



# AGENDA

**NOTE: In the case of non-members, this agenda is for information only**

- Committee** - **POLICY DEVELOPMENT AND REVIEW PANEL 2**
- Date & Time** - WEDNESDAY, 25TH JULY, 2007 AT 10.00 AM
- Venue** - ANGLIA ROOM, THE CONFERENCE SUITE, ELIZABETH HOUSE, DEREHAM

**Members of the Committee requiring further information, or with specific questions, are asked to raise these with the appropriate officer at least two working days before the meeting. If the information requested is available, this will be provided, and reported to Committee.**

**Panel 2 Members:**

Mr C.R. Jordan (Chairman)	Mr M.A. Kiddle-Morris
Mrs J. Ball	Mrs S.M. Matthews
Mr S.G. Bambridge	Mrs L.H. Monument (Vice-Chairman)
Councillor Claire Bowes	Mr D.G. Mortimer
Mr M.J. Griffin	Mrs P. Quadling

**PERSONS ATTENDING THE MEETING ARE REQUESTED TO TURN OFF MOBILE TELEPHONES**

Committee Services  
Elizabeth House, Walpole Loke,  
Dereham Norfolk, NR19 1EE

Date: Monday, 16 July 2007

**PART A**

**ITEMS OPEN TO THE PUBLIC**

	<u>Page(s) herewith</u>
1. <b><u>MINUTES</u></b> To confirm the Minutes of the meeting held on 20 June 2007.	1 - 7
2. <b><u>APOLOGIES</u></b> To receive apologies for absence.	
3. <b><u>URGENT BUSINESS</u></b> To note the Chairman proposes to accept any item as urgent business, pursuant to Section 100(B)(4)(b) of the Local Government Act, 1972.	
4. <b><u>DECLARATION OF INTEREST</u></b> Members are asked at this stage to declare any interests that they may have in any of the following items on the agenda. The Members' Code of Conduct requires that declarations include the nature of the interest and whether it is a personal or prejudicial interest.	
5. <b><u>NON-MEMBERS WISHING TO ADDRESS THE MEETING</u></b> To note the names of any non-members wishing to address the meeting.	
6. <b><u>BRECKLAND COUNCIL CAR PARKS REVIEW</u></b> Report of the Operations Manager – Commercial Services.	8 - 10
7. <b><u>LSP FUNDING - SAFER NEIGHBOURHOODS VEHICLES</u></b> To receive a briefing paper from the Local Strategic Partnership Officer.	11
8. <b><u>OVERVIEW AND UPDATE ON SPORTS DEVELOPMENT AND ARTS DEVELOPMENT IN BRECKLAND</u></b> Report of the Business Transformation Director.	12 - 15
9. <b><u>WORK PROGRAMME</u></b> Members are asked to consider any additional items or topics for inclusion on the future Work Programme.	16
10. <b><u>DATE OF NEXT MEETING</u></b> To note that the next meeting will be held on Tuesday, 4 September 2007, at 10.00 a.m. at Attleborough Town Hall.	

# PROTOCOL

## The Working Style of the Policy Development & Review Panels

This document sets out the roles of Members and Officers, and the general principles to be adopted by the Policy Development & Review Panels (PD&RP) overseeing the Panel's mode of operation.

### **Member Leadership**

Members of the Panel will undertake scrutiny topics as directed by the Overview & Scrutiny Commission (O&SC) and will recognise that best practice identifies scrutiny as a Member-led activity. The Panel will expect Cabinet members, to take responsibility for answering their questions about topics which primarily relate to the Council's activities.

### **A Constructive Atmosphere**

Meetings of the Panel will be constructive and not judgmental. Panel recognises and accepts that effective scrutiny is best achieved through challenging and constructive enquiry. People giving evidence at Panel should be given due respect and not made to feel under attack.

### **Independence**

Members of the PD&RP will not be subject to whipping arrangements by the party groups.

### **Respect and Trust**

Meetings will be conducted in a spirit of mutual respect and trust.

### **Consensus**

Members of the Panel will work together and, while recognising political allegiances, will attempt to achieve consensus and agreed recommendations. There will be recognition that the Panel has a primary duty to scrutinise on behalf of the community.

### **Openness and Transparency**

The PD&RP's business will be open and transparent, except where there are sound reasons for protecting confidentiality. The minutes of the Panel's meetings will explain the discussion and debate so that they can be understood by an outside reader.

### **Impartial and Independent Officer Advice**

Officers who advise and support the Panel will give impartial and independent advice, as officers support all members of the Council.

### **Regular Review**

There will be regular reviews of how the scrutiny process is working, and a willingness to change if it is not working effectively.

