has been produced across all eight Staffordshire districts, with input from Staffordshire County Council in the form of data provision, advice and guidance and climate change expertise.

The study has been used to support the production of relevant policies, site allocations and Supplementary Planning Documents within the Local Development Framework process.



Lichfield District Board

22nd November 2011

FINANCE REPORT

BACKGROUND

At the March meeting, the Board was advised that it held funds of £257k and agreed that:

- 65% be allocated to support Third Sector organisations (£167k)
- 18% is retained as a contingency for the Lichfield One Place projects
- 18% is retained as a general 'fighting fund' contingency for up to twelve months

ALLOCATING FUNDING TO THE THIRD SECTOR

A sub group of partners has met on several occasions to manage the process of allocating the funding; this Group included representation from Social Care and Health, Staffordshire Fire and Rescue Service, Public Health Staffordshire and Lichfield District Council.

Following a review of the evidence of need, the Group agreed that the funding should be allocated

on the basis of the following priorities:

- Supporting parenting
- Enabling people to live safe, health and independent lives in their own homes
- Supporting carers, both young people and adults
- Reducing the harm caused by alcohol misuse
- Increasing learning, training, employment and volunteering opportunities

Taking account of the report received by the District Board in March regarding inequalities in health, the Group also decided to ask applicants to demonstrate how their project would particularly help people to live healthier lives in the wards of Chasetown, Chadsmead, Fazeley and Curborough.

The opportunity to bid for funding was disseminated by Lichfield and District Voluntary Sector Support and applicants were given

Delegated authority was given to Helen Spearey to process the allocation of funding to the third sector in association with another partner and to report back to the District Board once the allocations had been made

approximately two months to make a submission. 24 bids were received by the deadline date of 5th August.

All the submissions were assessed against a weighted scoring system; seven applicants requesting larger sums of money (£20k+) were invited to meet the Group to discuss their proposals in more detail.

The results of this process are set out at **Appendix 1**; 92% (£153k) of the available funding for the third sector has been allocated. All applicants have been notified of the outcome of their application and an Awards Ceremony was held on 3rd November 2012, attended by several Board members. Successful organisations will be requested to provide progress reports commensurate with the level of the award and the duration of their project(s).



Reducing the harm caused by alcohol misuse

One application (for £21k) was received specifically in relation to this priority area. However, the Group was disappointed in the submission made by the applicants and therefore declined to make an award. Nevertheless, this does remain an important priority for the District. It is acknowledged that there is a lot of work ongoing on the whole alcohol agenda at both a local and a county level. It is recommended that

the unallocated £13,500 be used to commission specific services to meet local need as part of this wider work. This may include prevention and / or intervention approaches to fill the gap in service provision in Lichfield District. A small group with local knowledge on alcohol issues and services is meeting to consider what these needs are and how they should be addressed.

RECOMMENDATIONS

The District Board is requested to approve the following:

- a) to note this report and the allocation of funding to Third Sector organisations as set out at **Appendix 1**
- b) to agree that the unallocated £13,500 be ring fenced for the purpose of reducing the harm caused by alcohol and to note that a further report on this issue will be brought to a future meeting of the District Board
- c) To note that the balance available to the District Board is £105k

Helen Spearey
helen.spearey@lichfielddc.gov.uk

LSP FUNDING 2011 - ALLOCATIONS

Organisation	Amount requested	Amount awarded
St John Ambulance Staffordshire	£4,150	£0
Cherry Orchard Garden Services	£27,750	£20,000
Victim Support	£6,400	£0
Pathway Project	£27,497	£22,000
St Johns Community Church, Burntwood	£2,477	£2,500
South Staffordshire College	£1,200	£0
The GrowWell Project	£9,900	£0
Saxon Hill Community School	£30,000	£0
Lichfield District & Burntwood Live at Home Schemes	£30,000	£20,000
Carers Association Southern Staffordshire	£4,174	£0
Age UK South Staffordshire	£10,000	£4,000
Lichfield Family Justice Centre Steering Group	£30,000	12,000
Home Start (for Fazeley families)	£20,000	20,000
Adsis - Alcohol and Dependency Specialists	£20,610.43	0
North Lichfield Initiative	£3,449	3,000
Home-Start Lichfield & District	£7,912	8,000
Cruse Bereavement Care, Lichfield and Cannock	£3,000	3,000
South East Staffordshire Citizens Advice Bureau	£30,000	20,000
Synchronicity - Bid 1	£2,970	0
Synchronicity - Bid 2	£1,260	0
Lichfield & District Community & Voluntary Sector Support	£19,060	19,000
Curborough (Lichfield) Community Association	£8,670.91	0

Rejected

1 life cbt	£9,260.50	0
Achieving Goalz Limited	£9,650	0