



## **BROMSGROVE DISTRICT COUNCIL**

### **CABINET**

**WEDNESDAY, 30TH APRIL 2008 AT 6.00 P.M.**

**COMMITTEE ROOM, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE**

### **AGENDA**

**MEMBERS:** Councillors R. Hollingworth (Leader), Mrs. J. M. L. A. Griffiths (Deputy Leader), Dr. D. W. P. Booth JP, G. N. Denaro, Mrs. J. Dyer M.B.E., R. D. Smith, Mrs. M. A. Sherrey JP, M. J. A. Webb and P. J. Whittaker

1. To receive apologies for absence
2. Declarations of Interest
3. To confirm the accuracy of the minutes of the meeting of the Cabinet held on 2nd April 2008 (Pages 1 - 8)
4. To receive the minutes of the meeting of the Scrutiny Steering Board held on 1st April 2008 (Pages 9 - 12)
5. To receive the minutes of the meeting of the Performance Management Board held on 22nd April 2008 (to follow)
6. Motion - Car Park Fines

The following item has been included at the request of Councillor Mrs. McDonald:

"Residents who overstay on Bromsgrove District Council's car parks have the opportunity of a reduced fine of ten pound if it is paid within one working day. Then the thirty and sixty pound fine then kicks in."

7. Celebratory and Sponsorship Group (Pages 13 - 32)
8. Procurement Strategy 2008/11 (Pages 33 - 52)
9. Bromsgrove District Council Labour Market Assessment (Pages 53 - 146)

10. Neighbourhood Area Committee Evaluation (Pages 147 - 166)
11. Improvement Plan Exception Report (February 2008) (Pages 167 - 180)
12. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting

K. DICKS  
Chief Executive

The Council House  
Burcot Lane  
BROMSGROVE  
Worcestershire  
B60 1AA

18th April 2008

# Agenda Item 3

## BROMSGROVE DISTRICT COUNCIL

### MEETING OF THE CABINET

WEDNESDAY, 2ND APRIL 2008, AT 6.00 P.M.

PRESENT: Councillors R. Hollingworth (Leader), Mrs. J. M. L. A. Griffiths (Deputy Leader), Dr. D. W. P. Booth JP (during Minute No's 166/07 to 170/07), G. N. Denaro, Mrs. J. Dyer M.B.E., R. D. Smith, Mrs. M. A. Sherrey JP, M. J. A. Webb (during Minute No's 162/07 to 170/07) and P. J. Whittaker

Observers: Councillor C. R. Scurrall.

Officers: Mr. K. Dicks, Mr. T. Beirne, Mr. P. Street, Mr. H. Bennett, Mr. M. Bell, Mrs C. Felton, Mr. J. Godwin, Mr. D. Hammond, Ms. J. Pickering, Ms. J. Pitman and Ms. R. Cole.

#### 159/07 APOLOGIES FOR ABSENCE

No apologies for absence were received.

#### 160/07 DECLARATIONS OF INTEREST

Councillor G. N. Denaro declared a personal interest in agenda item 12 (Parish Plans) as a member of Wythall Parish Council.

Councillor Mrs. J. Dyer M.B.E. declared a personal interest in agenda item 12 (Parish Plans) as a member of Wythall Parish Council.

Councillor Mrs. J. M. L. A. Griffiths declared a personal interest in agenda item 12 as a member of Alvechurch Parish Council.

Councillor R. Hollingworth declared a personal interest in agenda item 12 as a member of Alvechurch Parish Council.

Councillor Mrs. M. A. Sherrey JP declared a personal interest in agenda item 12 as a member of Clent Parish Council

Councillor P. J. Whittaker declared a personal interest in agenda item 12 as a member of Tutnall and Copley Parish Council.

The above declarations were made immediately prior to discussion on the relevant agenda item.

161/07 **MINUTES**

The minutes of the meeting of Cabinet held on 5th March 2008 were submitted.

**RESOLVED** that the minutes be approved and adopted as a correct record.

162/07 **AUDIT COMMISSION - ANNUAL AUDIT AND INSPECTION LETTER**

The Leader welcomed the Council's Audit Commission Relationship Manager Gary Stevens to the meeting. Mr Stevens then presented the Audit Commission's Annual Audit and Inspection Letter.

The report included a summary of all audit work undertaken throughout the year together with the Council's Direction of Travel assessment which had taken place in November 2007. Mr Stevens acknowledged that because of the reporting timescales it was inevitable that the report could not fully reflect the latest situation. It was felt that the report did however fairly reflect the improvement which had been made and reinforced the issues which still required to be fully addressed.

The Leader thanked Mr. Stevens for the work undertaken and the helpful and positive approach adopted which had been of assistance to officers and members.

**RESOLVED:**

- (a) that the report be received and the contents noted;
- (b) that the recommendations from the Annual Audit and Inspection Letter be incorporated into the updated Improvement Plan to be considered in July 2008.

163/07 **SCRUTINY STEERING BOARD**

The minutes of the Scrutiny Steering Board held on 4th March 2008 were submitted.

**RESOLVED** that the minutes be noted.

164/07 **AUDIT BOARD**

The minutes of the Audit Board held on 17th March 2008 were submitted.

**RESOLVED** that the minutes be noted.

165/07 **PERFORMANCE MANAGEMENT BOARD**

The minutes of the Performance Management board held on 18th March 2008 were submitted.

**RESOLVED:**

- (a) that the minutes of the meeting be noted;
- (b) that the recommendation in relation to the inclusion of Disabled Facilities Grants as one of the Council's Corporate Indicators be approved but that the Board be requested to suggest how performance on this could be measured;
- (c) that it be noted that it was intended that further consideration would be given to identifying "key " issues.

166/07 **REFUSE AND RECYCLING SCRUTINY REPORT**

The Cabinet considered recommendations made by the Scrutiny Steering Board based on the report of the Task Group set up to scrutinise issues relating to Refuse and Recycling. The Leader welcomed the Chairman of the Task Group, Councillor C. R. Scurrrell to the meeting. Councillor Scurrrell briefly introduced the report and highlighted some key points. He also thanked all officers and members who had contributed to the scrutiny process.

There was detailed discussion on the recommendations contained within the report and on some general principles in relation to the production of Task Group reports. There was also discussion on some additional work which it was hoped that the Task Group would be willing to undertake. The report was welcomed as a very good report and the Leader thanked Councillor Scurrrell and the Task Group members together with the officers for their hard work.

**RESOLVED:**

- (a) that in relation to Recommendation 1 (NVQ Training for the Existing Workforce), NVQ Training in Waste Management from the Waste Management Industry Training Advisory Board via NEW College be given to all refuse and recycling staff over a two year period commencing in September 2008 with the following conditions:
  - Standards for "performance criteria" and "knowledge requirements" specific to this Council be built into the awards;
  - The preferred primary assessment method being observation (rather than witness testimonies or personal statements);and
  - Performance criteria being observed consistently over a certain time period rather than as a one-off;
- (b) that in relation to Recommendation 2 (NVQ Training for New Employees), it be made a requirement for all new employees to either hold the NVQ in Waste Management or to achieve it within an agreed timeframe;
- (c) that in relation to Recommendation 3 (NVQ Training for Team Leaders), the following NVQ training be given to the three Refuse and Recycling Team Leaders
  - Team Leading in Refuse and Recycling via NEW College
  - Business Improvement Techniques via Resource Development International

(It was understood that items (a), (b) and (c) above would be referred to the Head of Human Resources and the Portfolio Holder for Street Scene and Waste Management for discussions on how the training could be best included in the Training Plan)

- (d) that in relation to Recommendation 4 (Commingled Recycling Service), the Street Scene and Waste Management officers be requested to monitor the progress which Worcestershire County Council is making in relation to building their own sorting plant by 2009, as this will enable a commingled recycling service to be launched (making it easier to recycle and likely to encourage more recycling) and therefore significantly improve this Council's recycling rates;
- (e) that in relation to Recommendation 5 (Recycling Additional Materials), Street Scene and Waste Management officers be requested to continue to encourage Worcestershire County Council Officers to investigate recycling more materials through the Waste Management Forum);
- (f) that in relation to Recommendation 6 (Benchmarking), Street Scene and Waste Management officers be requested to continue to regularly and systematically benchmark against the top 10-15 local authorities in the recycling league table which are achieving higher recycling rates, with a view to adapting any parts of their services to Bromsgrove which may prove successful in helping to increase recycling rates;
- (g) that in relation to Recommendation 7 (Expanding the Recycling Service), Street Scene and Waste Management officers be requested to continually investigate ways in which the Council can expand the recycling service to reach the remaining 6% of the District;
- (h) that in relation to Recommendation 8 (Eco-School Programme), in order to educate as many children as possible to take responsibility for the future of their own environment and encourage more recycling throughout the District, Street Scene and Waste Management officers be requested to continue to encourage all schools to join the Eco-School programme, particularly primary schools;
- (i) that in relation to Recommendation 9 (Incentive Schemes), Street Scene and Waste Management officers be requested to keep up to date with developments of the Defra pilot incentive scheme and when the results are known, the option of introducing such a scheme be investigated further;
- (j) that in relation to Recommendation 10 (Consultation), the Head of Street Scene and Waste Management be requested to make certain there is through consultation with local residents with regard to the green bin charging arrangements due to be put in place. Effective communication will help ensure smooth implementation of the charging system which should avoid a reduction in customer service standards;
- (k) that in relation to Recommendation 11 (Communication with Local Residents), communication with local residents should be increased wherever possible to encourage reducing, reusing and recycling. For example, ensuring local residents are aware they can request more recycling boxes free of charge;
- (l) that in relation to Recommendation 12 (Collection Arrangements) the Task Group be requested to reconsider the proposal to request officers to consider trialling wheelie bin stickers instead of calendars as it was

- felt that the calendars were very popular with residents as an easily accessible source of information on dates of collections and there appeared to be little evidence that a change to wheelie bin stickers would be welcomed;
- (m) that in relation to Recommendation 13 (Member and Parish Council Training), training/information sessions be arranged to inform Members of the history of the service, where the Council is at present and plans to progress the service in future, to ensure members have a sound knowledge of Street Scene and Waste Management Services to pass on to local residents and that Members of Parish Councils also be invited to attend these sessions;
  - (n) that in relation to Recommendation 14 (Member Updates), updates relating to the refuse and recycling service be included in Members' Bulletins;
  - (o) that in relation to Recommendation 15 (Vehicle Tracking and Communication System), the Head of Street Scene and Waste Management be requested to further investigate the effectiveness of various vehicle tracking and communications systems with a view to trialling a model in the future;
  - (p) that the Scrutiny Steering Board be requested to ask the Task Group to undertake further work in more depth on a value for money analysis of the whole service. This work should also include the current situation of the service in relation to where it was intended to be at this stage and how any gaps identified in the service can be met;
  - (q) that the Scrutiny Steering Board be requested to ensure that in future, Scrutiny recommendations are prioritised as being of low, medium or high priority as it will often be impossible for officers to implement all recommendations at the same time;
  - (r) that the Scrutiny Steering Board be requested to ensure that sections are included in Scrutiny reports setting out (i) recommendations involving officer actions which are already being undertaken but which the Task Group wishes to see continued and (ii) issues which were considered by the Task Group but which did not form part of the final recommendations;
  - (s) that the Scrutiny Steering Board be requested to ensure that account is taken of the opportunity costs of certain recommendations which may not appear to have a direct cost but may have a significant cost in terms of officer time and may therefore result in work on other issues being delayed particularly when a large number of recommendations are involved;
  - (t) that officers be requested to consider further how "key" scrutiny recommendations can be defined and then possibly included within the Improvement Planning process so that progress can be monitored in line with Council priorities.

167/07 **ANNUAL EXTERNAL AUDIT REPORT 2006/07**

Consideration was given to the Annual External Audit Report 2006/07 issued by the Council's former External Auditor (KPMG LLP). The report related to

the findings from work undertaken by the External Auditors as part of the 2006/07 Audit and Inspection Plan. The report acknowledged clear improvements in a number of areas including the Medium Term Financial Strategy and budget monitoring arrangements. The report also contained recommendations for further actions and a management response had been included for each of the recommendations. Following Discussion it was

**RESOLVED:**

- (a) that the Annual External Audit Report for 2006/07 be noted; and
- (b) that the management responses to the recommendations in the Annual External Audit Report for 2006/07 be endorsed and that officers be requested to include these issues in the new Improvement Plan as appropriate; and
- (c) that thanks be expressed to KPMG LLP and in particular to Mr. A. Cardoza for the assistance they had provided.

168/07 **IMPROVEMENT PLAN EXCEPTION REPORT (JANUARY 2008)**

Consideration was given to the updated Improvement Plan Exception Report for January 2008 together with the corrective action being taken.

**RESOLVED:**

- (a) that the revisions to the Improvement Plan Exception Report and the corrective action being taken be noted;
- (b) that it be noted that of the 140 actions highlighted within the Plan for January 2008, 84.3% of the Plan was on target (green), 11.4% was one month behind (amber) and 1.4% was over one month behind (red). 2.9% of actions had been rescheduled or suspended with approval.

169/07 **COMPREHENSIVE PERFORMANCE ASSESSMENT RE-CATEGORISATION REQUEST**

Consideration was given to a report on the possibility of the Council submitting a request for a further Comprehensive Performance Assessment to be undertaken in November 2008 with the aim of achieving a rating of either Fair or Good. The draft letter attached as an appendix to the report set out the reasons for making such a request but it was reported that this required slight updating. Following discussion it was

**RECOMMENDED** that a request be submitted to the Audit Commission for a further Comprehensive Performance Assessment to be undertaken in November 2008 and that the letter attached as an appendix to the report be updated to form the basis of this request.

170/07 **PARISH PLANS**

Consideration was given to a report on the methodology to be used for the integration and adoption of Parish Plans within the district wide Local Strategic Partnership and the Local Development Framework. Reference was also made to discussions on this issue which had taken place at a recent meeting of the Parish Council Forum. It was recognised that Parish Plans could



provide a valuable source of local information that could inform the work of the Local Strategic Partnership and integrate with or supplement the Local Development Framework. It was felt however that further consideration may be required in relation to the procedure to be followed in relation to formally recognising Parish Plans and it was

**RESOLVED:**

- (a) that authority to finalise the methodology for the integration of Parish Plans within the Local Strategic Partnership and the Local Development Framework be delegated to the Chief Executive in consultation with the Portfolio Holder; and
- (b) that following the finalisation of the process referred to above, a twelve week period of consultation be undertaken within this Authority, the Local Strategic Partnership, Community First/County Association of Local Councils and the County Council.

The meeting closed at 7.45 p.m.

Chairman

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## **BROMSGROVE DISTRICT COUNCIL**

### **MEETING OF THE SCRUTINY STEERING BOARD**

**TUESDAY, 1ST APRIL 2008 AT 6.00 P.M.**

PRESENT: Councillors P. M. McDonald (Chairman), J. T. Duddy (Vice-Chairman), Mrs. M. Bunker, R. J. Deeming, B. Lewis F.CMI, D. L. Pardoe and C. B. Taylor

Observers: Councillor Mrs. J. Dyer M.B.E. and Councillor Mrs. M. A. Sherrey JP

Officers: Mr. T. Beirne, Mr. P. Street, Mrs. C. Felton, Ms. D. Poole, Mrs. S. Sellers and Ms. D. McCarthy

#### 98/07 **APOLOGIES FOR ABSENCE**

No apologies for absence were received.