### **Programming and Planning**

The Panel will have a programme of work assigned by the Overview & Scrutiny Commission. The Panel will be able to suggest additional topics for review through the O&SC for approval in the work programme. Before each topic is commenced, the O&SC will agree the scope of the exercise, what information they will need initially, and which members, officers and external witnesses they wish to see.

### **Managing Time**

The Panel will aim to conclude the business of each meeting in reasonable time. The order of business will be arranged as far as possible to minimise the demands on the time of witnesses. Where possible, members should give advance notice of specific questions being provided at the time of the meeting to save items being deferred.

**BRECKLAND COUNCIL**

**At a Meeting of the**

**POLICY DEVELOPMENT AND REVIEW PANEL 2**

**Held on Wednesday, 20 June 2007 at 10.00 am in  
Norfolk Room, The Conference Suite, Elizabeth House, Dereham**

**PRESENT**

Mr C.R. Jordan (Chairman)	Mr M.A. Kiddle-Morris
Mrs J. Ball	Mrs L.H. Monument (Vice-Chairman)
Mr S.G. Bambridge	Mr D.G. Mortimer
Councillor Claire Bowes	

**Also Present**

Mrs D.K.R. Irving  
Mrs P. Quadling

**In Attendance**

Mr K. Ambrose	- Ambrose Associates Consultancy Limited
Mark Broughton	- Scrutiny Officer
Annalisa Graziano	- Committee Officer
Lisa Hilton	- Corporate & E-Communications Officer
Robert Walker	- LSP Officer

**Action By**

**25/07 MINUTES (AGENDA ITEM 1)**

- (1) Minute No: 20/07 Local Strategic Partnership Inclusion Strategy – Progress Report

Bottom of the second paragraph correction to read: “local groups and agencies involved in working for the *excluded*”.

Subject to the above amendment, the minutes of the meeting held on 13 April 2007 were agreed as a correct record and signed by the Chairman.

**26/07 APOLOGIES (AGENDA ITEM 2)**

Apologies for absence were received from Mrs. S.M. Matthews and Mr. M.J. Griffin.

**27/07 NON-MEMBERS WISHING TO ADDRESS THE MEETING (AGENDA ITEM 5)**

Mrs D. Irving and Mrs P. Quadling were in attendance.

**28/07 TOWARDS A STRATEGY FOR SOCIAL INCLUSION IN BRECKLAND (AGENDA ITEM 6)**

**Action By**

The Chairman welcomed Mr Kevin Ambrose from Ambrose Associates Consultancy Limited who had been invited to the meeting to report on progress and answer any questions the panel had with regard to the development of the strategy for social inclusion in Breckland.

Members gave consideration to the consultant's report, which would form the basis of the proposed LSP (Local Strategic Partnership) Social Inclusion Strategy.

Mr Ambrose highlighted that as a key stakeholder in the LSP, Breckland Council was asked to consider his report on developing a Social Inclusion Strategy and action plan. The LSP would consider and agree the main priorities (such as the overall vision, the strategic objectives and the main priorities for action) for tackling social exclusion.

Members were informed that the report gave an overview of social exclusion in the district detailing what it meant to be deprived and isolated in a generally prosperous rural area. The report also puts forward proposals for a strategic approach, aimed at enabling all organisations in the area to build on existing initiatives; address gaps in provision and overcome barriers to effective action.

Mr Ambrose informed Members that since the last meeting he had built a picture of social exclusion in Breckland by engaging with the community involving holding workshops in Dereham, Swaffham and Thetford along with 1:1 meetings with key organisations. In addition, a review of published research, local policies and plans was conducted and surveys of voluntary organisations were carried out. The findings enabled him to identify who was affected by social exclusion and through this exclusion what role the LSP should play.

Members received a progress report presentation of Mr Ambrose's findings for their consideration. Following discussion of the presentation and report, Members made the following comments:-

- A Member raised concern regarding the lack of information in the consultant's report in detailing the need to provide more transport in areas of rural deprivation. *Mr Ambrose explained that this was detailed in his report however, he accepted that it was perhaps not made very clear. The LSP Officer explained that on page 8 of the report under 'Transport and Access' it detailed the problems with the lack of available transport in rural areas being a key factor in affecting young people's access to employment and training as well as social and recreational activities. In addition, Members were informed that on page 10 of the report under the heading 'Transport and Access to Services' it detailed the problems caused by the lack of public transport for older people that do not have access to a car – or are no longer able to run a car. The LSP Officer advised Members that perhaps the information regarding*

Action By

*the lack of public transport in areas of rural deprivation did need to be more explicit.*

