

**TELFORD & WREKIN COUNCIL
 CABINET 2 JANUARY 2020
 DRIVING DELIVERY OF OUR 4 YEAR PROGRAMME TO PROTECT, CARE AND
 INVEST TO CREATE A BETTER BOROUGH
 REPORT OF INTERIM CHIEF OPERATING OFFICER
 LEAD CABINET MEMBER – CLLR SHAUN DAVIES, LEADER**

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

1.1. Following the May Telford & Wrekin Council elections, a new Council Programme to “**Protect, Care and Invest to Create a Better Borough**” was approved by Council in July. This report sets out the key progress against this programme.

2. RECOMMENDATIONS

2.1. That Cabinet review and endorse the progress made against the Council Programme.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	All
	Will the proposals impact on specific groups of people?	
	Yes	All sections of the borough. As delivery proposals are developed specific impact assessments will be undertaken as necessary.
TARGET COMPLETION /DELIVERY DATE	Once adopted as the strategic focus of the Council, a delivery programme for these objectives will be developed.	
FINANCIAL/VALUE FOR MONEY IMPACT	The Service & Financial Planning Report, also on this agenda, sets out a proposed strategy for consultation between 3 January and 31 January 2020. The strategy includes investments which support the delivery of the objectives in the Council Programme, “ <i>Protect, Care & Invest to Create a Better Borough</i> ”. The funding outlook for the council beyond 2020/21 is uncertain with the current Government proposing significant changes to the local government finance system which are scheduled to be implemented in April 2021. The medium term strategy will be updated	

		as the funding position becomes clearer for future years and will continue to focus on the key priorities outlined in the 4 year Council Programme. PH 26/11/19
LEGAL ISSUES		There are no legal issues directly associated with this report. However, many of the initiatives identified within this report will require support from the legal team. Additionally, as the Programme to Protect, Care and Invest to create a better borough progresses, there will be a need for legal involvement to support delivery of that programme. This will be addressed on an ongoing basis. AL 5/12/2019
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	
IMPACT ON SPECIFIC WARDS	No	Borough-wide impact

PART B) – ADDITIONAL INFORMATION

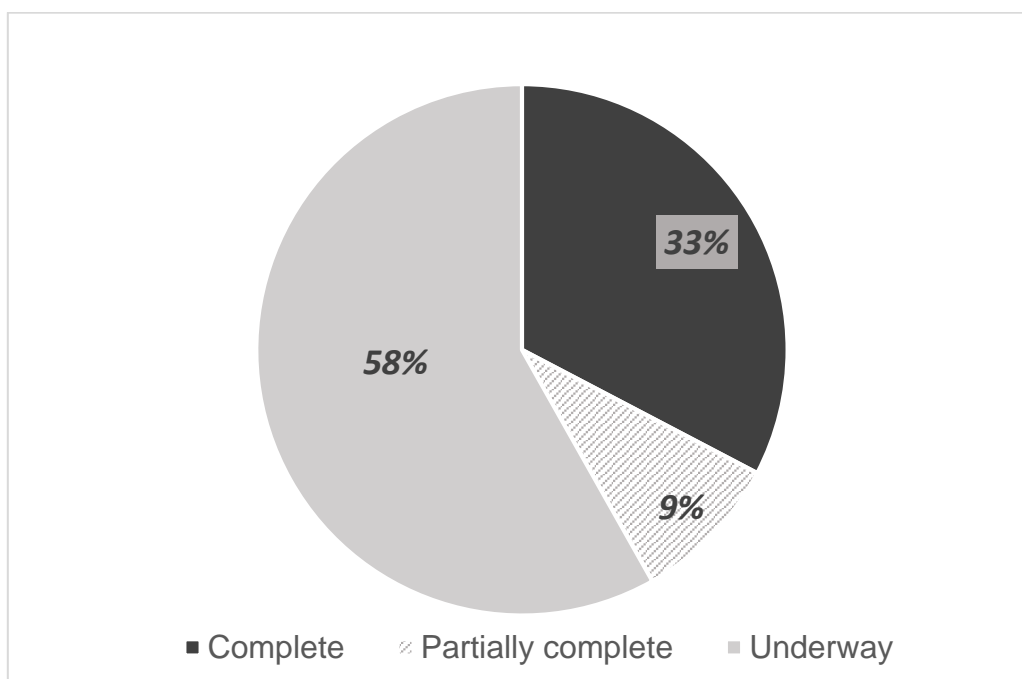
4. “OUR PROGRAMME TO PROTECT, CARE AND INVEST TO CREATE A BETTER BOROUGH”.