#### 99/07 **DECLARATIONS OF INTEREST**

No declarations of interest or whipping arrangements were made.

#### 100/07 **MINUTES**

The minutes of the meeting of the Scrutiny Steering Board held on 4th March 2008 were submitted.

**RESOLVED** that the minutes of the meeting be approved as a correct record.

#### 101/07 **CABINET RESPONSE TO RECOMMENDATION 1 WITHIN THE AIR QUALITY SCRUTINY REPORT**

As requested by the Scrutiny Steering Board, the Cabinet had reconsidered recommendation 1 contained within the Air Quality Scrutiny Report. The written response from the Cabinet was considered and Councillor Mrs. Dyer, the Portfolio Holder for Planning (which included Climate Change), was thanked for attending.

**RESOLVED** that the response from the Cabinet on recommendation 1 within the Air Quality Scrutiny Report be noted.

102/07 **CABINET RESPONSE TO THE PUBLIC TRANSPORT (BUSES) SCRUTINY REPORT**

The Portfolio Holder for Street Scene and Recycling, Councillor Mrs. Sherrey, was in attendance to present the Cabinet's response to the Public Transport (Buses) Scrutiny Report.

The Board considered the written response and it was pointed out that the Portfolio Holders for both Planning and Street Scene and Recycling were Members of the Integrated Passenger Transport Group and were working closely with Worcestershire County Council. It was also confirmed that no decisions had been made on the location of the new bus station in Bromsgrove Town Centre and that there would be public consultation in the near future.

The Chairman thanked Councillor Mrs. Sherrey for attending.

**RESOLVED** that the Cabinet's response to the Public Transport (Buses) Scrutiny Report be noted.

103/07 **NEW SCRUTINY TASK GROUPS**

Two membership forms for the Anti-Social Behaviour Task Group received on the day of the meeting were tabled.

Members of the Board were informed that at a recent meeting between the Leader and Chairmen of the Scrutiny Steering Board, Audit Board and Performance Management Board, the new Anti-Social Behaviour Task Group and Alcohol Free Zones Task Group were discussed. Due to the belief that the two task groups were closely linked and as there had been a poor response from Members to join either task group, it was suggested that the new task groups could be amalgamated. This proposal was discussed by the Board.

Under this item, the Chairman raised the scrutiny proposal recently put forward relating to the Spatial Project that was currently listed on the work programme. It was suggested that a presentation on the Spatial Project could be given to the Board at a future meeting covering: effectiveness and efficiency; value for money; added value; and quality of delivery. It was explained that after the presentation, the Board could then decide whether or not this area needed to be scrutinised any further. It was also pointed out that the Performance Management Board were already monitoring the performance of the Spatial Project and had received monthly reports on phase one.

The Refuse and Recycling Scrutiny Report was raised and it was clarified that the Cabinet was due to consider the report at its meeting scheduled to be held on 2nd April 2008. It was anticipated that the Cabinet's response would be presented to the Scrutiny Steering Board at its next meeting later this month.

**RESOLVED:**

- (a) that the newly established Anti-Social Behaviour Task Group and Alcohol Free Zones Task Group be merged to form one Task Group;
- (b) that Councillor K. Taylor be appointed as the Task Group Chairman of the new Anti-Social Behaviour and Alcohol Free Zones Task Group;
- (c) that the new combined terms of reference be drafted by Councillor K. Taylor, as Task Group Chairman, for the Scrutiny Steering Board to consider at its next meeting;
- (d) that all Members who had submitted a Membership Form for either the Anti-Social Behaviour Task Group or the Alcohol Free Zones Task Group be contacted to:
  - (i) inform them that the Task Groups would be amalgamated;
  - (ii) confirm they were still interested in serving on the new combined Task Group; and
- (d) that a presentation on the Spatial Project be added to the agenda for the next meeting of the Scrutiny Steering Board.

104/07 **JOINT COUNTYWIDE SCRUTINY ON FLOODING**

The Chairman gave a verbal update to all Members of the Board on what had been discussed at the last meeting of the Joint Countywide Flooding Task Group. It was explained that the meeting had concentrated on communication.

The Board was informed that there had been a presentation from the Chief Executive from the National Flood Forum who had explained that the Government were looking at giving grants to flood victims to enable them to purchase products to safeguard their homes. It was stated that flood resistant houses were to be built and that following the Pitt Review, in the near future planning approval would be required to tarmac drives. The use of the Human Rights Act was mentioned and it was stated that there would be one telephone number for the public to call in the local area to find out more information when flooding occurred.

The Chairman stated that representatives from the media were in attendance and discussions had included how the media could more responsibly give out flood messages received from individuals and how important websites were during any emergencies in providing information to the public.

The Board then discussed problems with drains, the Land Drainage 1991 Act, riparian responsibilities and building insurance. It was stated that representatives from all agencies, including members of the public present at the Joint Countywide Flooding Task Group Meeting, had agreed that flooding was likely to occur more frequently in future and that it was a major issue.

**RESOLVED:**

- (a) that a copy of the Pitt Review be circulated to all Members of the Board;
- (b) that the Scrutiny Steering Board Chairman circulate the minutes of the last Countywide Joint Flooding Scrutiny Meeting to Board Members; and
- (c) that the verbal update from the Chairman be noted.

105/07 **CABINET'S FORWARD PLAN**

Consideration was given to the Cabinet's Forward Plan which contained the key decisions scheduled to be made over the next few months.

In relation to item number 8 on Mobile Home Licensing, the Chairman requested an explanation on why the report had been delayed as it was originally expected that a decision would be made in September 2007.

There was also concern over item number 11 which related to the Artrix Service Level Agreement. The Head of Legal, Equalities and Democratic explained that as the solicitors who were involved with the original paperwork were no longer at the Council, the report to Cabinet had been delayed to enable the Council's current solicitors to thoroughly go through the Service Level Agreement to ensure it was accurate. However, it was believed this would not hold up the project for any longer than one month. It was also stated that the Artrix Service Level Agreement was on the Work Programme for the Performance Management Board.

**RESOLVED:**

- (a) that a report be included on the Agenda for the next Scrutiny Steering Board Meeting explaining why a decision on Mobile Home Licensing (item number 8 on the Cabinet's Forward Plan) had been delayed;
- (b) that Councillor Whittaker, as Portfolio Holder for Strategic Housing, be invited to attend the next Scrutiny Steering Board Meeting to discuss and answer any further questions in relation to (a) above; and
- (c) that all other items on the Cabinet's Forward Plan be noted.

106/07 **WORK PROGRAMME**

Members considered the work programme for the Scrutiny Steering Board which included details of recent Scrutiny Review Meetings.

The Board was reminded that in relation to 'Older People' which was a possible area for future scrutiny listed on the work programme, it had been decided that focus groups would first be set up to find out specific issues which might need to be scrutinised. It was explained that an agreement with the Assistant Chief Executive regarding the costs of such focus groups was due to be discussed and once the focus groups had been established and information from the focus groups obtained, a scrutiny proposal would be completed and submitted for the Board to consider.

**RESOLVED** that the work programme be noted and updated (as appropriate) to reflect decisions made at this meeting.

The meeting closed at 6.40 p.m.

Chairman

## BROMSGROVE DISTRICT COUNCIL

### CABINET

30TH APRIL 2008

#### CELEBRATORY AND SPONSORSHIP GROUP

Responsible Portfolio Holder	Councillor Mike Webb
Responsible Head of Service	Phil Street

#### 1. SUMMARY

1.1 This report provides members of the Cabinet with information about the work and background of the Celebratory and Sponsorship Group.

#### 2. RECOMMENDATION

2.1 The report and progress towards the development of a sponsorship policy be noted; and

2.2 That officers be tasked to further scope the legal and other implications and produce a final report for submission to the next meeting of the Cabinet.

#### 3. BACKGROUND

3.1 Over the past six months a group has been emerging to co-ordinate celebratory events and sponsorship. The group draws its membership from across a number of service departments.

3.2 There is representation on the group from Culture and Community; Finance; Chief Executives Department; Planning and Environment and Street Scene. There are currently eight members of staff on the group.

3.3 The aims of the group are to co-ordinate the work associated with community events and to draw together those who are seeking sources of sponsorship. It was regarded as important that those seeking sponsorship should work in a co-ordinated manner. It would be counter-productive for different members of the Council's staff to approach the same sponsor.

3.4 The group was initially formed to identify means of supporting celebratory events for local residents. It was recognised that there is some expectation on the Council to promote community events and organise community wide celebrations. However, over the past few years budgetary pressures have meant that the Council has had to reduce certain elements of its expenditure on items such as Christmas trees, switching

on of the Christmas illuminations and the Christmas lights themselves. It has also introduced charging for the Bonfire and Fireworks evening.

- 3.5 It is important to note that the Council has also increased expenditure on other aspects of community events such as street theatre.
- 3.6 However, it was thought important that the Council should maintain the trend with regards to improvements in its reputation. One of the factors that led to the formation of the group was that celebratory events are one of the ways that this can be achieved. The group is seeking to not only ensure the current range of community events is well managed and delivered. It is also examining new ideas for events.
- 3.7 Although the work of the group is at an early stage it has set itself a number of targets.
- 3.8 First, it wants to attract £80,000 of sponsorship in the current financial year. To achieve this the group is producing a sponsorship prospectus that contains information and details of a range of sponsorship opportunities. The plan is to present a relatively limited number of opportunities initially. This is a new area of Council activity, consequently it is planned to take a rather tightly controlled management approach in the first instance.
- 3.9 Second, it wants to produce a sponsorship offer so that sponsorship opportunities are categorised to enable potential sponsors to choose either a cluster of sponsorship opportunities or select a single sponsorship item. The proposal currently is to have the following cluster of opportunities:
  - Platinum – This will focus on sponsors willing to look at £30,000 of sponsorship over a one year period. This will offer a variety of opportunities including at least one high profile event.
  - Gold – This will be for sponsors that want up to £20,000 of sponsorship for a year and will include a variety of sponsorship opportunities.
  - Silver – This will be for sponsors interested in up to £10,000 in sponsorship and will offer a variety of opportunities, but for not more than 6 months.
  - Bronze – This will be individual sponsorship opportunities up to £5,000 and for set periods of time normally associated with a single sponsorship type or opportunity.
- 3.10 These will be presented along with descriptions of the various options for sponsorship. These options will include opportunities to sponsor specific events or provision of community enhancements such as hanging baskets or planters.
- 3.11 Third, the group wants to define, describe and detail funding for the current various sponsorship opportunities. These will primarily be the opportunities for exposure that the Council can provide. It is being suggested that the key opportunities are:



3.12 Acknowledgement of support through introducing signs on barrel planters in highly visible locations;

- Promotional signs on road islands or open spaces at the side of main thoroughfares;
- Promotional signage on the refuse and recycling vehicles
- Signs on street lamps carrying Christmas illuminations and hanging baskets;
- Signage on the proposed new street market stalls;
- Banners on street lights on the entrance routes to the town centre and in the car parks.

3.13 Fourth, the areas it is hoped sponsorship can be obtained, is for:

- Street theatres;
- Christmas illuminations;
- The annual official switching on of the Christmas lights and the Christmas trees for Bromsgrove and Rubery.

3.14 Fifth, in addition to these existing events the intention is to obtain sponsorship for such developments as a temporary ice rink to be located on the Recreation Ground during the Christmas period in 2008 or a Bromsgrove by the Sea play provision during the summer of 2009. Work has commenced on a business case and a market plan for the rink.

3.15 The work presently being undertaken in pursuit of these sponsorship targets is:

- A programme of visits to potential sponsors;
- The preparation of a sponsorship prospectus detailing sponsorship opportunities around the town centre and with the District Council;
- The preparation of a short presentation around the street theatres for use with potential sponsors;
- The preparation of a business case to examine the feasibility of an ice rink;
- The collation of a list of potential sponsors.

3.16 The group also works towards co-ordinating the planning of the various street markets and other high street based events. The intention is to ensure a regular series of street based events and displays to contribute towards the regeneration of the town centre.

3.17 In addition to the existing range of events it is also envisaged that some new events will be planned for 2008 and onwards. This includes the possibility of a 'Bromsgrove by the sea' idea and some additional high street events such as other markets or out door theatre and creative arts.

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 It is intended that £80,000 in sponsorship will be generated in 2008 / 9. It is anticipated that this income will be used to achieve the purposes set out in 3.13 and 3.14 above.

#### **5. LEGAL IMPLICATIONS**

- 5.1 At this stage the legal implications have not been investigated although a Policy of this nature would be dependent on the Council securing agreement from the land owners in respect of land outside of its ownership.

Other potential issues include;

- Regulations of advertising
- Planning permission
- Health and Safety

#### **6. COUNCIL OBJECTIVES**

- 6.1 The celebratory group's work is aimed at contributing to the Council objective with regard to community events. The group will co-ordinate events that will continue the process of improving the Council's reputation and assist in delivering events for the community.
- 6.2 The work of the group is designed to support the regeneration of the town centre. It seeks to improve the attractiveness of the town centre and support businesses by attracting in people to attend events or look at the illuminations at Christmas.

#### **7. RISK MANAGEMENT**

- 7.1 The principal risk is that the target of £80,000 is not achieved and plans for the use of that sponsorship income proves impossible. The risk from this is that some of the efforts to improve the Christmas activities, in particular, will have to be foregone.
- 7.2 This loss of potential income will affect the provision of certain events and facilities. However, there will not be a pressure on the budget as the events and facilities to be funded through sponsorship will be additional to Council budgeted activities.

#### **8. CUSTOMER IMPLICATIONS**

- 8.1 The improvements that additional sponsorship could afford should contribute to the quality of life in the district and in particular in the area surrounding the town centre. The work with the sponsors should build relation with local businesses and promote greater pride in the district.

8.2 The contact with businesses through discussions about sponsorship will provide further feedback on issues facing the business community and attitudes and opinions that can inform the Council's work.

**9. EQUALITIES AND DIVERSITY IMPLICATIONS**

9.1 It is intended that the work of the group will permit support for a range of activities and events that need to be accessible and appropriate to all aspects of the community.

**10. VALUE FOR MONEY IMPLICATIONS**

10.1 Generating sponsorship income would augment the budgets for various activities and would reflect use of resources to generate additional funding that can be dedicated to enhancing the sense of community objective for the Council.

**11. OTHER IMPLICATIONS**

Procurement Issues – The procurement officer is a member of the group and provides advice on procurement matters and on approaches being made to sponsors.
Personnel Implications – N/a
Governance/Performance Management – Can contribute to the objective of community events.
Community Safety including Section 17 of Crime and Disorder Act 1998 – n/a
Policy – n/a
Environmental

**12. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	<b>No</b>
Chief Executive	
Executive Director (Partnerships and Projects)	
Executive Director (Services)	
Assistant Chief Executive	

Head of Service	
Head of Financial Services	
Head of Legal, Equalities & Democratic Services	
Head of Organisational Development & HR	
Corporate Procurement Team	

**13. WARDS AFFECTED**

All Wards

**14. APPENDICES**

Roundabout Policy Attached

**15. BACKGROUND PAPERS**

N/A

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**Bromsgrove**  
District Council

[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)



**BROMSGROVE DISTRICT COUNCIL**

**Draft Policy**

**Sponsorship and Advertising on  
Roundabouts**

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## **POLICY ON SPONSORSHIP OF ROUNDABOUTS AND OPEN SPACES**

### **1.0 Introduction**

The opportunity exists to have private businesses sponsor the maintenance of the landscaping at prominent public spaces in return for being allowed to place specified advertising signs for their business at the location.