- A Member advised Mr Ambrose that the objectives in the report were very good however, regarding Thetford; he was concerned that there was a lack of good communication. It was suggested that if the objectives from the Report were adopted and implemented this would be a great start for the Strategy. *Mr Ambrose acknowledged these comments and agreed that with meetings being held on an ad-hoc basis as they had in the past was simply not proactive enough for driving the strategy forward, and stressed the need for forum arena debates to share findings on a regular basis.*
- A query was raised as to why there had not been a workshop held in Watton. *In response, the LSP Officer advised Members that due to budget and timescale restrictions they had to pick only three of the five towns for the workshops however, they did receive representation from all five Towns.*
- The Chairman stated that the report was very good and highlighted many great ideas however, he was concerned that it would not be an easy task as many of the social groups discussed in the report that were socially excluded did not see themselves as excluded. Using the travelling community as an example, he felt that on the whole, they were generally healthy nevertheless, they were known to suffer from long term health problems due to the nature of their lifestyle however, despite being offered incentives to see doctors to help with health problems they would not accept help.
- A Member expressed concern that there needed to be careful consideration taken that they were not patronising in telling/advising people what they needed to be included in society. It was stressed that everyone was very different in their needs and mindset often causing barriers between people and this must all be taken into account. She explained that in the 12 years she had been a councillor the improvements in her area had been a result of local community helping one another and pushing initiatives. *Mr Ambrose agreed with the Councillors comments and reinforced the points made and suggested that they needed to work with local communities, taking on board what they saw as problems in their areas, helping where possible to empower local initiatives.*

Members thanked Mr Ambrose for his presentation and update and felt that the delivery of the Strategy would be a challenge for the LSP and wished them all the best.

**Action By**

**RESOLVED** that when procuring the final Strategy and Action Plan, Officers take account of the comments detailed above.

Rob Walker

**29/07 REVIEW OF THE BRECKLAND COUNCIL WEBSITE (AGENDA ITEM 7)**

Members gave consideration to the report from the Scrutiny Officer on the 'Review of the Breckland Council Website'. The report detailed the evidence gathering sessions undertaken by the Panel as part of the Review and presented appropriate recommendations.

The Scrutiny Officer introduced his report and advised Members that following their meetings on 15 January 2007 when they had undertaken a practical examination and given an appraisal of the website and on 13 April 2007 when they considered documentary evidence relating to the website's performance and effectiveness and how it compared with other local authorities, their comments had been collated and researched.

Following the Member's recommendations detailed under Sections 5.1 to 5.9 inclusive of the accompanying report to the 'Review of the Breckland Council Website', the Website Officer and Corporate and e-communications Officer tabled their findings to Members as follows:

- **5.1** The layout of the home page be reconsidered to ensure that it was not overburdened with information whilst at the same time it is user friendly and clear for users. *The Corporate and e-communications Officer advised Members that they were currently in the process of changing the navigation tree to comply with the LGNL (Local Government Navigation List) making it easier for users to navigate the site. A report regarding the web site "First Impressions" quoted the website as follows: "Nice home page. Easy to see what each section is about and geared directly to the general public. Good."*
- **5.2** The website should adopt a "four click" approach to ensure that information can be found quickly and easily. *The Website Officer informed Members that regarding the planning links, they had implemented a "2 click" approach from the Council's homepage to the planning search page. In addition, he confirmed that web trend software had been installed on the website which enabled the monitoring of public 'hits' to the website. Members were advised that this software would enable the web officers to receive information on how frequently their pages were being visited and if they were not being visited very often they would receive help to improve the pages functionality.*
- **5.3** Information on the planning process should be

**Action By**

bolstered on the website enabling the public to access pending planning applications and associated maps and forms. *The Website Officer explained that the planning process had been bolstered on the website by adding to the link already provided on the left hand navigation list. He advised that to make the search more user friendly when using the search function the user would be taken directly to the main planning search page.*

- **5.4** A link is established with the Eastern Daily Press Events Page and action be taken to ensure that news items on the website are removed promptly once they are no longer current. *The Corporate and e-communications Officer advised Members that a link to the EDP Events page had been established for a trial period of 3 months, this would be reviewed regarding the number of "hits" the pages receive. It was confirmed that all news items were live on the site within 2 hours of being released to the press and that old news items were archived automatically enabling the user to search for old press releases.*
- **5.5** Images are limited in size to obviate long download times, especially for dial-up users. *The Website Officer advised Members that all images on the website were optimised before they were published onto the site to avoid the use of images that would take too long to download for the user. It was confirmed that monitoring this would be the responsibility of the Web Officer and the Graphic Designer.*
- **5.6** A link to "Frequently Asked Questions" is installed on the home page and this be updated on a regular basis to ensure freshness. *Members were informed that a link to 'Frequently Asked Question' had been concurrent since the site went live and that all the FAQ's were updated to ensure all information was timely with the questions being taken from the Contact Centre and put onto the website as they were asked by the public.*
- **5.7** The role of web editors needs to be defined and clarified, in relation to their general work commitments and job descriptions should be updated accordingly to take account of the role of web editors as this has such an impact on the site content being kept up to date. *It was explained that the role of Web editors has been defined and Service Managers will be asked to include the targets and commitment to web editing in their future Service Team Plans. All service areas have been asked to confirm the web editor for their team to ensure that there was coverage on each of the service areas. In addition the role of a web editor was defined for Members information as follows:*