In July, the Council adopted a new 4-year organisational programme “***Our Programme to Protect, Care and Invest to Create a Better Borough***”. This programme sets out 7 priorities shaped by the administration’s 100+ manifesto pledges:

- Protect and support our most vulnerable children and adults;
- Securing the best possible start in life for children and young people
- Protect and create jobs as a “Business Supporting, Business Winning Council”
- Improve local people’s prospects through education and skills training
- Keep neighbourhoods safe, clean and well connected
- Support communities and those most in need and work to give residents access to suitable housing
- Improving health and wellbeing across Telford and Wrekin

This report presents an overview of the key progress that has been made delivering against the priorities and manifesto pledges. Analysis of this progress shows that in the 6 months since the Council adopted the new programme, a third of the pledges have been completed with a further 9% partially complete, and the remainder are underway (see figure 1).

Figure 1: Progress Against Manifesto Pledges



In terms of progress, headlines from this report include:

- A new marketing campaign to recruit local foster carers has been launched to enable children in care to live locally.
- “Stronger Families” funding has been secured from the Department for Education to establish a best practice model of working to improve the quality of work with families by Children’s Services.
- Investment in the borough’s schools to ensure adequate school place provision now and in the future including expansion plans.
- 89% of primary school children are in schools judged to be “good” or “outstanding” as are 98% of children in Early Years Provision.
- Investment into a range of commercial, industrial, retail and leisure developments across the borough, including delivering Ni-Park, the first agri-tech park in the UK.
- Completed the Superfast Telford Broadband programme with coverage to 98% of the borough.
- Rectified 785 potholes, cleaned over 15,000 gullies, resurfaced eight miles of road and 30 miles of footpaths.
- Completed investment converting 20,000 streetlights to LED reducing energy consumption.
- Completed 329 “NuPlace” homes for the private rental market with 420 due to be completed by end of 2020.
- The “Let’s Get Telford Active” programme has encouraged more than 6,000 people to take part and get active.

Further progress reports will be presented to Cabinet throughout 2020 with a focus on “outcomes”.

4.1. PROTECT AND SUPPORT OUR MOST VULNERABLE CHILDREN AND ADULTS

We want to see children and adults live safely at home in their communities, this means developing community capacity to achieve this goal. Where we can't, we want the very best for our vulnerable children and adults. We will continue to invest in children and adult social care to ensure that our most vulnerable are protected.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- Our statutory safeguarding partnership arrangements for children and adults have been revised through the creation of the Telford & Wrekin Safeguarding Partnership.
- Services for Care Leavers have been reviewed on behalf of the Department for Education and found to be fulfilling statutory standards.
- We are enhancing our existing offer for Care Leavers by developing a "Covenant" – this work is supported by the regional Department for Education lead.
- Launched a new marketing campaign to recruit local foster carers so that children in care can be placed near to their own families and communities.
- The Independent Inquiry into CSE in the borough has been commissioned and is under way.
- Secured "Stronger Families" funding support from the Department for Education to embed a best practice model of working to improve the quality of work with families by Children Services.
- Established Telford and Wrekin Integrated Place Partnership – driving an integrated approach with the NHS to delivering health and social care interventions in the borough.
- An Integrated Health and Social Care Rapid Response team has been created with NHS and voluntary sector partners to prevent unnecessary hospital admissions for older adults with long term conditions.
- Developed "Pathway 0" which is a community based approach to hospital discharge delivered by the community and voluntary sector for those that do not need formal support to re-gain their independence.
- Further developing our local community hubs with our voluntary sector partners, to offer drop in and pre-booked appointments for an early help conversation and information and advice about Adult Social Care.
- A new Learning Disability Team is in place, taking a different strategy and service approach to Adults with Learning Disabilities.
- Continuing to develop the use of technology in a person's home to support their independence and enable them to live in their own community.