**It is considered that this sponsorship scheme would provide an opportunity for companies to advertise their business on public areas and also provide funds which would be used to improve and enhance the appearance of the district.**

**For the purposes of this policy, the public areas covered include:**

- a) Central landscaped islands of roundabouts;**

**Additional areas listed below may be considered in future amendments to this policy.**

- b) Landscaped embankments at the approaches to towns and villages;**
- c) Wide landscaped verges at major junctions;**
- d) Sections of Approach Roads to towns**
- e) Other landscaped public open spaces as approved by the Council.**

Bromsgrove District Council wishes to pursue the development of the appearance of roundabouts by Sponsorship with private businesses/organisations. The business/organisation would sponsor the maintenance of the landscaping in return for being allowed to place specified advertising signs for their business at the location.

### **2.0 Partners**

**Bromsgrove District Council  
Worcestershire County Council Highway Partnership Unit  
Sponsors and Advertisers**

### **3.0 Partnership Working**

In order for Sponsorship to be sold commercially, professionally and with success on the part of the partners, the various partners need to provide a flexibility and realistic approach to the impact that stringent restrictions will have in making Sponsorship a successful venture. With this in mind, the criteria for installing signs are set out in this policy. The criteria are similar to that adopted in other districts.

#### **4.0 Statement of Policy**

The Council will endeavour to enhance the appearance of its District by creating a Sponsorship Scheme whereby companies can sponsor Roundabouts in Bromsgrove at key locations, receiving genuine value for money for their sponsorship agreement in return for the erection of specified advertising signs.

#### **5.0 Steps to be taken by Council to Support Policy**

The Council will take the following steps to support its Policy on Sponsorship of Roundabouts:

As part of setting the Sponsorship Conditions for individual locations, Council will decide what level of maintenance is to be done and what the minimum amount of sponsorship fee is for a particular location. The level of maintenance and fee could vary from location to location.

Council will actively progress this Scheme as a means to enhance the appearance of key locations in the District.

Council will make the necessary application for Advertisement Consent.

Council will monitor the performance of this Scheme.

Council will enter into a written Agreement with the Sponsor for each sponsorship location.

Council will act as lead partner on behalf of the other parties.

#### **6.0 Duration of Sponsorship**

The duration of each agreement shall be for a minimum of one year with an option of extension for further years. Either party can decide to not exercise the option.

#### **7.0 Advertising Signs**

Advertising Sign Panel shall be 650mm wide x 350mm high x 800mm tall, unless agreed otherwise by the Council as a result of lack of prominence of the sign. Council to approve signs after negotiation of sponsorship deal with selected Sponsor. A maximum of four signs will be allowed in any one location.



**Cost of signage including posts will be borne by Selected Sponsor and will be additional to the sponsorship fee. The signs will remain the property of Selected Sponsor. The cost of obtaining Advertisement Consent shall be borne by the sponsor.**

**Bromsgrove District Council will erect the approved signs furnished by the Selected Sponsor. The Council will bear the costs of the actual installation works.**

The Selected Sponsor shall submit details of lettering, logo, etc. he/she wishes to have placed on the sign for approval by Council. No additional signage or changes to signage will be allowed unless approved by Bromsgrove District Council. Wording designs including company logo, name and nature of company business will be considered and approved by the Council on an individual basis.

## **8.0 Landscape Maintenance**

**The Council intend to maintain the area being sponsored in the following manner:**

- (i) landscape planting**
- (ii) grass cutting**
- (iii) trees/shrub bed maintenance**

**Maintenance of roundabout will remain the responsibility of Bromsgrove District Council.**

## **9.0 Sponsorship Price**

**Sponsorship price will be negotiated on an individual basis for each location but will be no less than £12,000 per annum plus VAT (to reflect advertising supply where relevant), negotiable depending on location and number of signs. This figure will be required for each year of the contract and will be paid at the beginning of each contract year. Review of Sponsorship charges will take place at the commencement of each Sponsorship period.**

**Those locations deemed to have the greatest impact will be offered for sponsorship at a premium rate.**

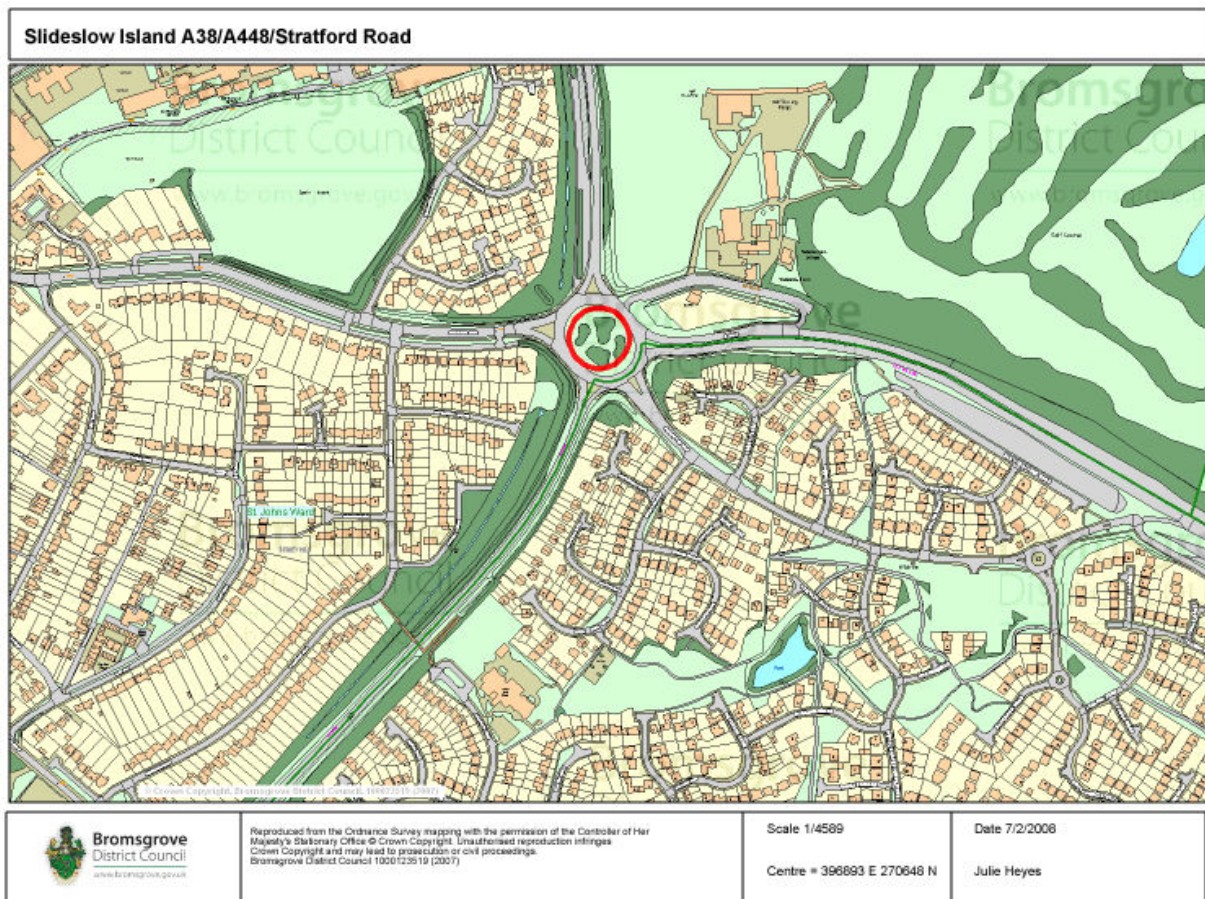
## 10.0 Damaged/Vandalised/Lost Signs

The Selected Sponsor shall pay the cost for replacing vandalised/damaged signs. The Council shall not be liable for replacement. The Council will not be responsible for ensuring that the signs are in place throughout the year but will endeavour to reinstall signs that have been removed.

## 11.0 Sponsorship Location

**Max number of**  
Permitted boards/signs

- |    |   |   |
|----|---|---|
| 1. | Slideslow Island – A38/A448/<br>Stratford Road Bromsgrove (HPU) | 4 |
|----|---|---|