*(1) To develop specific information resources for the*

**Action By**

*service needs.*

*(2) To maintain and update pages as appropriate.*

*(3) Coordinate page development and major revisions with the web, communications officer and other web editors to ensure that links from top level pages are accurate (this often includes recommendations on links from the primary page to second).*

*(4) Serve as liaison to the Web and Communications Officer.*

*(5) Attend meetings of the Web Editors Group.*

- **5.8** The Council continue to work with external organisations in order to ensure best practice is followed to ensure that the design and operational usefulness of the website is maximised. *The Website Officer informed Members that the Web team were benchmarking against South Norfolk Council and were being evaluated by Socitm and SiteMorse. In addition, he confirmed that along with the Business Improvement Team he has developed a number of online forms to be used on the Council's website allowing customers to submit requests and report issues twenty four hours a day seven days a week. Members were advised that the forms currently available online were to report:*

- *Abandoned Vehicles*
- *Fly Tips*
- *Compliments and Complaints*
- *Other comments and feedback*

*The forms once submitted go straight through to the Customer Contact Centre for action. In addition, Members were informed that they were creating additional forms over the coming months to offer Breckland's customers more online reporting options on the website.*

- **5.9** The Panel be charged with assessing the website improvement plan at regular intervals through 2007 and beyond as necessary. *The Scrutiny Officer advised Members that the website Improvement Plan could be seen by the Panel on a six monthly basis.*

A Member expressed that he was pleased with the progress of the website however, did mention that he had been unable to access an agenda through the new Mod.gov system. Following discussion with the Website Officer it highlighted that it was perhaps a user issue rather than system error nevertheless this would be clarified following the meeting.

**Action By**

In addition, clarification was sought as to whether the 'frequently asked questions' that were posted onto the Council's website were differentiated between those of the questions asked by the Public, Councillors and Officers, as it was felt only the questions of the Public should be posted on the website. In response, the Website Officer advised Members that this was something that could perhaps be undertaken and may be looked into in the future.

The Chairman expressed his thanks to ICT and Committee Services Team involved in delivering Modern.gov, adding that he felt the new system was much better and easier to use than the old one.

**RESOLVED:**

- (i) that the Overview and Scrutiny Commission be asked to take into account the Panel's views, together with the responses of the Website and Corporate and e-communications Officers as detailed in 5.1 to 5.9 above, and then recommend to Cabinet that the nine recommendations in the report be agreed;
- (ii) that the Overview and Scrutiny Commission be asked to recommend to Cabinet that the nine recommendations in the report be agreed; and
- (iii) that Members receive the website Improvement Plan on a six monthly basis.

OSC

OSC

Jonathon  
Collison and Lisa  
Hilton

**30/07 WORK PROGRAMME (AGENDA ITEM 8)**

The Scrutiny Officer updated Members on the work programme and meeting schedule. He informed Members that the Police/Community Support Funding Report scheduled on the programme for the September Panel meeting might be brought forward to the July meeting.

The Chairman advised all Members that if they had any items they would like the Panel to investigate and discuss they should contact The Scrutiny Officer.

**31/07 DATE OF THE NEXT MEETING (AGENDA ITEM 9)**

The arrangements of the next meeting on Wednesday, 25 July 2007 at 10.00 am in the Anglia Room, Committee Suite Elizabeth House, Dereham were noted.

The meeting closed at 11.25 am

CHAIRMAN

**BRECKLAND COUNCIL**

**REPORT TO OVERVIEW AND SCRUTINY PANEL 2: 19 JULY 2007**

**REPORT OF THE EXECUTIVE MEMBER FOR COMMERCIAL SERVICES PAUL CLAUSSEN  
AND ASSET MANAGER RAY JOHNSON**

**Author: David Green, Corporate Projects Manager**

**BRECKLAND COUNCIL CAR PARKS REVIEW**

**Summary:**

This report is to provide background and set the scene for panel 2 involvement.

