

Report of the Assistant Director, Policy, Programmes and Change to the meeting of Bradford South Area Committee to be held on Thursday 26 March 2015.

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Subject:

New Deal programme and public participation activities

Summary statement:

This report provides an overview of the New Deal programme along with details of the public participation activities to date, and highlights of some of the key elements of feedback.

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1. SUMMARY

This report provides an overview of the New Deal programme along with details of the public participation activities to date, and highlights of some of the key elements of feedback.

2. BACKGROUND

- 2.1 All local public services – the NHS, police, fire and rescue, job centres, schools – are experiencing budget cuts. We are all also experiencing pressure from inflation and increasing costs, and from the rising demand for services as the district's populations of younger, older and disabled people grow.
- 2.2 By 2015, the Council alone will have cut its spending by over £170 million since 2011. However, between now and 2020 the money available for Council services is forecast to reduce by another £129 million, that's nearly a third, from £420 million to £291 million.
- 2.3 The Council has committed to look at all spending and services as a whole and to analyse Council activity according to priorities rather than departmental boundaries.
- 2.4 However, the challenges that the district faces require significant leadership beyond organisational boundaries. Securing good local services and protecting the right outcomes for the district will depend on how successful we are at driving innovative, integrated approaches that reach across sectors. We need to maximise the potential of all the district's assets be they in the public, private or third sectors or within the community.
- 2.5 Together with partners the Council needs to *strike a new deal* with local people and communities about what they can expect from local services, and about the need to change public expectations and behaviour.
- 2.6 The relationship between people and local services and organisations will need to change. We need to recognise that people have responsibilities as well as rights, and that the skills and resources of our district's communities represent significant assets that should be drawn upon. We need to promote self help, the development of community capacity and the strengthening of local networks to help to reduce demand for public services.
- 2.7 In order to effect a culture change, to rebalance how people think about rights and responsibilities, and to strike a new deal, we have started a conversation with as many interested parties and individuals as possible about what really matters to local people, what it is reasonable for them to expect from local services at a time of big budget cuts and what they can do to help achieve positive results for themselves, their families, communities and district.
- 2.8 The first phase of this engagement and participatory programme is designed to deliver the following objectives:
- Raise awareness of financial and demand challenges facing the district.



- Confirm priorities, understand what matters most to local people and explore public expectations of local services.
 - Develop stronger, shared approaches to community leadership and local resilience.
 - Support behaviour change and demand management.
 - Form a platform for ongoing dialogue to identify new opportunities to make the most of the district's assets, find alternative delivery models and build momentum for change.
- 2.9 We will enable a culture change to make sure local organisations work closely together, sharing their resources to achieve agreed priority outcomes for the benefit of Bradford District. The four identified outcomes are:
1. **Better Skills More Jobs and a Growing Economy:** with thriving businesses which create high quality, high-skill jobs.
 2. **Good Schools and a Good Start for All Our Children:** where children start school ready to learn, and young people leave school prepared for an adult life of work and self-responsibility.
 3. **Better Health, Better Lives:** where healthy people live as independently as possible in safe and supportive families and communities.
 4. **Safe, Clean and Active Communities:** where strong, self-reliant communities live in safe, clean neighbourhoods.
- 2.10 This is also supported by **decent homes that people can afford to live in** as an outcome which will be delivered through activity undertaken through the four outcomes listed above.
- 2.11 The New Deal programme is developing ideas, options and solutions around how we work in the future and undertake activities in different ways. It is also exploring how services might be offered by different people and different organisations. It is recognised that where possible decision-making should be devolved to the lowest appropriate level – so that strategies and services can be tailored to meet the needs of specific individuals, families and communities.

3. OTHER CONSIDERATIONS

Participation activities

- 3.1 To support the conversation with the general public a range of participation activities have been taking place since October 2014, with the current phase due to conclude by the end of March 2015. The range of activities includes:
- An online consultation which has been live since October 2014 along with the opportunity for the general public to write in to the New Deal email and freepost addresses.
 - There have been twelve public events that have taken place between October 2014 and February 2015 held in the evening or during the daytime in venues across the district – in the south of Bradford these included Odsal, Clayton and Little Horton. These have been open to any member of the public to attend.



Attendance across the events has varied from 10 to 60 with all creating a useful and lively debate.