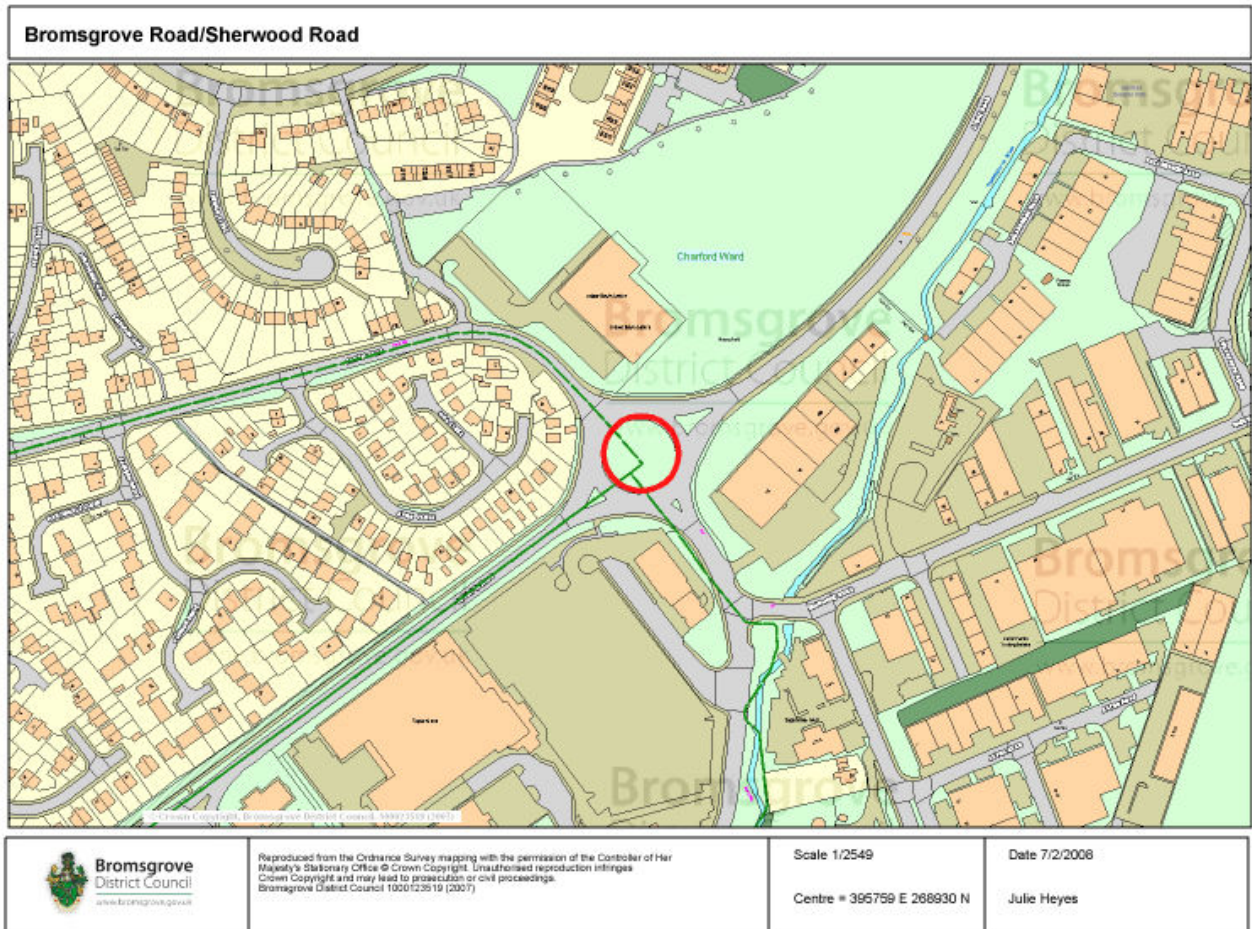


**Sponsorship Location**

**Max Number of  
Permitted boards/signs**

2. Bromsgrove Road/Sherwood Road  
(Morrisons), Bromsgrove (HPU)

4



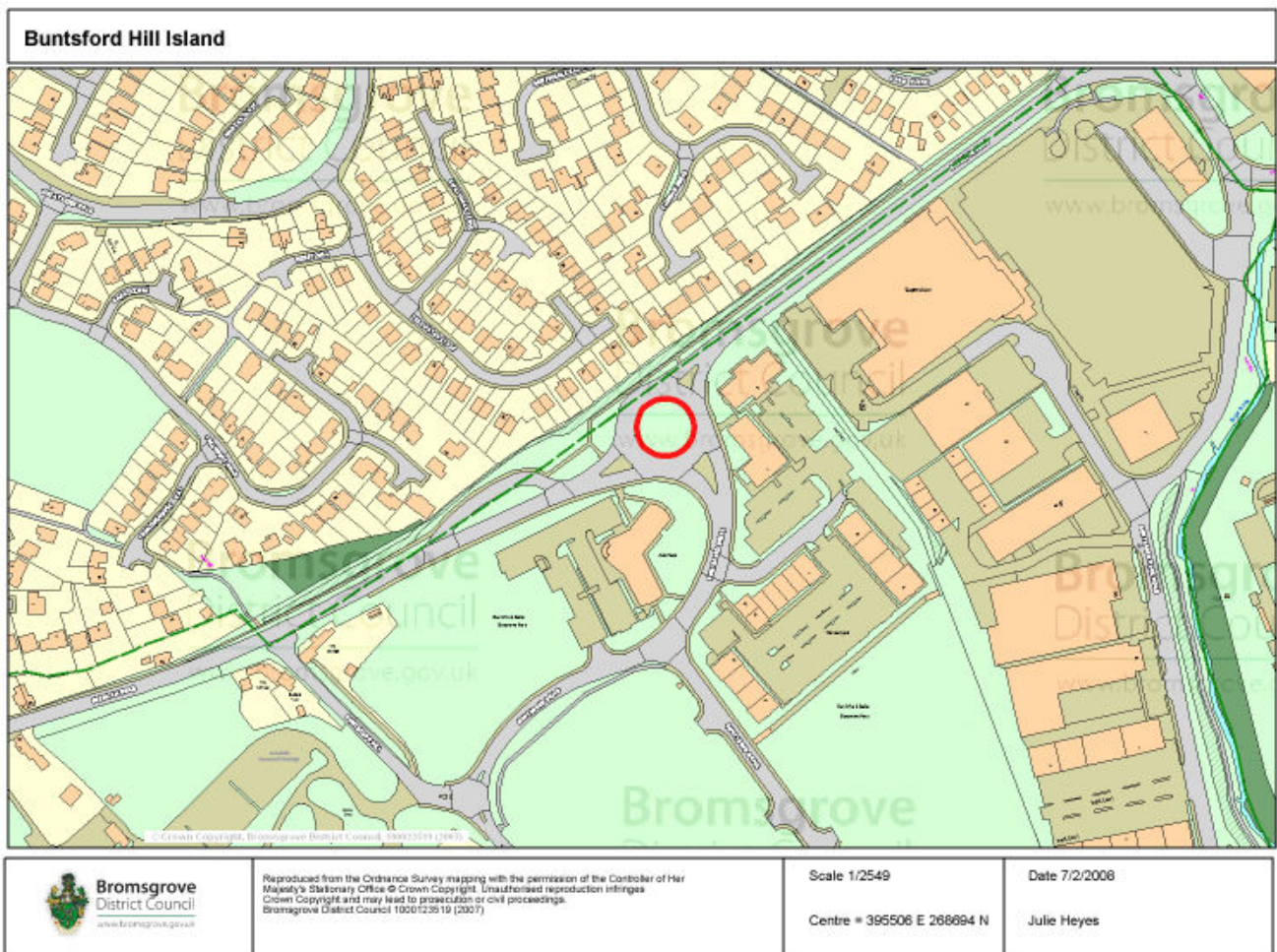


**Sponsorship Location**

**Max Number of  
Permitted boards/signs**

3. Buntsford Hill Island,  
Bromsgrove Road (HPU)

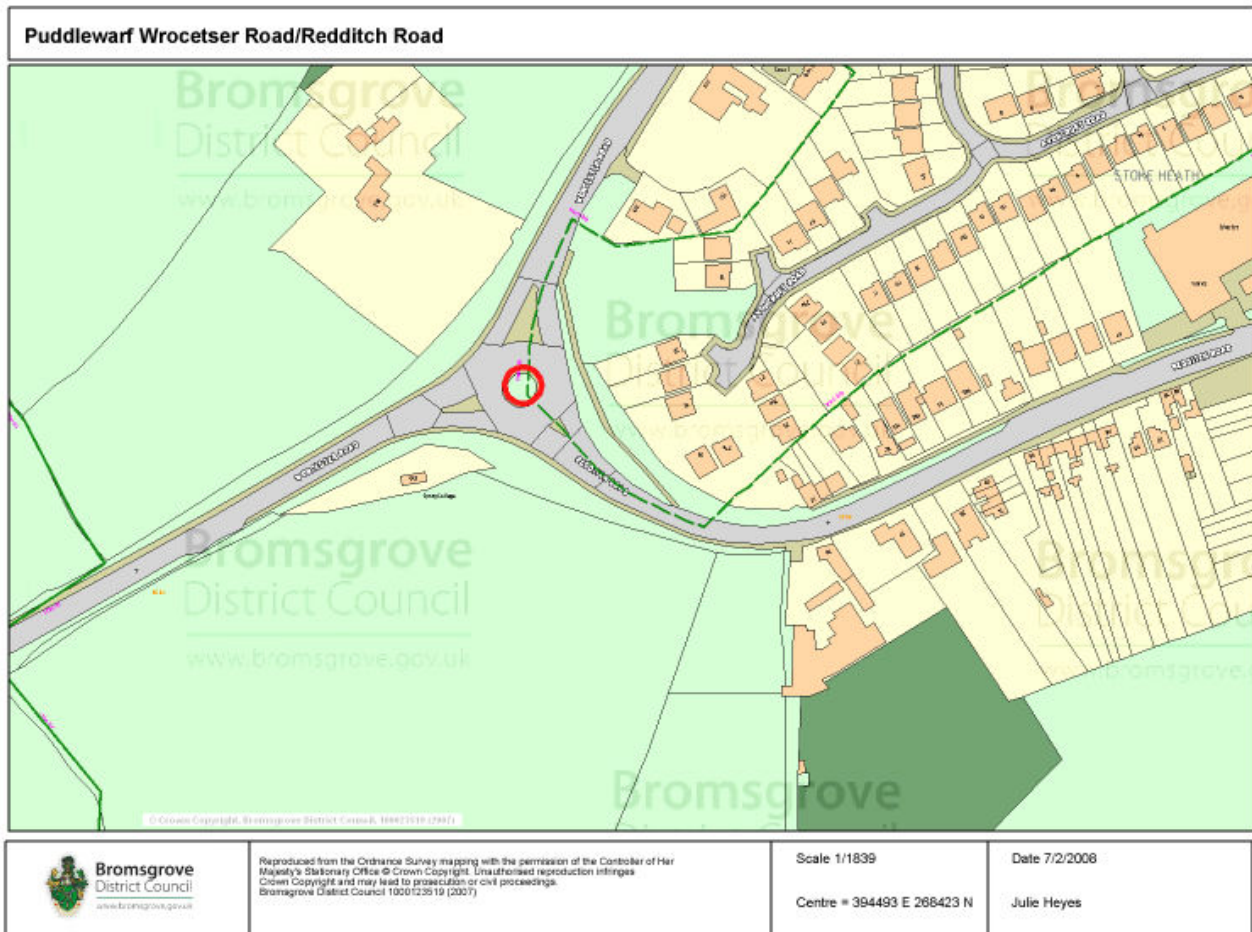
3



**Sponsorship Location**

**Max Number of  
Permitted boards/signs**

- |    |   |   |
|----|---|---|
| 4. | Puddlewarf Island, Worcester Road/<br>Redditch Road, Bromsgrove (HPU) | 3 |
|----|---|---|



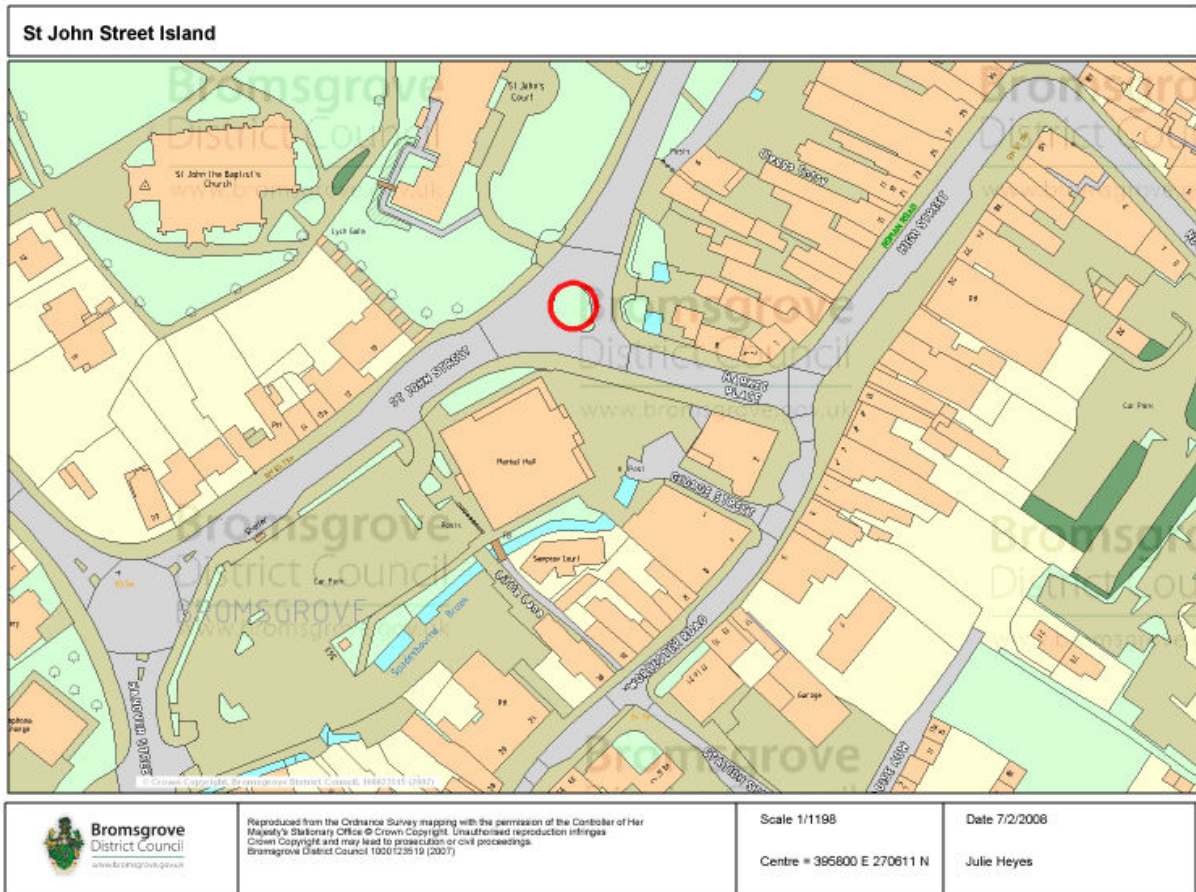


**Sponsorship Location**

**Max Number of Permitted boards/signs**

5. St John Street/Market Street (HPU)

3



***HPU: - denotes locations managed by the Highways Partnership Unit***

## **12.0 Advertising and Sign installation Criteria**

The following is a design criteria agreeable to the stakeholders and recognises good practice and compromise from the stakeholders.

- **Should not be illuminated**
- **Should not be made of reflective material**
- **Should not be fixed at an angle to the road such that any inherent reflectivity causes drivers to be dazzled by their own headlights or the headlights of other vehicles travelling in the same direction**
- **Should not be designed such that it could be confused with legitimate traffic sign**
- **Should be discrete and in harmony with its surroundings**
- **Should be mounted at low level i.e. top of sign no greater than 800mm above ground level and possibly less if it is to be mounted on a raised area**
- **On a separate pole from any traffic signs**
- **Should be located where it does not obstruct sight lines to other signs or vehicles**
- **Where it will not present a hazard for pedestrians**
- **One Advertisement Consent application to be submitted per location.**
- **Signs shall be placed at locations approved by the Council only.**
- **Signs shall be 650mm wide and 350mm high and a max of 800mm tall, unless agreed otherwise by the Council as a result of lack of prominence of the sign.**
- **Signs shall be metal and shall be manufactured by a reputable firm experienced in the manufacture of signs for use along public roads.**
- **The sign would typically contain the Selected Sponsor's company logo, company name and nature of business.**
- **Selected Sponsor shall submit a drawing detailing the signs to be installed to the Council for approval in advance of ordering the signs.**
- **If signs become faded and untidy in appearance, the Council reserves the right to request a new sign from the Selected Sponsor.**
- **The Council will make the final determination on the sign type and design.**

## Sponsorship Agreement

This Agreement is dated \_\_\_\_\_ and made between Bromsgrove District Council of Burcot Lane, Bromsgrove, Worcestershire B60 1AA (the Council) and \_\_\_\_\_ whose registered office is \_\_\_\_\_ (The Sponsor);

In respect of the sponsoring of the maintenance and/or enhancement to the landscaping of the roundabout as detailed in the attached policy.

Whereby the Sponsor agrees to sponsor the Roundabout and pay to the Council the costs incurred by it for the landscape maintenance/enhancement subject to the following terms and conditions:

1. The Sponsor shall sponsor the landscape maintenance/enhancements of Road Traffic Island to a maximum cost of £ \_\_\_\_\_ per annum payable on the commencement of the agreement.
2. “Landscape enhancement” means those improvements to the landscape as defined and agreed by the Council. The Council reserves the right to determine the nature of the enhancements and to vary the type of plantings provided on the Roundabout.
3. The Sponsor will be permitted to erect and maintain sponsorship signs/plaques on the Roundabout. The signs/plaques will be of a size and appearance as not to interfere with traffic flow or present hazard to motorists or other road users. The placement size and appearance and the number of signs/plaques will be as agreed in writing by the Council in accordance with the advice, instructions and approval of the Highway Authority, subject to clause 4 below.
4. The size, appearance and positioning of each sign/plaque shall be subject to obtaining necessary planning permission under the Control of Advertisements Regulations.
5. The Council shall have the absolute right to require the Sponsor to remove any sign/plaque which is of religious or political significance or context or which is inappropriate or objectionable or is likely to subject the Council to prosecution and upon receipt of such request the Sponsor shall remove the



said sign/plaque within 24 hours failing which the Council shall remove the sign/plaque.

6. The cost of providing, installing, maintaining and replacing signs/plaques is to be met by the Sponsor.
7. Sponsorship is to commence upon installation of the signs/plaques and is to run for a period of one year from the date hereof.
8. Sponsorship fees to maintain the enhancements are subject to annual increase and are payable on the commencement of the agreement.
9. From time to time, it may be necessary for the Council and/or the Highway Authority to permit works to be carried out on the Roundabout that may cause temporary disruption to the landscape enhancements and/or temporary removal of signs/plaques. In such event, the Council will not be liable for any claims for compensation by the Sponsor provided that such works and/or disruptions are for a total period of less than 30 days within any sponsored twelve month period. In the event of works or disruption lasting more than 30 days within any sponsored twelve month period the Council will refund the Sponsor a sum equating to 1/52 of the landscape enhancement annual sponsorship fees for each subsequent seven days, or part thereof, of continued works or disruption.
10. The Council will restore any landscape enhancement disturbed by such works to the appropriate standard and within a reasonable time. The Council will endeavour to provide advance notification to the Sponsor or any such works, whenever this is possible.
11. The rights and obligations of the Sponsor in this agreement shall not be assigned to a third party without the prior written consent of the Council.
12. If the Sponsor shall be in breach of any of the terms and conditions and stipulations on the part of the Sponsor to be observed and performed hereunder then it shall be lawful for the Council to determine this agreement by serving no less than seven days notice to the Sponsor but such determination shall not affect the rights of the Council under this agreement prior to the cancellation thereof.
13. It is agreed that if there are any changes in external legislation, circumstances or policy outside the control of the Council, the Council reserves the right to terminate this agreement and remove signs/plaques.
14. Sponsorship of the Roundabout is to be exclusive to the Sponsor.

Terms agreed and accepted:

**Bromsgrove District Council** .....

Position .....

On behalf of (                    ) .....

Position .....

## BROMSGROVE DISTRICT COUNCIL

### CABINET

30TH APRIL 2008

#### PROCUREMENT STRATEGY 2008/11

Responsible Portfolio Holder	Geoff Denaro – Portfolio Holder for Finance
Responsible Head of Service	Jayne Pickering – Head of Financial Services

#### **1. SUMMARY**

- 1.1 To report to members the revised procurement strategy to ensure the Council has a strategy in place to deliver effective procurement and to support Value for Money within Bromsgrove District Council.
- 1.2 The contract procedure rules document as approved on 19<sup>th</sup> March at Council is the framework through which the strategy is delivered.

#### **2. RECOMMENDATION**

- 2.1 That the Procurement Strategy attached at Appendix 1 be approved.