**1. BACKGROUND**

- 1.1 This work is progression of the policies and improvement/action plan that resulted from the Best Value Service Review and adopted by full Council. (Minute No 124/01 refers).

That approval covered all the overarching principles that were to be applied across the service in terms of why and what type of parking Breckland will provide, that short and long term parking orders would be introduced and a regular enforcement regime would be established to maintain compliance with car parking orders.

- 1.2 Following the "Town conferences"; "Car park forums" were held in Dereham and Thetford. This consultation included representatives of all major Town organisations and agencies with related interests. In Dereham, the initial forum led to a further workshop to develop ideas for practical projects. In Thetford, the initial forum recognised wider strategic studies were in hand that needed completing before major decisions on the car parks themselves should be taken, but a sub-group developed some proposals for tourism related enhancements.

- 1.3 This consultation has confirmed that the overarching principles established by the Best Value Service Review are still valid and that these Towns would welcome practical progress on implementation of these policies. I.e., overall condition of car parks require improving, safety measures should be enhanced, short stay time limits should be applied in car parks supporting town retail areas and enforcement will be required to ensure these conditions are observed.

**2. COUNCIL PRIORITIES**

- 2.1 The matters raised in this report fall within the following Council priorities:
- A safe and healthy environment
  - A well planned place to live which encourages vibrant communities

### **3. 2006 and RECENT PROGRESS**

- 3.1 The development of tourism related proposals at Thetford enabled us to take advantage of some last minute European funding and we achieved improvement schemes at White Hart Street and Castle Street at only a 50% cost to us. We will progress further feasibility works during 2007 to be able to link in with "Moving Thetford Forward".
- 3.2 Workshops, forums and updates have taken place with Dereham for ongoing development of proposals. These meetings established that traffic routes, congestion, bus and pedestrian safety in the market place, are still key issues for the Town that would benefit from a consensus view on a plan for the future that would inform all partners' works planning. The Town Council has been enthused by these discussions and are working towards a "Dereham Vision" to set out local direction on issues such as pedestrianisation, use of the market place, traffic, improving the town environment and trading conditions.
- 3.3 Cowper Road Car Park was recognised as a vitally located site that should be enforced as short stay. We took the opportunity to revamp this site at short notice to join-up with Norfolk County Council tarmac works at advantageous rates. In effect, Cowper Road became our pilot to introduce and update our standards to meet nationally recognised criteria for disabled parking, improved pedestrian access measures and a new lighting standard.
- 3.4 The Dereham Forum is still involved with developing detailed proposals for a revamp of Cherry Tree car park where they strongly support the introduction of long stay parking at the rear of the car park only, there appeared to be no call for any other long stay provision in the Town.
- 3.5 Although designs are still being progressed across the district, there is currently insufficient budget approved to carry out any further major car park works.

### **4. OVERARCHING PRINCIPLES AGREED BY DEREHAM AND THETFORD**

- 4.1 Short Stay and Long Stay parking arrangements to be introduced
- 4.2 Short Stay period to be 3 hours maximum as previously identified by Breckland as the optimum use for shoppers that restricts abuse by long stayers "bay hopping". This is in accordance with the work carried out to establish the current Dencora arrangement that operates in the Dereham High Street Development. It should be noted that Swaffham currently has a 2 hour maximum applying throughout the Town centre.
- 4.3 Short Stay/Long stay regime will only be successful if enforcement is also applied.
- 4.4 Signage needs to be improved, directional as well as onsite, for the benefit of visitors and car park users.

### **5. MATTERS ARISING**

- 5.1 The detailed design proposals for some sites has brought to light new issues that require members guidance before physical arrangements can be confirmed. Examples include residents parking, "Park Mark" accreditation and displacement of Coach and/or HGV use.

### **6. RECOMMENDATION(S)**

- 6.1 That Overview and Scrutiny Members be involved in examining these new issues and developing any appropriate new recommendations for service policies.

**Also see Appendix A – next agenda ideas**

**BRECKLAND COUNCIL**

**REPORT TO OVERVIEW AND SCRUTINY PANEL 2: 19 JULY 2007**

**REPORT OF THE EXECUTIVE MEMBER FOR COMMERCIAL SERVICES PAUL CLAUSSEN  
AND ASSET MANAGER RAY JOHNSON**

**Author: David Green, Corporate Projects Manager**

**APPENDIX A**

Agenda ideas for Panel 2 on 4 September 2007
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To enable an overview of detail issues arising set against context of all strategic issues, it is suggested that a review of progress in Dereham would give the best insight into developments to date and to assess the principles for the new standard for physical improvements from the Cowper Road pilot scheme. E.g., Increased disabled bay provision, bay standards, lighting, pedestrian safety, "Park Mark" and environmental enhancements (landscaping).

