

BRECKLAND DISTRICT COUNCIL

Report of: Sam Chapman-Allen, Leader of the Council

To: Cabinet

Author: Rob Walker, Executive Director of Place

Subject: Inclusive Growth Reserve – Funding Proposals

Purpose: To seek authority to commit £2,025,000 from the Inclusive Growth Reserve on a three year programme of community projects and initiatives.

Recommendation(s):

That Cabinet:

1. Notes the spend to date on funds from the Inclusive Growth Reserve;
2. Awards £60,000 from the Inclusive Growth Reserve to Norfolk Constabulary to fund Automatic Number Plate Recognition (ANPR) technology provision within Breckland;
3. Allocates £100,000 from the Inclusive Growth Reserve to match-fund the High Street Heritage Action Zone project (Swaffham);
4. Allocates £75,000 from the Inclusive Growth Reserve to develop a place brand for the Greater Thetford area;

That Cabinet recommends to Council that:

5. £1.04 million from the Inclusive Growth Reserve is allocated to an aspirational three-year programme of projects and initiatives that will help tackle vulnerability in Breckland.
6. £250,000 per annum from the Inclusive Growth Reserve is allocated to the Market Town Initiative up to and including the financial year 2022/23;

1.0 BACKGROUND

- 1.1 Full Council resolved in February 2018 to establish a Community Reserve to support a full programme of community projects and initiatives in Breckland. The reserve, latterly renamed the *Inclusive Growth Reserve*, was generated by the removal of the Council's reliance on New Homes Bonus from the General Fund.
- 1.2 Cabinet subsequently agreed in June 2018 the protocols for the allocation of funding. Full Council resolved in July 2018 to assign £250,000 from the Reserve for spend on the Market Town Initiative.

- 1.3 To date £3,335,428 in funding has been allocated to the Inclusive Growth Reserve and it is forecast that a further £2,872,623 will be allocated up until the end of the financial year 2022/23.
- 1.4 Thus far, of the funding allocated, £1,804,000 has been ring-fenced or spent on particular projects with £4,404,051 remaining uncommitted.
- 1.5 The programme of community projects and initiatives already supported in Breckland from this Reserve include: -

Project	Headlines
Additional resource at Dereham and Thetford libraries for the roll out of Universal Credit	Additional support provided to residents to help prepare for the roll out of Universal Credit in Breckland, including the development of digital skills.
Dog Contract	This has enabled the provision of additional dog warden rounds and collections for dog waste bins.
Feasibility Report on leisure facility in Swaffham	Report produced on commercial viability of leisure provision within Swaffham.
Feasibility Report on leisure facility in Attleborough	Report produced on commercial viability of leisure provision within Attleborough.
Transport to work scheme – TripStart	This has been a joint project with DWP and has enabled a number of people with significant barriers to work moving closer to the job market.
Supporting local entrepreneurs (Dragon's Den)	£65,000 awarded to four businesses to support them on the next stage of their development. £10,000 awarded to two businesses to provide support to help them develop their business plans and marketing strategies.
Digital skills for Breckland residents	This has been utilised to continue the provision of digital skills training in Dereham and Thetford libraries. In addition, it will be providing outreach schemes in more rural settings.
Funding of two skills and employment officers	Two Officers in post and effectively engaging with all high schools in the district and connecting them with local businesses.
Support Norfolk Skills and Careers Festival	The Council sponsored the Local Government sector at the Festival. This provided skills and careers advice to young