#### **3. BACKGROUND**

- 3.1 Procurement concerns the whole process of acquisition from third parties of all goods, services and construction projects. The Council is committed to procure best value for money supplies, services and construction works and is continuously reviewing and developing this strategy to assist in meeting that objective.
- 3.2 This strategy defines the roles of procurement in the delivery of the Council's strategic objectives and sets out key policies and activities relating to procurement. This strategy should itself be considered fluid and dynamic. It will be subject to continual review and improvement as are all other Council activities.
- 3.3 This strategy embodies ten strategic aims for Procurement within the Council that will continue to improve procurement practices and realise the following benefits:
  - Improved value for money
  - More efficient procurement procedures
  - Contribution to Gershon savings
  - Effective partnership to be developed with suppliers

- Benefits for the local economy
  - Effective collaboration to be developed with other suitable partners e.g. OGCbs, ESPO
  - Better risk management for strategic procurement
  - Better project planning and management
  - Integration with the Council's overall aims and priorities
  - Partnering/Collaborative Procurement actions with neighbouring Local Authorities
- 3.4 The continuing effectiveness of this Strategy will be aided by embedding of its principles and objectives within the key council policies. These are detailed in the body of this document but range from the Best Value, ethics and probity to supporting the mixed economy and sustainability.
- 3.5 In order to be successful this strategy will require highly visible support at all levels of the Council. The strategy has identified a structure and responsibility framework for corporate procurement that includes:
- The Cabinet
  - Corporate Management Team
  - Procurement Manager
  - Officer responsibilities
- 3.6 Throughout, the Strategy continues to provide the freedom of action necessary to deliver services to the customer within a framework of overall control. In this way the benefits to be gained from corporate 'better buying' will continue to aid efficient service delivery rather than hinder it.
- 3.7 To support the ongoing implementation of the Strategy and achieve the desired culture of 'freedom within a framework' - a number of key procurement objectives have been identified . Over the next three years seven of these areas have been identified as requiring further or renewed action.  
These are:
- Further appropriate training and development - Members & Officers
  - Performance management against agreed targets & KPI's
  - Effective project management for qualifying procurements
  - Increased Partnering
  - Continuously improving standards of supplier engagement, training and management of contracts
  - Supporting SMEs
  - E-commerce

3.8 The actions that will support and lead to the implementation of this strategy are:

- Identify, plan and manage future high value Tender actions (Planned Procurement)
- Identify further potential areas for process/efficiency savings
- Continue developing and improving a user friendly Web presence to facilitate new supplier engagement
- Further expand and develop Procurement Cards in all appropriate areas of the council
- Develop an action plan for the phased introduction of e-procurement
- Assess and identify resource options for the future staffing of procurement activity, this assessment having due regard to the Shared Service objective.
- Ensure consistent procurement practices are followed across the council
- Implement a corporate performance management and monitoring framework for procurement
- Implement a Procurement specific training needs assessment and training plan for Budget Holders, Managers and Members

#### **4. FINANCIAL IMPLICATIONS**

4.1 An effective procurement strategy and framework will support the delivery of efficiency savings and value for money within the Council.

#### **5. LEGAL IMPLICATIONS**

5.1 None as a direct result of this report.

#### **6. COUNCIL OBJECTIVES**

6.1 Improvements to procurement will ensure that the residents of Bromsgrove will receive services that meet best value and sustainability from the Council. Efficiency savings will be realigned to fund priorities within the Council.

#### **7. RISK MANAGEMENT**

7.1 The main risks associated with the details included in this report are:

- *Efficiency savings not achieved*
- *Non compliance with strategy*

7.2 These risks are being managed as follows:

- Efficiency savings not achieved

Risk Register: *Financial Services*  
 Key Objective Ref No: 1  
 Key Objective: Effective procurement service

- Non compliance with the strategy:

Risk Register: *Financial Services*  
 Key Objective Ref No: 1  
 Key Objective: Effective procurement service

## 8. **CUSTOMER IMPLICATIONS**

- 8.1 The suppliers to Bromsgrove will have a more robust framework to ensure the Council will operate a fair and equal approach to letting contracts to all organisations. The customers will be provided with services that have been through a testing process to ensure they are getting value for money.

## 9. **EQUALITIES AND DIVERSITY IMPLICATIONS**

- 9.1 The strategy identifies how the procurement practices will support the delivery of equal and fair services to all residents

## 10. **VALUE FOR MONEY IMPLICATIONS**

- 10.1 Effective procurement is fundamental to improve the delivery of Value for Money within Bromsgrove. The efficiency savings that can be realised from more effective procurement can be redirected to support other priorities of the Council to deliver better services to our customers within a robust framework.

## 11. **OTHER IMPLICATIONS**

Procurement Issues – as detailed in this report
Personnel Implications – none
Governance/Performance Management – supports improved governance and performance management in the delivery of effective procurement
Community Safety including Section 17 of Crime and Disorder Act 1998 – none
Policy – none
Environmental – the strategy and the detailed procurement rules identify the sustainability issues that are to be addressed within the procurement of services within Bromsgrove

**12. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	<b>yes</b>
Chief Executive	<b>yes</b>
Executive Director (Partnerships and Projects)	<b>yes</b>
Executive Director (Services)	<b>yes</b>
Assistant Chief Executive	<b>yes</b>
Head of Service	<b>yes</b>
Head of Financial Services	<b>yes</b>
Head of Legal, Equalities & Democratic Services	<b>yes</b>
Head of Organisational Development & HR	<b>yes</b>
Corporate Procurement Team	<b>yes</b>

**13. WARDS AFFECTED**

All Wards

**14. APPENDICES**

Appendix 1 Procurement Strategy

**15. BACKGROUND PAPERS**

Contract procedure rules

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**Bromsgrove District Council**

# Corporate Procurement Strategy 2008/11

April 2008



- V4.0 AVH April 2008

## Contents

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### List of Appendices

Appendix A – Glossary of terms

## 1. Introduction

- 1.1 Bromsgrove District Council procures goods and services worth many millions of pounds each year. The process of procurement involves the acquisition from third parties of all goods, services and construction projects. The Council is committed to procure Best Value for money supplies, services and construction works by:
- Adopting a 'whole life' approach to acquisition of assets or contracts
  - Applying effective and up to date procurement procedures
  - Ensuring procurement helps deliver the Council's key corporate objectives
- 1.2 Corporate procurement will therefore meet the Council's key corporate objective Two – Improvement
- 1.3 Key to the continuing success of this strategy is maintaining the Council approach to procurement at a strategic level and optimising the advantages of a corporate approach to supply chain management.
- 1.4 This Corporate Procurement Strategy defines the role of procurement in the delivery of the Council's strategic objectives and sets out key policies in the procurement field.
- 1.5 This strategy should be considered as a fluid and dynamic document. It will be developed on a continuing basis and will be subject to a formal annual review.

### 1.6 What is Procurement

- 1.6.1 Procurement concerns the whole process of acquisition from third parties and covers all goods, services and construction projects.
- 1.6.2 This process spans the whole life cycle from the initial concept and definition of business needs through to the end of the useful life of an asset or end of a service contract.
- 1.6.3 You can find more information about how to business with the Council on the dedicated procurement pages of the Bromsgrove District Council Website [www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)

## 2. Organisation for Procurement at Bromsgrove District Council

- 2.1 Implementation of this strategy requires clear functional responsibility to be assigned to procurement at both Member and Officer Level.
- 2.2 An outline of the responsibilities of Members and Officers is as follows:

### **The Cabinet**

- 2.2.1 The Cabinet has overall responsibility at member level for procurement. Procurement falls within the remit of the Cabinet member with responsibility for Finance.

### **Corporate Procurement Unit**

- 2.2.3 This exists to provide The Cabinet, Corporate Management Team and Officers responsible at operational level with a source of professional, experienced public sector procurement expertise to assist in ensuring that all procurement actions undertaken by the Council are transparent, auditable and comply with all relevant local, national and European legislation thus ensuring the Council is exposed to minimum risk in this area.

### **Officer Responsibilities**

- 2.2.4 Within the framework of control all other tasks relating to procurement and the management of contracts are the responsibility of departments in accordance with the scheme of officer delegation.
- 2.2.5 Heads of Service are also responsible, within this framework of control, for management arrangements within their service areas, including the nomination of approved officers for the purposes of entering into contracts and placing orders.
- 2.2.6 The balanced Say what this is management arrangements above should provide for:-
- Strategic management of procurement at the corporate level;
  - A corporate approach to the management of major procurement projects;
  - Economies of scale in purchasing with other members of the Worcestershire Procurement Partnership or other suitable partners and through corporate framework agreements;
  - Decentralisation of specialist procurement to service areas where it can be carried out more effectively close to the customer; and
  - Delegation of authority to order goods, work and services to Approved Officers.

## **3. Strategic Framework**

3.1 The Council's strategic objectives are:

1. REGENERATION - Priorities:
  - Town Centre
2. IMPROVEMENTS - Priorities:
  - Customer Service
3. SENSE OF COMMUNITY & WELL BEING - Priorities:
  - Sense of Community
4. ENVIRONMENT - Priorities:
  - Clean Streets & Recycling

3.2 The current Corporate Plan (2007 - 2010) sets out how the Council and its key partners will play a leading role in the future of Bromsgrove District. It is part of the approach to supporting the Council on its journey towards excellence.

3.3 The Corporate Procurement Strategy is aligned with the strategic aims and objectives set out in the Community Plan and Corporate Plan and with the other corporate and service strategies, plans and procedures forming part of the Council's Strategic Framework.

## 4. Strategic Objectives for Procurement

4.1 The Council's strategic objectives for its procurement spend are as follows:

- Procurement must continue to contribute to the realisation of the Council's vision and support the achievement of strategic objectives;
- Best Value must continue to be obtained from the Council's procurement spend through the evaluation and improvement of current procurement practices to achieve better value for money and to ensure customer/client needs are met;
- All procurement projects shall be professionally managed so that they are successful and the intended benefits are realised. Officers Procurement activities should therefore follow the Council's procurement planning and project management methodology and therefore be planned, monitored and reviewed effectively;
- Partnering should be regarded as the preferred procurement strategy for all major projects
- Good practice examples must be identified and applied consistently across the organisation in line with the Contract procedure Rules and the Council's preferred project management methodology
- There must continue to be a successful transition to e-commerce in the widest sense as part of the Council's local e-government strategy;
- All procurement activity undertaken by the Council will promote equality of opportunity for everyone: employees, the public and businesses

## 5. Key Policies

5.1 A number of key policies have been put in place to enable the Council's strategic objectives for procurement to be realised.

- Best Value

5.2 This procurement strategy forms part of the arrangements the Council has made under Part 1 of the Local Government Act 1999 (Best Value) to secure continuous improvement in the performance of its services in terms of economy, efficiency and effectiveness.

5.3 All procurement of goods, works and services shall be based on best value, having due regard to propriety, regularity and the Council's legal obligations.

5.4 Best value as a contract award criterion is defined for the purposes of the Contract Procedure Rules as the 'optimum combination of whole life cost and quality (or fitness for purpose) to meet the customer's requirement' consistent with government procurement policy.

- Efficiency Agenda

5.5 This strategy will contribute to the overall efficiency agenda of the Council, to achieving nationally required cost savings (Gershon Agenda) and towards ensuring the cost efficient and effective delivery of all Council services.

- Customer Focus

5.6 The Council will take full account of Equalities and Diversities within the wider community, the needs of customers, both in the community and within the authority in purchasing goods, works and services.

5.9 The requirement, including any specific level of quality or standard of service, must, however, be tested against the best value criterion (as stated above).

- Ethics and Probity

5.10 In all their dealings, members and officers must preserve the highest standards of honesty, integrity, impartiality and objectivity.

5.11 This includes compliance with the Council's Financial Standing Orders, Financial Regulations, the Members Code of Conduct and the Employees Code of Conduct and any other guidance/codes of practice issued from time to time.

- Competitive Procurement

5.12 The Council promotes economy, efficiency, and effectiveness in its expenditure. This will be achieved through competitive procurement. Competition will also contribute to the competitiveness of suppliers, contractors and service providers. All goods, works and services must be acquired in accordance with the Council's Contract Procedure Rules.

- Contract Leakage need to say what this is

5.13 This is to be stopped? by all staff engaged in on behalf of the Council adhering strictly to the requirement that they must utilise any Corporate contracts let by the Procurement Unit

- Standards

5.14 The Council shall establish standards of competency in procurement, contract management and change management and shall take steps to ensure that officers and members receive the training and development they need to operate to the relevant standard.

- Financial Regulations

5.15 Corporate Procurement will be carried out in accordance with the Council's financial regulations. The process of procurement will be those laid down in the Corporate Procurement Manual, which will be produced following the adoption of this strategy. Both of these documents will follow CIPFA (Chartered Institute of Public Finance Accountancy) guidelines and are intended to be complementary.

- Mixed Economy

5.16 The Council is committed to the promotion of a "mixed economy" of service provision on the basis that this is most likely to deliver best value for the citizens of Bromsgrove district. This will ensure that the basis for commissioning service providers in the public, private, voluntary and community sectors delivers best value to the customer.

5.17 Procurement advice to Best Value Reviews will be essential to ensure that best service delivery option is chosen that can meet the current and future needs of local communities and provide value for money.

- 5.18 When undertaking a Best Value Review of a service the Council will wish to form a rounded, evidence-based view of the performance of that service in terms of the four Cs (comparison, consultation, competitiveness and challenge). The Council recognises that the competitiveness of its services is a key dimension to be addressed in reviews.
- 5.19 In so far as practicable the reviews will consider competitiveness in terms of cost, quality, customer satisfaction and added value. The assessment of competitiveness will be carried out in a fair, auditable and transparent manner.
- 5.20 If challenge to the existing model of service delivery suggests that significant change is required an options appraisal will be carried out culminating in the preparation of a business case (see below). This will identify whether a procurement project is required to deliver the solution.
- Options Appraisal
- 5.21 Before embarking on any change project designed to introduce a new model of service delivery, a business case will be prepared for consideration by the Senior Officers of the Council. This would include, but not be limited to, a change project flowing from a Best Value Review.
- 5.22 The business case will include an evaluation of the principal options available to deliver the change that is required and supporting evidence. A recommended option will be set out in an action plan to be approved by the Council.
- 5.23 The option recommended for Member approval will be the one that scores highest against the following criteria –
- Strategic fit
  - Partnering/Shared Services
  - Affordability need to add and saving achieved
  - Achievability
  - Commercial viability
  - Lowest risk
  - Environmental Sensitivity
  - External Funding
  - Equal access
- Partnering/Shared Services
- 5.24 The Council recognises the importance the Government places on working in partnership with other public, private and voluntary sectors who can share and deliver the goals of the Council. The Council, in developing procurement continues to seek to find other partners to consult and work with.
- 5.25 The Council is involved with the Regional Centre of Excellence established for the West Midlands in terms of procurement and project management and will continue to seek collaborative opportunities with neighbouring councils for joint procurement opportunities, shared commissioning and/or delivery of services.
- 5.26 Partnering shall be regarded as the Council's preferred procurement strategy for major projects. What about testing the private sector? This issue needs to be addressed
- 5.27 The Council will also work with our main suppliers to develop good working relationships to enhance service provision and ensure that they can help us to deliver this strategy. Workshops are being held (predominantly for SMEs) to ensure all potential suppliers understand how the Council purchases and the rules and

requirements that apply to public sector procurement thus helping them to bid more effectively for our business.

- Continuous Improvement

5.28 Procurement shall be used intelligently to encourage contractors, service providers and suppliers (supply chains) to reduce costs and continuously improve performance. Appropriate standards, targets and monitoring methods will be included in contracts. This strategy is subject to continuous review and improvement.

- Project Management

5.29 All major procurement projects are to be managed according to the principles of the Councils preferred project management methodology and scaled to fit the project. The Project management process adopted by the Council will be based on a modified version of the Prince 2 National Standard.

- Staff Involvement

5.30 The Council is committed to being a good employer and to developing a quality, well-motivated workforce fully enabled to deliver effective services to the customer. Where appropriate, staff will be consulted at all relevant stages of a procurement project and especially in situations likely to involve transfer of staff.