In this way, members will receive the best background into:

- i) The wider issues that interface with the car park through the work and consultation that has already been carried out,
- ii) Where we're currently at and
- iii) What we need to resolve to move forward.

Dereham also has examples of all the issues and principles that we still need to explore and derive service policies for resident and user impacts. Such as:

- Residents parking
- Coach & HGV displacement

**Policy Development Review Panel 2 – 25/07/2007****Report of Rob Walker, Local Strategic Partnership Officer****LSP FUNDING – SAFER NEIGHBOURHOODS VEHICLES**

**Summary:** At a Board meeting on 12 April, the Breckland Local Strategic Partnership agreed to fund five Safer Neighbourhoods Vehicles on a three year lease. The funding totalled £22,325.75.

**1. LSP FUNDING**

The income from Second Homes Council Tax is transferred by the 7 Norfolk Districts to Norfolk County Council each year. 50% of this income is set aside for use by the relevant District Local Strategic Partnership (LSP). A further 25% is set aside for affordable housing projects and 25% is retained by the Norfolk County Strategic Partnership. This arrangement started in 2004/5 and has continued to the present date.

The Breckland Local Strategic Partnership receives circa. £70,000 per annum income from Second Homes Council Tax funding. This money must be spent on the delivery of the Community Plan for Breckland. In comparison, the LSPs for Kings Lynn & West Norfolk and North Norfolk receive over £500,000 per annum.

In Breckland, the Second Homes Council Tax funding has been used to fund the LSP Development Officer post on a two fixed-term contract. Over the last 12 months - £91,145.75 has also been committed in project funding. This includes £22,325.75 funding for the five Safer Neighbourhoods vehicles. The LSP currently has £108,434 that is uncommitted.

All decisions on LSP funding are made by the LSP Board, which counts Breckland Council's Leader and Chief Executive amongst its membership.

**2. SAFER NEIGHBOURHOODS VEHICLES**

'Safer Neighbourhoods' is a Home Office initiative to deliver dedicated, visible, accessible and responsive neighbourhood policing through police and partnership agency teams. Whilst having a strong police input, the cornerstone of the approach is to involve all relevant partners in addressing issues of local concern identified by local communities.

Within Breckland there have been five Safer Neighbourhood Teams in operation from March 2007, covering the whole of the Breckland District Council Area. The predominantly rural nature of the District creates particular logistical problems in providing this service to all communities. To deliver 'Safer Neighbourhoods' within Breckland the police are committing two Inspectors, four sergeants, thirteen constables and 30 PCSO's.

The need to access the communities by all the involved agencies is crucial to the success of Safer Neighbourhoods. The limited availability of public transport does not make this a viable option and whilst visibility of the SNT's is a priority, there is a need to get the resources to the communities.

The LSP agreed to fund one vehicle in each of the five Neighbourhoods for use by any of the agencies or officers within that SNT. At this stage, it is envisaged that police and partners will use the vehicles to access the priority areas identified through Community Action Group meetings in order to deliver necessary interventions.

The vehicles are not fully liveried as there is a need to distinguish between these and police vehicles, but partnership logos are clearly displayed.

Working within the SNT has the added benefit of providing individuals from partner agencies with added security and reassurance when dealing with potentially problematic situations, without the need for them to take their private vehicle to an area where it may subsequently be recognised or identified.

The vehicles have been leased on a three year full maintenance contract. Insurance and petrol is paid for by Norfolk Constabulary, there being no other associated running costs.

**POLICY DEVELOPMENT AND REVIEW PANEL – 2 – 25<sup>th</sup> JULY 2007****(Author: Keith R Stevens – Business Transformation Director )****OVERVIEW AND UPDATE ON SPORTS DEVELOPMENT AND ARTS DEVELOPMENT IN BRECKLAND**

**Summary:** Members considered the workplans of both the Arts and Sports Development Officers at their meeting in October 2006 and made appropriate comments. This report aims to inform and update Members on the progress of Sports and Arts Development in the district against these workplans and to outline future plans and opportunities.

**1.0 Background**

- 1.1 Members will be aware that a Clientside function was set up for Culture as part of the Star Chamber process for the financial year 2006/07. In addition to a Senior Leisure Manager (SLM) being appointed, a Sports Development (SDO) and an Arts Development Officer (ADO), the latter on a two-year fixed-term post, were also recruited during 2006/07. This report reviews their progress and achievements one year on.
- 1.2 A Cultural Strategy, jointly endorsed by the Local Strategic Partnership (LSP) and Breckland Council, was agreed in October 2006. The Cultural Strategy identified a number of recommendations which have already been reported to this Panel.
- 1.3 At the meeting of the Policy Development and Review Panel 2 on the 2<sup>nd</sup> October 2006, the workplans for the ADO and the SDO were submitted to Members for their information and comment. These workplans flowed specifically from the Cultural Strategy and the consultations that had taken place during its compilation.