	people getting ready to leave school, all but two of the district's High Schools/Academies attended this event.
Five market town delivery plans	Funding has only just been committed outcomes yet to be realised.
Community Grants Scheme	Funding has only just been committed outcomes yet to be realised.
VE/VJ Day and Battle of Britain celebration grant scheme	Funding has only just been committed outcomes yet to be realised.
Redevelopment of MUGA (Breckland Leisure)	Funding has only just been committed outcomes yet to be realised.
Armed Forces Covenant	Funding has only just been committed outcomes yet to be realised.
Breckland Market Town Initiative	<p>The MTI programme has supported: -</p> <ul style="list-style-type: none"> Riverside on the green Norfolk Community Foundation Car Parking Trial Air Quality highway infrastructure appraisal work within Swaffham Fixed Term post Thetford Town Council activities relating to artwork Watton and Swaffham market stalls Watton park run Dereham Market place pre-feasibility Dereham Wayfinder Button Island Improvements Breckworld – Android Breckworld - Apple ATCM Level up gaming – High St presence Elves at Christmas Tourism volume and value report Norfolk & Punjab Festival Shopappy Swaffham Park Run Lottery Marketing Visit Norfolk Swaffham Buttercross improvements

1.6 The programme of community projects and initiatives have brought significant benefit to Breckland and will continue to do so with the recent additions, e.g. grant schemes.

PROPOSED PROJECTS AND INITIATIVES

- 1.7 Moving forward, it is proposed that the Inclusive Growth Reserve is used to support the following initiatives and Full Council support is accordingly sought: -
- **Market Town Initiative.** Ongoing support for the Initiative at £250,000 per annum. Delegation for spend to remain with the Executive Member for Community, Leisure and Culture and the Executive Director of Place. However, having listened to feedback, £50,000 funding will be ring-fenced each year for each of our five towns and decisions on spend will be done in consultation with a forum of local district councillors twice yearly.
 - **ANPR Technology.** Automatic Number Plate Recognition (ANPR) technology is used to help detect, deter and disrupt criminality at a local, force, regional and national level, including tackling travelling criminals, Organised Crime Groups, etc. It is proposed that £60,000 (one-off cost) is awarded to Norfolk Constabulary to invest in new technology in the Breckland area to significantly widen the current operational scope and to continue to help keep Breckland safe.
 - **Heritage Project (Swaffham).** To allocate £100,000 match-funding to the High Street Heritage Action Zone project. £340,000 investment is currently being sought from Historic England for a four-year programme that requires us (and other stakeholders) to match.
 - **Place Making (Thetford).** £75,000 (one-off cost) to commission a company to support Breckland and partners develop a place brand for the Greater Thetford area. This brand will be developed with local communities and stakeholders and will be used as the focus for coordinating future funding bids, project development and implementation, and marketing the area to future residents, visitors and businesses.

VULNERABILITY IN BRECKLAND

- 1.8 It is proposed that the future spend of the *Inclusive Growth Reserve* goes beyond the individual projects listed above and resources a comprehensive programme of coordinated activity that can make significant and generational change in Breckland. That is not to downplay the significance and value of those projects listed above; each will make a difference to our district and the people we serve. However, the level of funding that has been made available over the next three years means that we can be even more ambitious.
- 1.9 This report proposes that £1.04 million is committed to an aspirational programme of projects and initiatives that will help tackle vulnerability in Breckland.
- 1.10 There are many definitions of vulnerability. For the purposes of this work we have adopted the *College of Policing* definition for vulnerability, which is: ***'A person is vulnerable if, as a result of their situation or circumstances, they are unable to take care of or protect themselves or others from harm or exploitation'***.
- 1.11 In Breckland, the evidence [and strategic context] shows that people in Breckland are particularly vulnerable to: -
- county lines exploitation;
 - domestic abuse and violence;
 - becoming socially isolated and lonely in later life;
 - developing poor mental health and associated issues.