5.31 The TUPE regulations apply to transfer situations and in such situations the Council will use its best endeavours to secure broadly comparable terms and conditions of employment.

- Staff Training and Development

5.32 The key to delivery of effective public sector procurement requires people who are suitably trained and qualified to provide the necessary “professional” input. The Council will ensure a structured approach to education, training and development for all officers with procurement responsibilities.

- Electronic Commerce

5.33 The Council is committed to a modular approach to the introduction of electronic commerce, including optimising use of BACS and CHAPS payments, and appropriate use of procurement cards and electronic tendering. As set out in the Local E-Government Strategy the Council’s target is to implement electronic procurement (the full order-to-payment cycle) corporately during 2008/09.

- Sustainability ( key principle)

5.34 The aim of sustainable procurement is to integrate environmental and social considerations into the purchasing process with the goal of reducing adverse impacts upon health, social conditions and the environment, thereby saving valuable costs for public sector organisations and the community at large. Sustainable procurement forms a key part of an overall push for sustainable development by the public bodies. When purchasing assets, supplies or services we will take into account a number of factors including:

- The entire life cycle of products
- Environmental aspects; the effects on the environment that the assets, supplies and/or services have over the whole lifecycle (Green Procurement)



- Social aspects; effects on issues such as poverty eradication, inequality in the distribution of resources, labour conditions, human rights and fair-trade
  - Sustainable or recycled materials/products
- 5.35 Sustainability has been incorporated into the whole of the procurement processes pursued by the Council; defining the need, evaluating options, design and specifying, supplier selection, tender evaluation, post contract management and supplier/contractor guidance.
- Risk Management
- 5.36 Best practices in risk management, which will be set out in the Council's Procurement Manual, must also be observed.
- 5.37 The Corporate Procurement Unit will assess the financial and service risk to the Council in changing providers or choosing a particular procurement route. The Council will identify risks, evaluate their potential consequences, consider possible opportunities, and manage those risks effectively, at every stage of the process.
- 5.38 Key points where risk assessment will be important include:-
- Following Best Value reviews where alternatives to existing provisions have been identified
  - During tender evaluation
  - Whenever a major procurement change is proposed.
- Health & Safety
- 5.39 The Council recognises and accepts its responsibility as an employer for providing a safe and healthy work place and working environment for all its employees.
- 5.40 The Council's Health and Safety manual 'Safety Management of Contract Work' outlines some of the health and safety issues to be considered when contracting goods, works and services.
- Freedom of Information
- 5.41 The Council recognises and accepts its responsibilities and obligations under the Freedom of Information Act 2000 and will make information relating to contracts available upon request, in accordance with the legislation and subject to the exemptions included in it.
- 5.42 The Council will ensure that appropriate clauses are included in all contracts in order to fulfill its obligations under the Freedom of Information Act and it will not enter into contracts that include terms, which purport to restrict the disclosure of information held by the Council, beyond the restrictions permitted by the Act.
- Integrating Equality and Diversity into Procurement
- 5.43 Spending by the Council sustains and maintains a significant number of jobs within the district. The Council has a statutory duty to ensure that public money is spent in a way that ensures value for money and does not lead to unfair discrimination and social exclusion.
- 5.44 The promotion of equality in procurement will help the Council to:

- Improve the overall value for money for the Council in terms of the goods, works and services they purchase
- Improve the quality, responsiveness and appropriateness of our services.
- Ensure that public money is not spent on practices which lead to unfair discrimination to sections of the district.
- Create a diverse and integrated workforce.
- Deliver more responsive and flexible services in combating social exclusion and building stronger and cohesive communities.
- Encourage other organisations to promote and practice the Council's policies on equality.

## 6. Key Procurement Objectives at BDC

6.1 The Council will seek to continually improve and innovate its procurement methods.

6.2 Key areas for the next three years by:

- Becoming More Strategic

6.3 A key aim for the Corporate Procurement Unit is to be strategic in the decisions it makes on what to do directly and what it will assist/guide/mandate others to do.

6.4 This will include reducing the amount of tendering and reduce the number of suppliers we deal with in favour of aggregating contracts and developing partnerships. Becoming strategic will also mean mandating departments to carry out specific parts of procurement activity but within corporately set rules and policies. These rules and policies will then form the foundation of a "tight/loose" framework where managers are expected to make and implement appropriate decisions. The underlying principle will be enabling freedom of action necessary to deliver services within a framework of overall control of procurement practices and procedures.

- Modernisation of procurement methods

6.5 The Council will to continue to improve its current procurement methods by:

- Providing Management Information (MI) systems on what is spent, where and by whom including how much is spent on external contractors and what contracts are in place;
- Continuing to reduce the volume of low value invoices from suppliers;
- Continuing rationalisation of suppliers and developing more suitable partnership arrangements;
- Enforcing existing minimum entry standards, standardised across all departments, for all contractors undertaking work for Bromsgrove District Council (or providing services and supplies)
- Ensuring all engagements of Consultants comply with Council rules and regulations
- Further establishing Framework contracts for all appropriate areas of spend;
- Continuing improving basic procurement practice;
- Continually reviewing this strategy and market developments in procurement.

- Procurement Manual

6.6 A comprehensive manual has been developed which incorporates all of the practices, procedures, guidance, rules and regulations within the corporate framework of procurement for the Council. This will be available in both electronic and hard copy format.

- Training and Development
- 6.7 The implementation of this strategy will require the assessment of training needs across the Council (Members and Officers) for procurement, contract management and change management, developing competency frameworks, and instituting an appropriate training and development programme;
- Contract Letting and Management
- 6.8 A performance management regime for the procurement and contract management functions has been formulated and introduced.
- Standard Project Management
- 6.9 The Council has adopted a preferred Project Management methodology for implementing a best practice programme for procurement based on PRINCE 2 methodology. This will also include risk management and reviews, utilising the OGC “Gateway Methodology” for large or high-risk projects.
- Options appraisal and business case development
- 6.10 Developing and implementing a best practice options appraisal process for all major procurement decisions.
- Partnering
- 6.11 Partnering and Shared Service models are the preferred option of the Council for all appropriate procurement projects.
- Supplier Management
- 6.12 Ongoing review of the supply base, rationalising the number of suppliers and focussing on the management of relationships with key suppliers; working with key suppliers to (a) consolidate invoices, deliveries and payments to reduce processing costs, and (b) eliminate costs, improve quality and environmental performance, and generate new solutions all along the supply chain;
- Corporate Contracts
- 6.13 Wherever appropriate the Council is optimising the use of corporate contracts and framework agreements to obtain volume discounts and deploying strategies to eradicate inappropriate off-contract/framework (“maverick”) purchasing;
- Collaborative Procurement
- 6.14 Within the framework of Partnering and Shared Services, the Council will pursue opportunities for collaborative procurement and will adopt this option where appropriate;
- Small to medium-sized enterprises (SME's)
- 6.15 The Council has published a “How to do business with Bromsgrove District Council” guide which with application forms for potential suppliers to register their interest in supplying the Council, which is available on the Council’s website – this will help target small and medium-sized enterprises alongside notification of tendering opportunities, and other capacity-building measures for local SMEs, third sector and community organisations. It also arranges free Seminars to help small business’s understand

better how the Council procures goods and services, the rules that apply, also providing an understanding of Public Sector Procurement regulations and how to win business from same.

- E-commerce

6.16 The Council has been and continues to implement appropriate all electronic commerce solutions such as Electronic Purchase Order processing and the utilisation of the Government Procurement Card (GPC) this designed to increase efficiency, drive down processing costs and ease the process of procurement.

## Appendix "A"

### **Glossary of Terms**

#### **Procurement Forward Plan**

The procurement forward plan sets out information on current contracts and contracts to be awarded in the period covered by the plan (normally three years in total).

#### **Contract Procedure Rules**

Contract Procedure Rules are set procedures to ensure that value for money is obtained, statutory requirements are met in terms of UK and EU law, and the Council's affairs are properly controlled and prudently managed.

#### **Procurement Manual**

The Procurement Manual is the guidance document incorporating all the Council's relevant procurement information to enable a purchasing officer to ensure that the Council procures the best value for money supplies, services and works and complies with the Council's Contracts Procedure Rules.

#### **Partnering**

Partnering is the creation of a mutually advantageous and flexible relationship between the Council and its partner based on openness and trust and the sharing of risks and rewards and continuous improvement. The partner may be in the public, private or voluntary sector.

#### **Gateway Methodology**

This is based on the Office of Government Commerce (OGC) model for 'testing' projects at various stages of the project this by external examiners, thus greatly reducing the risk of projects continuing past each stage (or 'Gateway') if the risks or any other factors mean that it will be eventually unsuccessful

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## BROMSGROVE DISTRICT COUNCIL

### CABINET

30TH APRIL 2008

#### BROMSGROVE DISTRICT COUNCIL LABOUR MARKET ASSESSMENT

Responsible Portfolio Holder	Cllr Mr R Smith
Responsible Head of Service	Claire Felton

#### **1. SUMMARY**

- 1.1 Bromsgrove District Council commissioned The Centre for Local Policy Studies, Edge Hill University to carry out and develop a labour market assessment, for Bromsgrove within the context of the Equality Standard for Local Government. This work was funded by the Capacity Building Money awarded to Bromsgrove in support of its Equalities agenda.
- 1.2 The purpose of the labour market assessment report is to provide an analysis of labour market performance in Bromsgrove and is a required element within the Equality Standard for Local Government. It is intended that this study should also support progress against the Council's wider Inclusive Equalities Scheme and equality and diversity objectives.
- 1.3 The report provides the Council with valuable information in respect of the community that it serves. This information can be used to influence policy development and service delivery. The data captured provides the Council with intelligence and data that detail the demographic context in Bromsgrove.
- 1.4 It is important for us to work within this context when delivering services to the communities that we serve and in our wider role as policy developer and preferred employer.
- 1.5 A full copy of the draft report is attached at Appendix 1.

#### **2. RECOMMENDATION**

- 2.1 Members are requested to consider and approve the draft Local Labour Market Assessment report attached at Appendix 1.
- 2.2 Members are requested to approve the proposal that this document be submitted to the LSP as an evidential tool

- 2.3 Members are requested to endorse the use of this document as baseline material that will influence service delivery and service specific outcomes moving forward.

### 3. **BACKGROUND**

#### **The Equality Standard for Local Government**

- 3.1 Bromsgrove District Council (BDC) has made a commitment to making progress in line with the Equality Standard for Local Government. Members will recall that there are five levels within the Standard, five being the most advanced. The Council has been independently assessed as having achieved level 2 and is progressing well towards attaining Level 3.
- 3.2 The Equality Standard Guidance states that:
- ‘local authorities should use the Equality Standard to ensure that they address equality issues strategically and systematically’
- As a result there are a number of requirements built into the standard framework for engaging with and understanding the needs of the local community and stakeholders from an equalities perspective.
- 3.3 In relation to employment, the standard states:
- ‘...an authority as a minimum will need to see how its workforce (and the way jobs are allocated within it) compares with the profile of the local labour market area. It will also have to pay attention to issues of workforce profiles, job segregation and equal pay’.
- 3.4 In order to demonstrate the Council’s commitment to achieving these required elements of the Standards the Council made a firm commitment when it was at level 1 of the Standard to undertake an employment equality assessment of the local labour market area, initiate workforce profiling and to undertake an equal pay review.
- 3.5 This commitment was then endorsed within the Council’s level 2 action plan, with the Council undertaking Job Evaluation, workforce profiling and the Local Labour Market Assessment Survey that Members are considering in this report.
- 3.6 The information that the Council has obtained within the context of these activities will enable the Council to set equality objectives for employment, workforce profile, pay and service delivery.



### **Meeting Public Sector Duties**

- 3.7 In addition to the requirements laid down within the Standard all Council's have a statutory duty under the Race Relations Act, The Sex Discrimination Act and the Disability Discrimination Act to assess employment related information and prepare action plans to eliminate any adverse impact that might be experienced by individuals on the grounds of their racial background, gender or disability.
- 3.8 For race, authorities are required to set out how they will tackle employment inequality and carry out separate monitoring; and publish the results.
- 3.9 For disability, the (Disability Equality) Scheme should include a statement on the authority's arrangements for gathering information in relation to employment.
- 3.10 For gender, authorities are required to publish their policy on developing equal pay arrangements, which should include and show what measures are being taken to ensure equal pay, fair promotion and development opportunities between women and men; and to tackle occupational segregation between women and men.
- 3.11 Members will appreciate the importance of the data captured within the Local Labour Market Assessment within this context. The Council can more effectively meet its legal obligations, if it has the benefit of baseline data in relation to employment that is secure and up to date.
- 3.12 Officers recognise the need for this data collation exercise to be on going if this is to be achieved and the Labour Market Assessment addresses the need for the information to be refreshed and updated in addition to highlighting improvements that can be made to our internal process.

### **Local Government improvement**

- 3.13 As members are aware the local government performance management and assessment framework is currently undergoing radical change. The best value performance indicators are being replaced by a new set of National Indicators, which will be closely aligned to Public Service Agreements. Local Area Agreements (LAA's) have been placed on a statutory footing, and authorities are expected to have their renegotiated LAA's in place by June 2008. A new system of Comprehensive Area Assessment (CAA) will replace the current Comprehensive Performance Assessments, by 2009.

- 3.14 The local labour market assessment has identified some of the gaps and areas of weakness within the council's current information base that will need to be addressed in order for the council to meet the challenges of the changing improvement and assessment framework.

### **Headline Trends and Overview**

- 3.15 The report headlines trends within the Bromsgrove District and gives the Council a regional and national benchmark in specific categories. As a result members will see that Bromsgrove has;
- Relatively low levels of unemployment
  - Higher skill levels
  - Good educational attainments across all key stages
  - Coped well with industrial decline in some areas
  - Sustained growth in population and has a high inward migration
- 3.16 The report also shows some of the challenging issues such as;
- A growth in ageing population
  - A younger ethnic minority population profile
  - An emerging migrant population (European Member States/rest of world) regionally
  - Pay rates for someone living **and** working in Bromsgrove are lower
  - Pay rates of female workers appear to be declining
  - An apparent lack of reliable detailed data in a number of areas, for example, ethnic minority populations, sexual orientation, and faith communities.
  - An apparent lack of reliable data for ethnic minority and migrant Labour.
- 3.17 The Council will need to develop target measures that address these issues within its equality objectives. The Labour Market Assessment Survey has identified these issues and provides the Council with a number of recommended actions that will enable them to overcome the data quality issues.
- 3.18 The report identifies the challenge for District Council's when relying on data from the 2001 Census and the 2004 Household Survey. It may be more appropriate for data to be captured at Ward Level if it is to accurately reflect the demographics of our District.
- 3.19 It is therefore important that the Council takes steps to address this and to supplement general data sources with much better and more focused local data. This will, in turn allow for better targeting of resources to meet

- local needs. Information also needs to be updated across all equality strands.
- 3.20 In some cases this work is already happening within the Council in the form of service user profile, consultation exercises, citizen's panels, focus groups and the LSP. This report will enable the Council to ensure that all of these activities are 'equality proofed' and analysed and that the results can be shared across the Council.
- 3.21 In addition, it should be noted that collaborating and/or working in partnership with other authorities and local and regional organisations would be beneficial to improving data quality at a local and regional level.
- 3.22 The report provides an over-view of employment and employment trends for the Bromsgrove District. It highlights areas where the authority will need to concentrate in order to develop meaningful targets for employment and economic growth both in relation to its own obligations and to that of its partners and the regional development agencies.