**2.0 Key Decision**

- 2.1 This report is for information only

**3.0 Council Priorities**

- 3.1 The matters raised in this report fall within the following Council priorities:
  1. Well planned place to live which encourages vibrant communities
  2. A safe and healthy environment
  3. A prosperous place to work and live

**4.0 Main Body of the Report**

- 4.1 The Council decided, following the successful signing of the PFI Contract, to re-establish a sports and arts development function. The Interim Manager, Keith Stevens, although continuing to work on the PFI, was replaced as the Senior Leisure Manager on 22<sup>nd</sup> May 2006 by Joe Liggett. The ADO (Claire Salley) and SDO (Riana Rudland) started their duties in early July 2006 and initially spent time focussing on what their priorities should be, following a wide range of meetings and consultation events with local residents.
- 4.2 Members will be aware of the development of three related strategies which are in the “ownership” of the Local Strategic Partnership (LSP). The three strategies are:
  - Cultural Strategy
  - Social Inclusion Strategy and
  - Prosperity Strategy

Each of these strategies have now been endorsed and implemented.

- 4.3 The Cultural Strategy was endorsed and adopted by Council and the LSP in October 2006. The Cultural Strategy was submitted to the Policy Development and Review Panel 2 at its August 2006 meeting for their consideration.
- 4.4 Following further consultations throughout the District, workplans were devised and these were considered and endorsed by Members in October 2006.
- 4.5 Appropriate development budgets were either already in existence, in the case of the sports development function (£30k), or were established by the Star Chamber process (for arts development and health improvement - £40k in total). These development funds have been utilised to deliver the key priorities within the workplans.
- 4.6 The former PFI Manager will be in attendance should Members wish to ask any detailed questions about the arts or sports activities that were provided or are planned for the future.

### **What is Sports and Arts Development?**

- 4.7 The role of Sports and Arts Development is to enable a greater number of residents to engage in and gain access to cultural and leisure opportunities. This is achieved by working strategically with key delivery agencies, such as Active Norfolk and Creative Arts East, and by enabling local individuals, communities and organisations to develop their own initiatives.

### **Sports Development in Breckland**

- 4.8 A variety of initiatives have been developed to address the recommendations of the Cultural Strategy and the priorities/objectives of the Council. Club/coach education courses and workshops have been developed district wide (working in partnership with Active Norfolk) to upskill our current coaches and clubs. Coaching courses in a variety of sports have also been delivered to increase the number of qualified coaches across the district. These courses have been well attended and will assist with increasing participation in sport and provide high quality coaching and safe club environments. The courses have been developed by Sports Coach UK and provide recognised qualifications for the those in attendance.
- 4.9 A number of strong partnerships have been formed with agencies such as Active Norfolk, Sport England, Sports Coach UK, Skills Active, National Governing Bodies of Sport, School Sports Partnerships, Parkwood Leisure (the authority's leisure operator under the PFI) and other local authority leisure departments. In addition to this a wide range of local partnerships have been developed with community club, leisure facility providers, coaches, village hall committees and schools. These partnerships have enabled joint initiatives to be carried out, deployment of shared resources and increased support to residents, community groups, clubs and coaches. A joint approach has created new opportunities and enabled access to information, assistance and financial/human resources. Partnership events and activities such as the Active Norfolk Youth Games and the Community Sports Coach scheme have proved the worth of these partnerships.
- 4.10 The emerging Community Sports Network across the district is now gathering pace with its development and engaging with more local partners. Draft projects have been submitted and the Sports Development Officer will be submitting an application to Sport England later in the year to draw down £25k per year for sports activity and grass roots delivery in the district.
- 4.11 Key priorities over the forthcoming year include assisting clubs to achieve Clubmark standard, further development of the holiday activities programme, upskilling the sports workforce, engaging with partner agencies to deliver cross cutting themes as well as exploring diversionary activities in key areas. In addition to this it is proposed that a directory of opportunities will be developed to help clubs attract more participants.