- 1.12 Please note, with regard to these issues, Breckland is comparable to most other rural areas who are experiencing similar challenges, which are all national issues.
- 1.13 A detailed Action Plan to address vulnerability in Breckland is included at Appendix 1 to this report.
- 1.14 We have a clear role to play in addressing vulnerability. Breckland, like all district councils, is in a good position to influence many of the situational factors (environment or place) that determine vulnerability through our key functions and in our wider role supporting communities and influencing other bodies.
- 1.15 Our approach to addressing vulnerability can't, however, just be about direct action, it has to involve partnership working and influencing other public sector bodies as appropriate. The financial and resource consequences of vulnerability fall on all public sector partners and not just Breckland.
- 1.16 The proposed programme focuses in two areas: 1. On the prevention of vulnerability in the first instance; and, 2. In being quick and responsive when dealing with the consequences of vulnerability. This programme will support people in Breckland that need our help and assistance. But, it was also act as an enabler, helping people to change their own circumstances and environment and thus address their own vulnerability directly.
- 1.16 Investment in a vulnerability programme addresses a number of key strategic issues within Breckland that are flagged in a number of developed and emerging strategies. But, it also makes sense from an operational perspective. Addressing vulnerability and preventing it from occurring should see a reduction in demand for services provided by Breckland Council and better management of demand.
- 1.17 The programme will see the introduction of some new projects and continuation of others. Those that are continuing are those that we know work well and have an impact, for example, our highly successful Silver Social project.
- 1.18 As highlighted above, further detail is provided at Appendix 1.
- 1.19 The implementation of this programme to address vulnerability in Breckland of this scale would put the council at the forefront of this agenda locally, countywide and further afield.

2.0 OPTIONS

- 2.1 To do nothing.
- 2.2 To agree to fund some of the activity listed within this report.
- 2.3 To note the spend to date on funds from the Inclusive Growth Reserve and moving forward to allocate: 1. £60,000 to Norfolk Constabulary to fund Automatic Number Plate Recognition (ANPR) technology; 2. £100,000 to match-fund the High Street Heritage Action Zone project (Swaffham); 3. £75,000 to develop a place brand for the Greater Thetford area;

To recommend to Council that £1.04 million is allocated to an aspirational three-year programme of projects and initiatives that will help tackle vulnerability in Breckland; and, £250,000 per annum is allocated to the Market Town Initiative.

3.0 REASONS FOR RECOMMENDATION(S)

3.1 The proposals included within this report would see over £2 million invested in Breckland over the next three years. This money would be spent on supporting the vibrancy of our market towns and their heritage; funding local good causes and recognising the important work that they do; keeping Breckland a safe place to live and work; marketing the opportunities that are present within our areas for residents, visitors and businesses alike; supporting our most vulnerable and helping our residents to take care of themselves and protect themselves from harm.

4.0 EXPECTED BENEFITS

4.1 As detailed in the report, the expected benefits can be summarised as: -

- Support for Norfolk Constabulary to keep Breckland safe;
- Maintain and improve local heritage assets through the Heritage Action Zone;
- Promote our area external stakeholders;
- Support the vibrancy of our five market towns with increased footfall;
- Better operational demand management at Breckland Council;
- Less people in Breckland becoming vulnerable;
- Those people in Breckland that are vulnerable are supported better by Breckland Council and other public sector agencies.

5.0 IMPLICATIONS

5.1 Constitution & Legal

5.1.1 It is the opinion of the report author that there are no constitutional or legal implications.

5.2 Corporate Priorities

5.2.1 The proposals will benefit all four corporate priorities.

5.3 Crime and Disorder

5.3.1 Investment in ANPR technology and commitment to work on prevention of county lines exploitation will have a clear impact on crime and disorder and will help ensure that Breckland remains a safe place to live. Such investment would be entirely consistent with Breckland Council's obligations under Section 17 of the Crime and Disorder Act and will support our partners, most notably, Norfolk Constabulary in their operations.

5.4 Equality and Diversity / Human Rights

5.4.1 It is the opinion of the report author that there are no implications.

5.5 Financial

5.5.1 Breckland Council's sound financial management has ensured that reserves are available for investment in a programme of projects and initiatives as described in this report. Detailed below are the funds available for spend and a breakdown of the funding proposals. The funding requirements are shown in detail in the report so no proforma b is required. This is based on estimated award of new homes bonus for future years.