#### **Service Specific Outcomes**

- 3.23 Members will be aware that as an organisation striving towards the provision of excellent services, the 'who our customer isn't' challenge remains critical for us as a Council.
- 3.24 In making service improvements and developing service based outcomes for our community the Council is reliant on the information that it obtains through service specific data that is collated as a consequence of us asking the people who use or take advantage of the services that we provide.
- 3.25 The data captured in this report will enable Heads of Service to critically analyse service delivery on the basis of the community breakdown and who the Council is responsible for in respect of Service Delivery, in addition to the more traditional analysis that is based on footfall.
- 3.26 Members will note that some of the data has been captured on a Ward specific basis and this will assist the Council when determining some of the challenging issues that face a Council that exists within a large geographical spread.
- 3.27 Members are aware that Heads of Service determine service business plan projections within an evidence based context. This includes financial and human resources, Council specific priorities, results from consultation exercises and Impact assessments results. The data contained in this

report will enable Heads of Service to be better informed when identifying areas within their services areas for improvement.

- 3.28 Members are therefore being asked to endorse this document as a source of information that can be used to influence Service Specific Improvements and as an information base that will be referred to at the CMT/Cabinet Priority/Budget setting meetings

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 The establishing of targets will be achieved within existing resources. The financial implications of further work will be brought to the attention of the Cabinet before any proposals are finalised.

#### **5. LEGAL IMPLICATIONS**

- 5.1 Statutory requirements for the Public Sector Duties set out in the Race Relations Act, Sex Discrimination Act and Disability Discrimination Act.

#### **6. COUNCIL OBJECTIVES**

- 6.1 The report is consistent with the Council's Inclusive Equalities Scheme and for making improvements to customer service and service delivery outcomes.

#### **7. RISK MANAGEMENT**

- 7.1 The main risk associated with the details included in this report is an inability for the Council to meet the requirements of;

- (i) level 3 of the Local Government Standard for Equality
- (ii) the Council's duties within the Equality legislation framework
- (iii) the national indicators and CAA

- 7.2 These risks are being managed as follow;

Risk Register: *Legal, Equalities and Democratic Services*

Key Objective Ref No. 9.2

#### **8. CUSTOMER IMPLICATIONS**

- 8.1 The recommendations of the report if followed will improve our working relationships with District and County based partners thus improving joint working outcomes for residents within the District

- 8.2 It is intended that the report be shared with District and County based partners, the Bromsgrove LSP and published widely in the public domain.
- 8.3 The Report will go to Equality Champions who will be briefed on the content of the report which will subsequently be used to inform the Equality Impact Assessment process, performance management and business planning processes.

## **9. EQUALITIES AND DIVERSITY IMPLICATIONS**

- 9.1 The report is concerned with improving outcomes of the Council's Inclusive Equalities Scheme and wider Equalities agenda.

## **10. VALUE FOR MONEY IMPLICATIONS**

- 10.1 In order to demonstrate that the Council is achieving Value for Money within the Services that it provides it is critical that it provides services that are accessible to the community that we serve. The Council must therefore be confident that the services provided meet the needs and requirements of the community. The LLMA will help the Council to achieve this.
- 10.2 In using the information presented in the report the Council will be able to target a number of its services to customers within the District. In doing this we will be able to utilise our resources more effectively and provide improved customer service with the current funds we have available. This may include:
- Targeted benefit take up campaigns
  - Targeted direct debit payment methods
  - Focus on joint approach with the pension service to residents eligible for benefit
  - Improve recruitment campaigns to support equality and diversity
  - Develop relationships with our partners to improve service delivery to our customers
  - Improved economic development activity within the District

## **11. OTHER IMPLICATIONS**

Procurement - The Council will use the report data to influence the delivery of procurement clinics to minority groups within the District
Personnel Implications – The Council will revisit its Recruitment and Selection and policy and employment targets will be influenced by the findings of the report

Governance/Performance Management – BDC must ensure that policies are ‘equality’ proofed through it’s performance management and other corporate/service delivery processes
Community Safety including Section 17 of Crime and Disorder Act 1998 – the report highlights issues relating to higher incidences of reported crime in 3 wards which includes 3 prison populations
Policy – The Council must undertake a policy review, as appropriate, to ensure that it complies with equality opportunity requirements
Environmental - none

**12. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	No
Chief Executive	Yes
Executive Director (Partnerships and Projects)	Yes
Executive Director (Services)	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Yes

**13. WARDS AFFECTED**

All Wards.

#### **14. APPENDICES**

Appendix 1 Local Labour Market (Area) Assessment and Analysis for Bromsgrove District Council: Supporting the Development of Floor Targets for Making Equality and Diversity Improvements

#### **15. BACKGROUND PAPERS**

A full list of the background information and sources used to compile the report is contained in the references section of the document attached as Appendix 1.

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**Local Labour Market (Area) Assessment and Analysis for  
Bromsgrove District Council**

Supporting the Development of Floor Targets for Making  
Equality and Diversity Improvements

Nasreen Kaleem

Centre for Local Policy Studies  
Edge Hill University

**November 2007**

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## 1. Introduction

Bromsgrove District Council commissioned The Centre for Local Policy Studies, Edge Hill University to carry out and develop a labour market assessment, for Bromsgrove within the context of the Equality Standard for Local Government.

It is intended therefore, that this assessment should support progress against the Equality Standard for Local Government targets for improving equality performance.

The report sets out a detailed analysis of local economic performance within Bromsgrove in order to support the development of floor targets to support the council's equality and diversity objectives. It is also intended that the analysis will support the council in developing an Improvement Plan for worklessness and wider economic indicators for the district.

The Assessment is structured as follows:

1. A contextual analysis is provided to show comparative data for Bromsgrove, the county area and for neighbouring districts. The categories used in this analysis are:
  - Demographic data
  - Enterprise – type and level
  - Skill levels
  - Workforce make-up
  - Levels of deprivation and indicators of deprivation other than employment
  - Employment deprivation
  - Educational attainment of school leavers at GCSE and A level
  
2. Economic indicators to inform the wider analysis has been based on the following data. Data has been brought together from a range of sources and details of this are provided in the summary attached at the appendices:
  - Workforce 'live-in' area
  - Connection to economic development
  - Main employment sources within BDC Area and outside of BDC boundary
  - Relationship to county council – e.g. educational attainments
  - Employment Deprivation
  - Enterprise
  - Employment trends and projections

- Demographic change
3. Finally, a more detailed analysis within Bromsgrove is made using ward based data to make comparisons.

## 2. The Equality Standard for Local Government

The Equality Standard for Local Government ('the standard') sets out a framework for

- Mainstreaming equality
- Helping authorities to meet their legal obligations under equality law, policy practice and Codes of Practice
- Integrate equality policies and objectives with the best value, corporate assessment and public sector audit requirements
- Over time, provide a framework for improving performance

The standard works over five levels and 4 'cross cutting' themes:

### levels

- Level 1: Commitment to a comprehensive equality policy
- Level 2: Assessment & Consultation
- Level 3: Setting objectives and targets
- Level 4: Systematic monitoring of achievement
- Level 5: Substantial progress and achieving and reviewing outcomes

### themes

- Leadership & Corporate Commitment
- Consultation, Community Involvement & Engagement & Scrutiny
- Service Delivery & Customer Care
- Employment and Training

The standard covers policy-making, service delivery and employment.

The Guidance states that :

'local authorities should use the Equality Standard to ensure that they address equality issues strategically and systematically'

Therefore there a number of requirements that are built into the standard framework for engaging with and understanding the needs of the local community and stakeholders from an equalities perspective.

For employment, the standard states:

‘...an authority as a minimum will need to see how its workforce (and the way jobs are allocated within it) compares with the profile of the local labour market area. It will also have to pay attention to issues of workforce profiles, job segregation and equal pay’.

At level one of the equality standard, the requirement is that an authority has made a firm commitment to an employment equality assessment of the local labour market area, workforce profiling and an equal pay review

At level two of the standard an authority must be engaged in an employment equality assessment of the local labour market area.

By level three of the standard, an authority has to show that it is able to and has set equality objectives for employment, workforce profiles, pay and service delivery based on impact and needs requirement assessments.

### **3. Statistical and evidential sources**

This report describes and provides an analysis of the labour market for the Bromsgrove local authority area. A range of national, regional and local statistical sources are used, together with other supporting evidence where relevant or where this ‘adds-value’ to the overall context.

There is a wealth of availability of statistical data and analytical information at a national and regional level and in most cases at a local level. However, from a local level and below data becomes less reliable, often due to small sample sizes and different time frames within which the data is collected. The data samples used in this report are variable not only in relation to geographic availability, but become even more problematic when split across the equality strands of race, gender, disability, religion and belief, sexual orientation and age. This is particularly the case at a sub-regional or county level. Therefore in some cases national and regional data sources are used to supplement gaps in data. In addition, where relevant recommendations have been put forward for further research and forthcoming data or publications or that will support an ongoing development of the assessment.

In addition some data sources rely on projections, rather than actual quantitative research, and again this makes analysis of smaller areas problematic, particularly where there is a reliance on Census data.

#### 4. Regional Context -The West Midlands

The West Midlands region is made up of the five counties of Herefordshire, Worcestershire, Shropshire, Staffordshire and Warwickshire. It has seven Metropolitan Borough's of Birmingham, Coventry, Dudley, Sandwell, Solihull, Walsall and Wolverhampton, as well as Telford & Wrekin and Stoke-on-Trent.

Bromsgrove lies within in the north of the county of Worcestershire and is positioned to the south west of region, close to the major city of Birmingham.

Figures obtained from the Office of National Statistics, shows the West Midlands region with :

- a total population of 5.4 million (9% of UK total)
- a population density that is highest for Birmingham at 1.1million
- member's of the Black and Minority Ethnic groups currently making up 10% of the total West Midlands population

Within the West Midlands there are significant differences in demography, where the rural counties tend to be under-represented in the younger age groups and over-represented in older age groups. These demographics place different demands on the areas education, health and social care services.

Whilst Birmingham and parts of the Black Country are densely populated, other areas such as Shropshire and Herefordshire are among the least populated. Both over and under density of population poses different challenges for community cohesion and building sustainable and cohesive communities.

Forecasts suggest that over the next 20 years, the West Midlands as a whole is set to experience fairly modest population growth<sup>1</sup>. However, significant out-migration, particularly by young people, is predicted to be off-set by international in-migration which is expected to maintain the overall level of the population<sup>2</sup>. This again has implications for education and health services, as well as changing labour markets for the region as a whole. However, Bromsgrove is one of the areas that has increased it's population, due mainly to inward migration from other areas within the region<sup>3</sup>. This supports the trend that migration into rural areas continues to increase. Between 1999 and 2004, Herefordshire, Warwick and Wychavon as well as Bromsgrove all experienced increased inward migration. Staffordshire, Worcestershire and Warwickshire, all border onto major

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<sup>1</sup> ONS labour force statistics

<sup>2</sup> MKSM STEEP analysis report

<sup>3</sup> Migration report – Worcs. County Council 1999-2004

urban conurbations and all increased populations through inward migration from surrounding areas.

### Regional Deprivation

According to the 2004 Indices of Multiple Deprivation, over 26% of the West Midlands Super Output Areas (SOAs) are in the lowest quintiles. Of the 3,482 SOAs in the West Midlands 474 feature in the 10% of the most deprived in England – equating to 13.6% of the total number in the West Midlands, mainly located in major Urban areas<sup>4</sup>. The region has a disproportionate share of England's most deprived SOAs – this equates to approximately 710,000 people in the West Midlands region, living in the most deprived SOAs.

IMD 2004: % shares of deprivation by Region

Region	No. of SOAs	SOAs as % of England Total	No. of SOAs in 10% most deprived	Share of National 10% most deprived
East	3550	10.9%	73	2.2%
East Midlands	2732	8.4%	220	6.8%
London	4765	14.7%	462	14.2%
North East	1656	5.1%	355	10.9%
North West	4459	13.7%	920	28.3%
South East	5319	16.4%	77	2.4%
South West	3226	9.9%	95	2.9%
West Midlands	3842	10.7%	474	14.6%
Yorks. & Humber.	3293	10.1%	572	17.6%
England	32482	-	3248	-

19 Local Authority Districts in the West Midlands contain SOAs which feature in the national 10% most deprived areas, of which almost half are in Birmingham. Sandwell, Wolverhampton, Walsall, Stoke-on-Trent and Coventry also have significant number of their SOAs in the 10% most deprived. The Worcestershire region features as one of the areas with smaller pockets of deprivation in the Towns and rural areas.

<sup>4</sup> Indices of Multiple Deprivation 2004 – an overview of the West Midlands data



27 out of 30 Primary Care Trusts (PCT's) in the West Midlands have SOAs that feature in the 10% most deprived in England. Some of the worst affected are located in some of the more rural areas of the region. One of these is located in the Bromsgrove and Redditch areas.

IMD 2004: SOAs with most health-related deprivation by District

Districts	No. Of SOAs in England's 10% most deprived	Total Number of SOAs in District/Region	Percentage of District's/Region's SOAs in England's 10% most
Stoke-on-Trent	69	160	43.1%
Birmingham	136	641	21.2%
Coventry	36	197	18.3%
Wolverhampton	27	158	17.1%
Newcastle-under-Lyme	8	81	9.9%
Walsall	14	169	8.3%
Sandwell	14	187	7.5%
Nuneaton and Bedworth	4	82	4.9%
Cannock Chase	2	60	3.3%
Telford and Wrekin	3	108	2.8%
Redditch	1	55	1.8%
Staffordshire Moorlands	1	59	1.7%
Worcester	1	61	1.6%
Dudley	2	202	1.0%
Solihull	1	133	0.8%
<b>REGION</b>	<b>319</b>	<b>3482</b>	<b>9.2%</b>

In terms of employment, just over 13% of England's most deprived SOAs are in the West Midlands. High levels of economic inactivity has a negative impact on the region as a whole and typically tends to be concentrated in Urban areas.

Income deprivation accounts for over 14% of SOAs in the West Midlands, with Birmingham accounting for just under half of these. However, there are smaller, but just as significant pockets of income deprivation in more rural areas of the region, notably in Worcester and Tamworth.

IMD 2004 – SOAs with most income related deprivation by District (West Midlands)

Districts	No. Of SOAs in England's 10% most deprived	Total Number of SOAs in District/Region	Percentage of District's/Region's SOAs in England's 10% most
Birmingham	231	641	37.9%
Stoke-on-Trent	34	160	30.0%
Sandwell	38	187	23.5%
Wolverhampton	43	158	21.5%
Coventry	31	197	17.3%
Walsall	32	169	17.2%
Solihull	11	133	7.5%
Dudley	15	202	5.9%
Telford & the Wrekin	11	108	4.6%
East Staffordshire	3	70	4.3%
Worcester	2	61	3.3%
Wyre Forest	2	65	3.1%
Herefordshire	2	116	2.5%
Newcastle-under-Lyme	2	81	2.5%
Nuneaton & Bedworth	3	82	2.4%
Tamworth	5	50	2.0%
Rugby	1	58	1.8%
Cannock Chase	1	60	1.7%
Stafford	1	80	1.7%
<b>REGION</b>	<b>468</b>	<b>3482</b>	<b>13.4%</b>

In terms of education and skills deprivation, nearly 18% of England's most deprived SOAs are located in the West Midlands. Only two other regions score higher, which are Yorkshire and Humber (21.6%) and the North West (20.1%). 579 SOAs in the West Midlands feature in the 10% most deprived SOAs in England –placing the West Midlands share of the national 10% most deprived at just under 18% (17.8%).