## **Arts Development in Breckland**

- 4.12 Various initiatives have been developed to address the recommendations of the Cultural Strategy and the priorities/objectives of the Council. Festivals, carnivals and community events have been supported in all towns and relevant parishes which have enabled them to diversify and extend professional live programmes and reach new audiences, and rural areas have in particular supported through a professional touring theatre scheme and holiday arts activities. Opportunities for local artists to practice, exhibit and perform have been developed, such as through the Open Studios scheme and the purchasing of portable exhibition screens for community hire; and community participatory initiatives, such as workshops and visual art competitions, have been introduced.
- 4.13 Close links have been developed with the new Dereham and Breckland Leisure Centres as centres for the arts as well as for sports. Due to limited exhibition space in the district, the bowls lounges at both sites and the main thoroughfare at the Dereham site now exhibit work of over 12 local artists on a rotating basis. During the opening period, Dereham Leisure Centre also hosted jazz and street music events, storytellers, sculpture, a district-wide art competition and a large stained glass installation created by over 60 local children.
- 4.14 Strong partnerships have been established with agencies such as Norfolk County Council, Creative Arts East, Norfolk Music Works, Norfolk and Norwich Festival, The SeaChange Trust, Theatre Is, as well as with other district arts officers. This has enabled a joined up approach to developing new opportunities and collaborative work has brought in considerable financial, human and physical resources that otherwise would not have been accessible. Some examples include the recent agreement between the Council and Norwich Theatre Royal to deliver two seasons of the Norfolk Schools Project in Breckland and other benefits in return for capital investment into the Theatre's modernisation programme and diversionary activities in Thetford and the surrounding rural area with SeaChange Trust.
- 4.15 Arts development has also had a significant role in the development of museums and heritage activity in Breckland. Projects and initiatives, such as the Over 55's Days at Gressenhall Farm and Workhouse and the proposed Thomas Paine Festival in Thetford have received advice and assistance from the Arts Development Officer and community groups, such as the Thetford Society, have also been supported in the development of initiatives like Heritage Open Days and Heritage Matters campaigns.
- 4.16 It is proposed that, over the forthcoming year, more generic support for community arts and heritage groups will be available through networking events, equipment hire, email and web-based information. Greater cultural involvement with developments such as the Dereham Memorial Hall and plans relating to Thetford Growth Point Status, support for the creative industries and the development of the Arts Award scheme for young people will also be key priority areas of work.

### **The Holiday Activity Programmes**

- 4.17 Both the Arts and Sports Development Officers, in conjunction with the former PFI Manager, organise a range of events for children during school holiday periods. A range of activities have been organised at a number of village hall/community centre venues throughout the District. The many venues across the district have included the followed:
- Ashill, Banham, Garboldisham, Yaxham, Great Hockham, Narborough, Cranworth, Old Buckenham, Oxborough, North Elmham, East Tuddenham, Whissonsett, Little Ellingham, Dunham, Wendling, Fransham and Beeston
- 4.18 The events provided included:
- Arts events have offered, some in conjunction with Creative Arts East and Community Music East, cartooning, puppet making, junk percussion, singing and song writing, drum and dance, singing and percussion and poetry. In addition, a

travelling storyteller event was held on one of the mobile library routes, in conjunction with the NCC Library and Information Service, and two performances are due this summer in conjunction with Mad Dogs and Englishmen Theatre Company and Norwich Puppet Theatre.

- Sports events offered, badged under a Multi sports Fun and Games banner, included opportunities to take part in cricket, football, dodge ball, athletic activities, handball, to name but a few. Activities varied according to the age range, ability and numbers of children present.
- At each session, fruit and water was provided in line with the healthy eating initiative.

4.19 Over 600 young people have attended the sessions since October 2006. All events achieved a 100% satisfied/very satisfied rating with 100% of those attending indicating that they would attend again if similar events were organised.

## **5.0 Options Available**

5.1 To note the overview and update report and to make any specific comments.

5.2 Not to note the overview and update report.

## **6.0 Reason for recommendation**

6.1 The workplans and this review flow out of the seminal research that was conducted as part of the Cultural Strategy process. Members asked to be updated on the development of the Cultural Strategy recommendations.

## **7.0 Recommendation**

7.1 To note the report and to make any comments Members may wish.

*This report has taken account of the need for compliance with the Council's Equal Opportunities Policy and the requirements of Section 17 of the Crime and Disorder Act 1998 and the Human Rights Act 1998. This report raises no matters to which attention specifically needs to be drawn under the legislation.*

**Policy Development & Review Panel 2**

**Work Programme and Meeting Schedule**

Topic/Item	Lead Officer(s)	25 July 2007 Dereham	4 Sept 2007 Attleboro'	17 Oct 2007 tbc
Police/Community Support Funding	Rob Walker			
Review: S17 Crime and Disorder Act	Gill Tavender Grahame Green			
Work Plans of the Sports/Arts Development Officers	Keith Stevens			
Member Development and Training	Stephen McGrath Ian Vargeson			
Review of Car Parking	David Green			

Notes

Future meeting dates: 28 November 2007 and 8 January 2008