- There have been events run for people with disabilities, adult social care users and people suffering with dementia and their carers.
- A series of sessions for young people have also been run across each of the constituency areas in the district.
- Meetings of the business community have also been attended across the district to inform and engage them on New Deal.
- A dedicated session with the district's Town and Parish Councils.

3.2 Not all the events and activities have yet concluded, so this report provides an interim overview of some of the feedback to date.

3.3 The events involved participants addressing the need for prioritising and allocating limited resources to support services; and then debating in small groups what they felt was most important, what services could be stopped or changed and what individuals could do differently.

3.4 The dates and locations of all the events are listed at appendix 1.

Feedback highlights

3.5 Though the events and consultation have been delivered reflecting a partnership view, it is clear from the feedback that most comments have concentrated on Council services. Of the broad range of activities the Council undertakes, it is not surprising that it is those most frequently accessed and visible to event attendees which have been receiving most comment – waste, volunteering, skills, libraries, events, parks and green spaces. Less feedback has been received on social care, education and health.

3.6 Across all the participation activities to date there have been numerous suggestions of where 'others' could help ease the burden on the public finances by taking on responsibility for some services. An example would be the suggestion that businesses could do more work with schools to support young people, better connect with their communities with skills sharing, improve the environmental areas around their businesses and take a lead in cultural activities that increase footfall in an area e.g. Christmas lights and their associated events.

3.7 Throughout all activities there was a sense that communities and individuals could do a lot more to support themselves, but that those people already active needed recognition and their examples of good practice shared. Services that it was thought would benefit from further community involvement were environmental through litter picking, verges, flower beds, parks maintenance (resident 'street teams' were mentioned as an idea); supporting young people and children with after school activities and skills sharing; and running libraries.

3.8 A number of income generating ideas were proposed by participants at some events – renting out council assets, solar panels, fees for library services, cafes in public buildings, longer term funding streams, and maximising advertising space opportunities.



- 3.9 There has been a general sense from participants to date that a reduction to fortnightly bin collections would be welcomed and that recycling increases through education and enforcement (which could be informal from neighbours) would help reduce costs. It was suggested that money could be generated through turning green waste into mulch and selling it on.
- 3.10 Some participants felt that the Council will need to continue supporting people with complex needs in the district, with communities and volunteers taking on some of the early intervention and preventative measures. However some felt that bureaucracy would need addressing to maximise access to information and allow people to better help themselves and others (e.g. being able to speak to a GP surgery on someone else's behalf).
- 3.11 A number of participants welcomed the engagement on New Deal, and were keen for communities to be more deeply involved in the decisions made in public services. It was felt that future opportunities to input into services as they develop were very important.
- 3.12 Other ideas given by participants included officer and Councillor expenses being reduced, more management reductions, a third fewer Elected Members and street lighting hours reduced.
- 3.13 It must be noted that the feedback received through the public activities is not representative of the whole district, and simply gives a range of ideas and thoughts for the Council and its partners to consider.

Feedback from participants in Bradford South

- 3.14 There were no comments that stood out as being geographically particular for the Bradford South area. Though not necessarily a representative view of the area, the comments made at the public event held in Odsal had a focus on:
- Improving recycling
 - Reducing isolation for older people
 - Reducing distance children travel to school
 - Ensuring young people have life skills as well as academic qualifications
 - Residents being more self-sufficient
 - A number of views were also given about organisations other the Council running services – such as social enterprises and communities running parks, private sector running waste services.

Next Steps

- 3.15 In April a full report from across all the public participation activities will be taken to Executive (14 April) and published on the Council's web site as well as being shared with event participants.
- 3.16 This information will continue to be shared with Strategic Directors to inform the ongoing development of the options and ideas for each of the New Deal outcomes. Later in 2015 there will then be further opportunity for engagement through outcome based participatory workshops where some of the ideas and comments



will be further explored and tested out.

4. OPTIONS

- 4.1 That the New Deal programme be noted.
- 4.2 That the feedback from residents be welcomed and acknowledged.
- 4.3 That the Area Committee commit to promoting New Deal, engaging and informing residents and stakeholders where appropriate and relevant about the Council's need to strike a new deal with the people of the district. This could be through conversations with partner organisation representatives (agencies, voluntary organisations), and the constituents who Members have contact with.