4.2. SECURING THE BEST START IN LIFE FOR CHILDREN AND YOUNG PEOPLE

We want to ensure that children and young people have the best possible start in life to improve their life chances as adults. Overall, much of our 4-year programme will help us to achieve this goal: safe and strong communities; access to housing; a strong economy with better jobs; and, quality education and training.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- Investing in our local schools to ensure there is adequate school place provision now and in the future including expansion plans.
- Telford Education Strategic Partnership created to work with the Severn Teaching School Alliance to drive school improvement and ensure support is targeted appropriately.
- Secured funding to create Mental Health Support Teams working directly with 18 schools.
- Our SEND “local offer” has been recognised regionally and nationally.
- “Aspire to Higher Education programme” is being delivered to young people in areas where there is the lowest take up of higher education.
- 89% of our primary school children are in schools which are judged to be “good” or “outstanding”.
- 98% of our children are in Early Years provision which is judged to be “good” or “outstanding”.
- For young people who are homeless or who are at risk of homelessness, our approach has been praised by Ministry of Housing, Communities & Local Government as good practice, particularly the emergency provision at Dodmoor.
- Our “Job Box” programme is now well established and has significantly contributed to a reduction in youth unemployment in the borough. This has fallen from 32% (2014) to a current rate of 8.6% (lowest recorded figure).

4.3. PROTECT AND CREATE JOBS AS A ‘BUSINESS SUPPORTING, BUSINESS WINNING COUNCIL

We have established Telford and Wrekin’s reputation as one of the leading councils for attracting and securing new business and investment. We have supported record investment and job creation in the borough. We do this so that all communities can benefit from a thriving local economy and prosper.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- We have invested into a range of commercial, industrial, retail and leisure developments across the borough:
 - Delivered 15 start-up/incubation units at Horton Wood West and two new industrial units at T54;
 - Delivering “Ni Park”, the only “Agri Park” in the UK.

- In the first quarter of 2019/20:
 - 26 events were held at the “Growth Hub” with 377 businesses attending;
 - Supported local companies to secure grant funding delivering private sector investment;
 - Supported local company expansions including:
 - AO Recycling – opening 2 sites with up to 80 new jobs;
 - Muller completed £50m expansion delivering 65 new jobs;
 - Global Minds relocated to Telford bringing 15 jobs;
 - Eurofilms investment.
- Completed the Superfast Telford Broadband Programme rolling out coverage to over 98% of Borough.
- A “Totally Telford” e-brochure has now been launched showcasing why the borough is a “great place to live, work and visit”.
- Supported the growth of the evening entertainment offer in Southwater with the new music venue “Albert’s Shed” opening in November.
- Working with the Shopping Centre owners to support delivery of the new Fashion Quarter which has seen Next, New Look and Superdry open major new stores - with footfall across the Centre continuing to grow.