Funds Available

	2019/20	2020/21	2021/22	2022/23
Balance Brought Forward	(310,970)	(1,281,852)	(1,510,398)	(1,659,830)
New Homes Bonus	(1,549,482)	(1,288,546)	(1,024,432)	(559,645)
Existing Allocations	578,600	1,060,000	875,000	475,000
Total Funds Available	(1,281,852)	(1,510,398)	(1,659,830)	(1,744,475)

Funding Proposals

	2019/20	2020/21	2021/22	2022/23
Vulnerability	40,000	400,000	375,000	225,000
Market Town Initiative	0	250,000	250,000	250,000
Heritage (Swaffham)	0	100,000	0	0
ANPR	0	60,000	0	0
Place Brand	75,000	0	0	0
	115,000	810,000	625,000	475,000
				2,025,000

Inclusive Growth Funding requirement for Vulnerability

	2019/20	2020/21	2021/22	2022/23
Data Analyst	0	37,500	37,500	0
Domestic Abuse Support – Programme 1	5,650	35,479	35,479	35,479
Domestic Abuse Support – Programme 2	7,500	30,000	22,500	0
Mobile service delivery unit	0	65,000	65,000	65,000
Mobile service delivery unit start-up costs	0	20,000	0	0
Silver Social	0	80,000	82,600	84,620
Breckland Mental Health First Aid Network	10,000	2,000	2,000	2,000
Flexible Support Awards	0	10,000	10,000	10,000
YAB Early Help Mental Health Project	0	20,000	0	0
Partnership Development Officer	0	37,600	37,600	0
TripStart	16,500	49,500	66,000	0
Data System (low Income Dashboard)	0	9,000	9,000	9,000
Misc.	350	3,921	7,321	18,901
	40,000	400,000	375,000	225,000
				1,040,000

5.5.2 Recommendations 5 and 6 as detailed above are subject to New Homes Bonus receipts in future years until 2022/23

5.6 Risk Management

5.6.1 A Risk Management Plan will be developed as part of this programme and will be monitored across all three years of the programme.

5.7 Staffing

5.7.1 Staffing issues are dealt with at Appendix 1. In summary, the Communities Team will be repurposed to focus on vulnerability and preventative work, with the addition of no new resource.

- 5.7.2 A data analyst will be employed on a two year fixed term basis to ensure that our programme is evidence led and that the 'benefits realised' can be appropriately captured.
- 5.7.3 Breckland Training Services can be used for training and engagement locally around the four priority areas identified as part of the vulnerability programme.
- 5.7.4 All staffing costs are captured in the budget information provided above.

5.8 Health and Wellbeing

- 5.8.1 Investment in to initiatives that have a positive community benefit will improve the health and wellbeing of Breckland residents. The focus on delivering improved skills and employment options to the district will increase income levels which national research shows has a positive benefit on health and wellbeing.

5.9 Reputation

- 5.9.1 The proposals put forward in this report would strengthen Breckland Council's reputation with partners by making a significant financial and resource contribution to mutually agreed strategic priorities that are established across Norfolk (and further afield) not just Breckland.
- 5.9.2 Residents in Breckland will be seeing investment of over £2 million in enhancing our local area and in the provision of services for our most vulnerable. The availability of these funds has been achieved through sound financial management over a sustained period of time. This should have benefit to reputation.

5.10 Stakeholders / Consultation / Timescales

- 5.10.1 No internal consultation is necessary as no staff terms and conditions are affected.
- 5.10.2 The programme is designed for full implementation in the financial year 2021/22. That said, where projects are continuing there will be no break in service and where possible projects will be commenced early.
- 5.11.2 A range of partners will be engaged in the delivery of this programme. They have all been engaged in its development and will remain fully engaged throughout. Whilst some of the programme involves direct delivery, much if it involves the commissioning of services from others or through partnership activity.

6.0 WARDS/COMMUNITIES AFFECTED

- 6.1 All Wards directly or indirectly.

7.0 ACRONYMS

- 7.1 Not applicable.

Background papers: None

Lead Contact Officer

Name and Post: Rob Walker, Executive Director of Place
Telephone Number: 01362 656256

Email: Robert.walker@breckland-sholland.gov.uk

Key Decision: No

Exempt Decision: No

This report refers to a Discretionary Service

Appendices attached to this report:

Appendix 1: Vulnerability in Breckland Delivery Plan