

Report of the Assistant Director, Policy, Programmes and Change to the meeting of Keighley Area Committee to be held on Wednesday 22 April 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, and highlights of some of the key elements of feedback.

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Overview & Scrutiny Area:

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1. SUMMARY

This report provides an overview of the New Deal programme along with details of the public participation activities, 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 increasing costs, and from the rising demand for services as the district's populations of younger, older and disabled people grow.
- 2.2 The Council alone has already cut its spending by over £170 million since 2011. Since the Council set its budget for 2015/2016 the estimated levels of future spending reductions have been re-evaluated to take account of budget savings, increases in Council tax and changes to the Council Tax and Business rates bases.
- 2.3 The estimates now indicate that by 2020 the money available for Council services is likely to reduce by another £105 million, that's over a quarter, from £401 million in 2015-16 to £296 million. This figure has reduced from previous estimates due to savings already committed to and additional savings being made.
- 2.4 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.
- 2.5 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.
- 2.6 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.
- 2.7 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.
- 2.8 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.

2.9 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.

2.10 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**
2. **Good Schools and a Great Start for All Our Children**
3. **Better Health, Better Lives**
4. **Safe, Clean and Active Communities**

2.11 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.

2.12 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, which concluded at the end of March 2015. The range of activities included:

- An online consultation 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 Keighley constituency these have included Ilkley and two sessions in Keighley. These have been open to any member of the public to attend. Attendance across all the events varied from 10 to 60 at each event, 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, including the Keighley Town Centre Association Board.
 - A dedicated session with the district's Town and Parish Councils.
- 3.2 The public 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.
- 3.3 The dates and locations of all the events are listed at appendix 1.

Feedback highlights

- 3.4 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.
- 3.5 Across all the participation activities 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.
- 3.6 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 included environmental activities 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.
- 3.7 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.
- 3.8 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.
- 3.9 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).

- 3.10 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.
- 3.11 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.
- 3.12 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 the Keighley and Ilkley areas

- 3.13 There were some comments received through the Keighley and Ilkley events which referenced those areas in particular. These are summarised below:
- It was suggested that Ilkley's swimming pool needs improving, and that it could be released for local people to run.
 - It was felt that better communication between public bodies was needed, especially between Bradford Council and Ilkley Parish Council, but also with voluntary sector organisations.
 - Some people felt that the pavements on The Grove in Ilkley needed widening, with others suggesting that pavements in general needed to be well maintained.
 - It was suggested that a more thought through approach to volunteers taking on the running of cultural facilities is needed – such as the support for Manor House, Ilkley. Volunteer support is needed along with some transitional funding. With the right support, facilities such as Cliffe Castle, Keighley, could also be run by volunteers.
 - Concern was expressed by some about school allocations, especially in the Wharfedale area. It was felt that the Local Plan needs to bear this in mind with housing allocations.
 - It was suggested that an extra tourist hub in Keighley would be worthwhile.
 - It was felt by some that there is a lack of job opportunities for young people in Keighley.
- 3.14 Other more general comments made at the Keighley and Ilkley events were:
- It was felt that the number of charity shops should be reduced and retail spaces should be made more affordable for 'start up' small businesses.
 - It was suggested that local planning applied to natural neighbourhoods should take place - not the current focus on wards. This could then drive pooling and sharing of budgets and delivery.
 - It was felt that leisure facilities and libraries are important assets, particularly for



- young people, and should continue to operate.
- It was suggested that business rates growth should be encouraged. It was felt that small measure can often support the growth of small companies, such as lower costs for waste collection and providing a business rates subsidy.
- Some participants shared concerns about the lack of buses to remote areas.
- It was suggested that mental health provision for young people should be improved. It was felt that schools should recognise the pressure that is put on young people to succeed and need to be alert to symptoms of depression.
- It was felt that environmental issues need to be reconsidered, especially with regards to flooding.
- It was suggested that charges could be made for some facilities such as bowling greens and attendance at events.

Next Steps

- 3.15 A full report from across all the public participation activities will have be taken to Executive (14 April) and published on the Council's web site as well as being shared with event participants.
- 3.16 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. FINANCIAL & RESOURCE APPRAISAL

- 4.1 As outlined in the Background at section 2, the public sector finances are facing great challenges with a projected spending gap of £105m by 2020 should the Council continue as it is in 2015.
- 4.2 The New Deal programme is separate to the annual budget which the Council has to set. However the activity that comes from New Deal will inform the setting of future budgets over the next five years, including helping to deliver next year's budget 2016-17. Consultation activity to date, as fed back in this report, has focused solely on New Deal and has been separate to that of the 2015-2016 Council budget which held its own independent consultation process.
- 4.3 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.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

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

6. LEGAL APPRAISAL

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



7. OTHER IMPLICATIONS

7.1 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.

7.2 SUSTAINABILITY IMPLICATIONS

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

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

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

7.4 COMMUNITY SAFETY IMPLICATIONS

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

7.5 HUMAN RIGHTS ACT

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

7.6 TRADE UNION

There are no significant trade union implications from the New Deal process and the public participation activities. However the New Deal programme is designed to help the public sector manage its reducing budget. There is the possibility of impacts on staffing as budgets are addressed and reduced each financial year.

7.7 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.

7.8 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.



8. NOT FOR PUBLICATION DOCUMENTS

None

9. OPTIONS

- 9.1 That the New Deal programme be noted.
- 9.2 That the feedback from residents be welcomed and acknowledged.
- 9.3 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.

10. RECOMMENDATIONS

- 10.1 That members of the Area Committee note the report.
- 10.2 As per the option at 9.3, 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 |

Sessions with young people held on a constituency basis

| | |
|--------------------------------------|----------------|
| 4 December 2014 | Keighley |
| 5 February and 12 February 2015 | Bradford South |
| 23,26,27 February and 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) |
| 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

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|------------------|--|
| 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 |