4.4. IMPROVE LOCAL PEOPLE’S PROSPECTS THROUGH EDUCATION AND SKILLS TRAINING

We want to ensure that all residents can access the benefits of our thriving and growing economy. To do this we need to make sure that they have the right skills to meet the ever changing needs of local employers.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- Driving “social value” in major Council contracts for example Idverde and Balfour Beattie to secure opportunities for local people such as apprenticeships and work experience.
- A new pack has been developed setting out the opportunities that employers can engage in to support young people and care leavers.
- The 2020 Apprenticeship show has been expanded to include invitations to Year 9s.
- “Job Box” will include a new social media/promotional programme.
- Working with Shropshire Youth Support Trust to develop a joint mentoring scheme for young people.
- Enterprise activities including National Enterprise Challenge and Young Enterprise are being supported in schools to give those that have not engaged in enterprise activities a chance to try them.
- Established a 1-1 meeting for care leavers with our “Growth Hub” to provide advice and support around training and employment.
- Since April 2018, the number and range of apprenticeships have increased within the Council and grant maintained schools.

- In November 2018 the Council launched a new work experience offer which has seen significant take-up.

4.5. KEEP NEIGHBOURHOODS SAFE, CLEAN AND WELL CONNECTED

We know that ensuring neighbourhoods are safe, clean and connected makes a big difference to everyday life. It is essential that this continues as the borough grows. During 2018 & 2019 we have invested into our Highways and Infrastructure enabling us to further improve our road network to “*keep Telford moving*”.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- Rectified 785 potholes & cleaned over 15,000 gullies.
- Resurfaced over 8 miles of road and 30 miles of footpaths.
- 300 additional off street parking spaces created.
- Combined Neighbourhood Enforcement and Anti-Social Protection team with Public Protection.
- First quarter of reports of fly-tipping, littering and dog fouling decreasing as a result of education and enforcement activity.
- 38 fixed notice penalty notices issued in quarter 1, 21 for graffiti and fly posting and 10 for littering and 6 for fly-tipping.
- On 1st September a new food waste household recycling service was introduced which has been positively received by households.
- Completed investment into converting 20,000 streetlights to LED, saving annual energy costs.
- Participated in 5 Mates exercises with partners: Border Force, Gang Masters HMRC, West Mercia Police. These joint task force operations involve partners from other regulatory agencies including UK Border Force, Gang Masters and Labour Abuse Authority, National Minimum Wage, HMRC, West Mercia Police and Shropshire Fire and Rescue. Using shared intelligence the MATES operations allow for a targeted approach which forms part of the action plan for targeting serious violent crime within the borough and we have reported a number of successes as a result.
- Continue to lobby government to address issues around cross-border hiring for taxis and installation of CCTV into vehicles licensed by Telford & Wrekin.
- Continued with our “Better Homes for All” programme, which has included enforcement by our “Rogue Landlord Taskforce” (441 legal notices served and 217 HMO licences issued) and advice and training through our “Landlord Accreditation Scheme” (100 landlords and letting agents accredited).
- From April to September 2019, we have provided housing advice to 71 young people. In the majority of cases, we were able to prevent homelessness.

4.6. SUPPORT COMMUNITIES AND THOSE MOST IN NEED AND WORK TO GIVE RESIDENTS ACCESS TO SUITABLE HOUSING

We want the borough to be a place where all communities are supported to take ownership of the challenges that they face. This will make them stronger and more resilient.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- Commenced our ‘Stronger Communities’ programme to drive social and physical regeneration in a series of pilot neighbourhoods.
- Funding secured for Empty Homes Officer to help bring homes back to use through negotiation and enforcement.
- Appointed two Tenancy Sustainment Officers who provide targeted support to clients with complex needs.
- Delivering “tenant ready” training and securing grant funding to provide a range of support for people who are homeless/rough sleeping.
- Launched a new website and awareness raising campaign which aims to raise funds for local housing charities who work with homeless people and awareness of work being done to prevent homelessness.
- Created a rough sleepers register to provide better support to individuals.
- Discounts are in place for all Council leisure activities for our armed forces, veterans and their families.
- A new outreach armed forces hub has been commissioned from Citizen Advice.
- A “New Communities Programme” for Lawley & Lightmoor has been established to support the communities of Telford’s largest new housing developments. This will address issues identified by residents and will unlock funding from other partners to create community-led action plans.
- Owned wholly by the Council, “NuPlace” continues to deliver quality private rented accommodation. 329 homes have been completed to date with 420 due to be completed by end of 2020 providing homes for some 800 local people.