5. FINANCIAL & RESOURCE APPRAISAL

- 5.1 As outlined in the Background at section 2, the public sector finances are facing great challenges with a projected spending gap of £129m by 2020 should the Council continue as it is in 2015.
- 5.2 The New Deal programme is separate to the annual budget which the Council has to set. However the intention is that activity that comes from New Deal will inform the setting of future budgets over the next five years. The consultation to date has however focused solely on New Deal and has been separate to that of the 2015-2016 Council budget which held its own independent consultation process.
- 5.3 The cost of running the public participation activities was primarily from officer time and some venue costs – venues were all community based or Council owned.

6. RISK MANAGEMENT AND GOVERNANCE ISSUES

There are no significant risk management or governance issues arising out of the recommendations of this report.

7. LEGAL APPRAISAL

There are no legal issues arising out of the New Deal process and the public participation activities.

8. OTHER IMPLICATIONS

8.1 EQUALITY & DIVERSITY

Events have taken place in different parts of the district at different times of day, to ensure that no group of people have been disproportionately disadvantaged from taking part. This has been further augmented through the opportunity for written comments and the completion of the web based consultation.



Over the next 2-3 years, as options, ideas and projects are identified, implemented and tested, each proposal will be equality assessed at each stage of its development with documentation produced and made available publicly for transparency purposes.

8.2 SUSTAINABILITY IMPLICATIONS

There are no sustainability implications from the New Deal process and the public participation activities.

8.3 GREENHOUSE GAS EMISSIONS IMPACTS

There are no gas emission impacts from the New Deal process and the public participation activities.

8.4 COMMUNITY SAFETY IMPLICATIONS

There are no community safety implications from the New Deal process and the public participation activities.

8.5 HUMAN RIGHTS ACT

There are no human rights implications from the New Deal process and the public participation activities.

8.6 TRADE UNION

There are no trade union implications from the New Deal process and the public participation activities.

8.7 WARD IMPLICATIONS

As listed in appendix 1, the public participation activities took place across the district to ensure that there was an even geographical spread and opportunity for the general public to access a session. The sessions were not specifically allocated by constituency or ward area. However the series of youth events were specifically run in each constituency as the most effective means of engaging young people in the New Deal conversation.

8.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS

Information produced through the ward planning process will contribute to the ongoing New Deal development work. The feedback received from the public events will also be fed back to area based teams in the Council to support any future action planning.

9. NOT FOR PUBLICATION DOCUMENTS

None



10. RECOMMENDATIONS

10.1 That members of the Area Committee note the report.

10.2 As per the option at 4.3, that Members of the Area Committee commit to promoting the New Deal programme to stakeholders and their constituents.

11. APPENDICES

Appendix 1 – Schedule of public participation activities, including locations and dates.

12. BACKGROUND DOCUMENTS

None



Appendix 1 – Schedule of public participation activities

The online consultation has been live since October 2014 along with the opportunity for the general public to write in to the New Deal email and freepost addresses.

Public events locations and dates

Date	Area	Venue
Tuesday 28 October 2014 (evening)	Bingley	Bingley Methodist Church
Thursday 6 November 2014 (evening)	City Centre	Banqueting Hall, City Hall
Thursday 13 November 2014 (evening)	Keighley	Central Hall
Thursday 20 November 2014 (evening)	Shipley	Kirkgate Centre
Wednesday 14 January 2015 (evening)	Thornbury	The Thornbury Centre
Thursday 22 January 2015 (evening)	Odsal	Richard Dunn Sports Centre
Monday 26 January 2015 (morning)	Little Horton	Park Lane Centre
Wednesday 4 February 2015 (morning)	Shipley	Shipley Library
Thursday 5 February 2015 (evening)	Ilkley	Clarke Foley Centre
Tuesday 10 February 2015 (evening)	Clayton	Clayton Village Hall
Thursday 12 February 2015 (morning)	Manningham	Carlisle Business Centre
Thursday 19 February 2015 (morning)	Keighley	Central Hall

Dedicated Youth events have also been taking place with some still to be run and scheduled

4 December 2014	Keighley
5 February and 12 February	Bradford South
23,26,27 February & 2&6 March 2015	Bradford East
18 March 2015	Shipley
20 and 24 March 2015	Bradford West

Sessions with community of interest groups

27 November 2015	'Supporting People' service users group (adult social care users)
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20 February 2015	Session for people with disabilities
2 March 2015	Session for people with dementia and their carers

New Deal meetings with the business community

26 January 2015	Airedale Partnership
11 February 2015	Bradford Chamber Local Affairs Committee
12 March 2015	Keighley Town Centre Association
12 March 2015	Bingley Chamber of Trade