4.7. IMPROVE HEALTH AND WELLBEING ACROSS TELFORD & WREKIN

Although significant progress has been made over the last 6 years since the Public Health function re-joined the Council, inequalities in life expectancies remain within the borough. We will work to enable people to enjoy healthier, happier and longer lives.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- The Director of Public Health’s Annual report highlighted progress against Public Health Outcomes for the borough with 54 outcome indicators now comparable to or better than the national average.
- “Activity” rates across the borough have increased during the past year with more than 15,000 people going from being inactive to active. Telford & Wrekin Council is

now ranked top for improving the number of people classified as 'active' for two consecutive years.

- The "Let's Get Telford Active" programme has funded 22 community projects encouraging more than 6,000 people to take part in activity programmes.
- 83 health champions are supporting projects such as "Feed the Birds" which works to tackle social isolation.
- Funded by the British Heart Foundation, the Council is rolling out blood pressure testing within community settings with 1,500 people tested so far this year.
- Tackling mental health and drug and alcohol addiction is a key issue for the borough and the Council is directly supporting community groups to support recovery for both adults and young people.
- We have received our accreditation to be a domestic abuse White Ribbon town for the next three years and continue to raise awareness of this issue. The Council continues its work with partners to implement the anti-domestic abuse strategy.

4.8. PROTECT AND CHAMPION OUR ENVIRONMENT, CULTURE AND HERITAGE

Whilst supporting housing and business growth, we will work to protect our environment and local heritage, both historic and new, and to celebrate and support cultural events and activities.

Examples of the activity undertaken by the Council to date and outcomes achieved are outlined below:

- The Council has recognised the climate emergency and set a target of being carbon neutral by 2030. An action plan is in development which will be reported to Cabinet February 2020.
- The solar farm continues to be owned and operated by the Council bringing in income to protect front-line services and reduce CO2 emissions from energy generation.
- We have installed led lighting in key Council facilities including Darby House, Wellington Civic, Ice Rink and Tennis Centre and Solar PV at the Ice Rink.
- Significant progress has been made in reducing single-use plastics from our operations and activities and signed up to support "Refill" (www.refill.org.uk).
- The Town Park has retained our "Green Flag Award" and was voted as the best park in the West Midlands as part of the "Fields in Trust Awards" (August 2019).
- Through "Parks for People" lottery funding, we have been able to continue to invest in and develop the Town Park, since April 2019, focussing on a range of environmental and biodiversity initiatives.
- Seen more than half a million visits to leisure centres between April and September 2019, an increase on the previous year.
- A comprehensive concessions policy is in place for the Council's leisure facilities which has been further enhanced by additional concessions introduced in April 2019, such as free swimming for under 18s. Since April 2019, there have been more than 40,000 concessionary swims.
- Refurbishment of Aspiration fitness suites, the athletics track and the Ice Rink.

- Launched a review of the “List of Buildings of Local Interest”.
- Working with Visit Britain and the West Midlands Growth Company to identify opportunities for funding from national Tourism Sector Deal to promote Telford’s heritage and tourism assets.
- Building on the success of the Telford 50 celebrations, we continue to host free events across the Borough. We have also offered support and advice for many other events - so far this year 146 community-led events have been held on Council land.
- There has been a significant increase in the number of active borrowers at our libraries – the figure as at September was 34,601 compared to 18,099 in February.
- The Big Top in 2018 introduced more people to visiting the theatre this year with ticket sales up by 4,300 between January and October 2019 compared to the previous year.

5. *Background Papers*

- Telford and Wrekin Council 25 July 2019 -- Our 4 Year Programme to Invest, Protect and Care for The Borough

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