IMD 2004– SOAs with most education and skills-related deprivation by District

Districts	No. Of SOAs in England's 10% most deprived	Total Number of SOAs in District/Region	Percentage of District's/Region's SOAs in England's 10% most
Sandwell	78	187	41.7%
Stoke in Trent	55	160	34.4%
Walsall	55	169	32.5%
Wolverhampton	45	158	28.5%
<b>Birmingham</b>	<b>155</b>	<b>641</b>	<b>24.2%</b>
Cannock Chase	11	60	18.3%
Solihull	24	133	18.0%
Worcester	11	61	18.0%
Telford / Wrekin	19	108	17.6%
Nuneaton / Bedworth	14	82	17.1%
Redditch	9	55	16.4%
Tamworth	7	50	14.0%
Dudley	28	202	13.9%
Wyre Forest	9	65	13.8%
Coventry	27	197	13.7%
Newcastle-under-Lyme	11	81	13.6%
North Warwickshire	3	38	7.9%
East Staffordshire	5	70	7.1%
Shrewsbury & Atcham	4	61	6.6%
Staffordshire Moorlands	2	59	3.4%
Wychavon	2	78	2.6%
Malvern Hills	1	45	2.2%
Herefordshire	2	116	1.7%
Rugby	1	58	1.7%
Warwick	1	84	1.2%
<b>REGION</b>	<b>579</b>	<b>3482</b>	<b>16.6%</b>

The issues for the region in terms of employment, skills and training are significant. Recently available research<sup>5</sup> shows that the region has the highest proportion of unqualified people of working age amongst the English regions. West Midlands firms employ the highest percentage of people with no qualifications than any other region, and the West Midlands as a region faces difficulty with retaining university graduates.

<sup>5</sup> ONS labour force statistics/MKSM STEEP analysis/Worcestershire County Council economic analysis stats.

IMD 2004 – SOAs with most education and skills-related deprivation by LSC

<b>Learning and Skills Councils</b>	<b>No. Of SOAs in England's 10% most deprived</b>	<b>Total Number of SOAs in District/Region</b>	<b>Percentage of District's/Region's SOAs in England's 10% most</b>
Black Country	206	716	28.8%
Birmingham and Solihull	179	774	23.1%
Staffordshire	91	480	19.0%
Shropshire	23	169	13.6%
Coventry & Warwickshire	46	459	10.0%
Hereford & Worcestershire	34	420	8.1%

The focus of social enterprise in the region has been one of supporting those that are socially disadvantaged to gain employment opportunities or start up businesses. In addition, manufacturing which currently forms a major part of the West Midlands economy is set to decline with a predicted loss of almost 50,000 jobs.

Although still heavily reliant on manufacturing, the West Midlands has seen an increasing growth in the Service Industries. Birmingham also has the largest number of firms from the financial sector based there, outside of London. This has meant that the region is increasingly becoming reliant on skills that are in short supply<sup>6</sup>, notably:

- distribution, retail, hotel and catering industries – skill shortages
- transport and communications – recruitment and retention issues
- management and leadership – above average national average deficiencies

The West Midlands Economic Development Strategy recognises that the single greatest factor influencing productivity in the West Midlands region is the poor skills profile<sup>7</sup>. The Strategy aims to support the region's economic well being by addressing regeneration and social inclusion as key factors to improved economic success. The Strategy identifies that by increasing the regions employment rates from 72.7%, to nearer the national average of 74.1% would significantly reduce the current gap in regions per capita output, which currently stands at 92% of the national average.

<sup>6</sup> MKSM STEEP analysis

<sup>7</sup> West Midlands Economic Strategy – Consultation Draft May 2007

Bromsgrove District Council has an important role to play, both in meeting the region's challenges presented, and in order to take full advantage of its position and location within the West Midlands Region.

## 5. Bromsgrove – Overview

According to the latest estimates, Bromsgrove has a population of 91,500, which shows an increase of 4,400, from the earlier census data records of 90,700.

Bromsgrove is a mix of urban and rural landscapes, and benefits from good access to the motorway and railway networks.

The population had increased by 0.8% according to 2004 data, and is predicted to increase by a further 1% by the year 2010.

Predominantly, the highest concentration of employment in Bromsgrove is within the public administration, health, and education sectors. Close proximity to Birmingham, means that many residents commute to Birmingham. The highest concentrations of population are located in Bromsgrove Town and Wythall Town.

Economically, Bromsgrove compares favourably to its neighbouring districts, and according to the national Index of Multiple Deprivation, is one of the least deprived Districts, nationally. The District was affected by high profile economic set-backs, such as the closure of the Longbridge car plant which, until recently, led to higher unemployment. Unemployment levels for the Bromsgrove District are now one of the lowest for the region.

### DEMOGRAPHY

The most up-to date data available from the Annual Population Survey (2005) shows that the resident population of Bromsgrove is 91,500. Females account for just over half of the resident population at 46,400.(51%) and Males number 44,100 (49%).

#### Total Population 2006

	Bromsgrove (number)	West Midlands (number)	Great Britain (number)
All People	91,600*	5,366,700	58,845,700
Males	45,100	2,639,700	28,840,600
Females	46,400	2,727,200	30,005,200

Source: NOMIS midyear\* resident population estimates (2006)

In terms of working age population, Bromsgrove shows a slightly lower profile compared to the West Midlands and Great Britain, particularly for women.

#### Working Age Population - 2006

	Bromsgrove (number)	Bromsgrove (%)	West Midlands (%)	Great Britain (%)
All People	54,800	59.9	61.2	62.2
Males	29,000	64.3	65.1	66.1
Females	25,900	55.7	57.3	58.6

Source: NOMIS midyear population estimates (2006)  
Working age includes Males aged 16-64 and Females aged 16-59

The age profile for Bromsgrove shows a higher proportion of older residents.

Age Range	Number (000's)	%
<b>All</b>	<b>91.5</b>	
Under 1	0.9	1%
1- 4	3.7	4%
5-9	5.4	6%
10-14	6.0	7%
15-19	5.8	6%
20-24	4.0	4%
25-29	4.0	4%
30-34	5.4	6%
35-39	7.1	8%
40-44	7.4	8%
45-49	6.6	7%
50-54	6.3	7%
55-59	6.8	7%
60-64	5.7	6%
65-69	4.7	5%
70-74	4.0	4%
75-79	3.2	3%
80-84	2.4	3%
85+	1.3	<2%
90+	0.7	<1%
<b>Bromsgrove Total</b>	<b>91,500</b>	

Source: ONS – 2005 mid yr estimates

The age profile for Bromsgrove supports an ageing population, with:

those aged 40 and under	= 46%
those aged 20 and under	= 24%
those aged 40+	= 52%
those aged over 60	= 21%
those aged over 75	= just under 9%

Population estimates show that the overall Ethnic Minority Population (EMP) for Bromsgrove is around 7%. Population trends show that the EMP has increased steadily in Bromsgrove. The largest rises in EMP between 2001 and 2004, are within the Indian, Pakistani and Black Caribbean groups. All other groups have shown no overall increases.

Resident Population Estimates by Ethnic Group (All Persons)  
June 2004

	<b>Bromsgrove (thousands)</b>	<b>West Midlands (thousands)</b>
All Persons; All Ethnic Groups	90.7	5,334.0
All Persons; White: British	84.8	4,506.8
All Persons; White: Irish	0.9	68.6
All Persons; White: Other White	1.2	80.9
All Persons; Mixed: White and Black Caribbean	0.4	42.9
All Persons; Mixed: White and Black African	0.1	5.2
All Persons; Mixed: White and Asian	0.3	21.8
All Persons; Mixed: Other Mixed	0.2	14.3
All Persons; Asian or Asian British: Indian	0.9	189.5
All Persons; Asian or Asian British: Pakistani	0.6	169.3
All Persons; Asian or Asian British: Bangladeshi	0.1	35.7
All Persons; Asian or Asian British: Other Asian	0.2	26.7
All Persons; Black or Black British: Caribbean	0.5	84.0
All Persons; Black or Black British: African	0.1	27.8
All Persons; Black or Black British: Other Black	0.1	10.5
All Persons; Chinese or Other Ethnic Group: Chinese	0.2	27.2
All Persons; Chinese or Other Ethnic Group: Other Ethnic Group	0.2	22.7

Source: NOMIS – Experimental Statistics 2004

## Resident Population Trends between 2001 – 2004 : Selected Ethnic Minority Groups

### Asian or Asian British: Indian (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.9	189.5	1,167.7
June 2003 <sup>3 2</sup>	Count (thousands)	0.8	185.8	1,115.5
June 2002 <sup>2 2</sup>	Count (thousands)	0.7	182.9	1,077.1
June 2001 <sup>3 2</sup>	Count (thousands)	0.5	180.2	1,045.6

### Asian or Asian British: Bangladeshi (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.1	35.7	314.9
June 2003 <sup>3 2</sup>	Count (thousands)	0.1	34.5	304.1
June 2002 <sup>2 2</sup>	Count (thousands)	0.1	33.2	292.4
June 2001 <sup>3 2</sup>	Count (thousands)	0.0	31.7	281.5

### Asian or Asian British: Pakistani (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.6	169.3	803.0
June 2003 <sup>3 2</sup>	Count (thousands)	0.5	164.3	770.1
June 2002 <sup>2 2</sup>	Count (thousands)	0.3	160.1	742.7
June 2001 <sup>3 2</sup>	Count (thousands)	0.1	156.4	720.0

### Black or Black British: Caribbean (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.5	84.0	585.2
June 2003 <sup>3 2</sup>	Count (thousands)	0.4	83.8	581.0
June 2002 <sup>2 2</sup>	Count (thousands)	0.3	83.3	574.8
June 2001 <sup>3 2</sup>	Count (thousands)	0.2	82.9	569.8

### Black or Black British: African (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.1	27.8	624.0
June 2003 <sup>3 2</sup>	Count (thousands)	0.1	23.3	584.2
June 2002 <sup>2 2</sup>	Count (thousands)	0.1	17.7	534.1
June 2001 <sup>3 2</sup>	Count (thousands)	0.0	12.5	491.1

### Chinese or Other Ethnic Group: Chinese (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.2	27.2	312.4
June 2003 <sup>3 2</sup>	Count (thousands)	0.2	24.6	287.9
June 2002 <sup>2 2</sup>	Count (thousands)	0.2	21.2	258.6
June 2001 <sup>3 2</sup>	Count (thousands)	0.2	16.5	227.0

### White: Irish (Persons)

		Bromsgrove	West Midlands	England
June 2004 <sup>1 2</sup>	Count (thousands)	0.9	68.6	601.4
June 2003 <sup>3 2</sup>	Count (thousands)	0.9	70.2	610.8
June 2002 <sup>2 2</sup>	Count (thousands)	0.9	71.6	619.6
June 2001 <sup>3 2</sup>	Count (thousands)	0.9	73.1	628.8

Source: NOMIS/Experimental Trend Data Sets (2004)

2001 census data shows that overwhelmingly residents of Bromsgrove described themselves as Christian (80%) which is higher than the West Midlands as a whole and for Great Britain . The second highest category is 'no religion' (11.82%). Other religions make up a very small percentage of the overall



resident population – 1.25% in total. It is likely that there has been an increase in the categories of religion other than Christianity, in line with the increases in population, particularly in Ethnic Minority communities as shown by the more recent population projections.

Religion (Resident Population) – April 2001 Census Data

	Bromsgrove (Numbers)	Bromsgrove (%)	W . Midlands (%)	Great Britain (%)
<b>All Persons</b>	<b>87,837*</b>			
Christian	70,345	80.09	72.58	71.74
Buddhist	102	0.12	0.19	0.28
Hindu	185	0.21	1.08	1.11
Jewish	91	0.10	0.09	0.52
Muslim	258	0.29	4.10	3.10
Sikh	287	0.33	1.97	0.67
Other	178	0.20	0.21	0.29
No Religion	10,382	11.82	12.30	14.59
Not Stated	6,009	6.85	7.48	7.69
*2001 Census data				

## EMPLOYMENT

The percentage of people in Bromsgrove who are economically<sup>8</sup> active is significantly higher than for the West Midlands as a whole and for Great Britain. For males, the percentage in Bromsgrove that are self-employed is also relatively higher.

When employment by occupation is considered, the largest group are those employed in managerial and senior official occupations. The percentage of people in Bromsgrove employed in 'managers and senior officials' and 'professional occupations' is much higher than the corresponding figures for the West Midlands and Great Britain as a whole. In terms of occupation, Bromsgrove's working age population has a higher proportion of Managerial and Professional occupations (23.9% and 16.7%) than the regional or national averages.

The economic activity ranges are significantly higher for Bromsgrove than the West Midlands region and for Great Britain as a whole. The economic activity for women is particularly significant as data shows that it is significantly higher than all other regional and National categories. The West Midlands activity rates are

<sup>8</sup> Economically active includes those that are working and those that are available for work

closer to the National averages. The available data for inactivity results also indicates that in general, Bromsgrove's inactive labour force is well below regional and National averages.

#### Economically Active Population 2006

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>All Peoples</b>	51,400	91.7	77.3	78.6
In Employment	50,500	89.9	72.9	74.3
Employees	41,600	74.6	64.0	64.6
Self Employed	8,000	13.7	8.4	9.3
Estimated u/e	1,700	3.4	5.5	5.3
<b>Males</b>				
Econ. Active	25,900	91.9	82.7	83.4
In Employment	25,600	90.8	77.8	78.5
Employees	19,900	70.2	65.0	64.9
Self Employed	5,100	18.5	12.2	9.3
Unemployed	Not available	n/a	5.8	5.3
<b>Females</b>				
Econ. Active	25,500	91.4	71.5	73.5
In Employment	24,900	89.0	67.7	69.8
Employees	21,700	79.5	62.9	64.3
Self Employed	2,900	#	4.4	5.1
Unemployed	Not available	n/a	5.5	4.8

NOMIS January 2006- December 2006 (NOMIS)

# sample size too small to be reliable

#### Economically Inactive Population 2006

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands	Great Britain
<b>All People</b>				
Econ. Inactive	4,400	8.3	22.7	21.4
Looking for Work	#	#	5.0	5.4
Not looking for Work	3,900	7.3	17.7	16.0
<b>Males</b>				
Econ. Inactive	#	#	17.3	16.6
Looking for Work	#	#	3.9	4.4
Not looking for Work	#	#	13.3	12.2
<b>Females</b>				
Econ. Inactive	#	#	28.5	26.5
Looking for Work	#	#	6.5	6.5
Not looking for Work	#	#	22.3	20.0

Source: NOMIS January 2006 – December 2006 (# - disclosive or sample size too small to be reliable)

Employment by Occupation (July 2005 to June 2006, working age population)

OCCUPATION	BROMSGROVE (%)	WEST MIDLANDS (%)	GREAT BRITAIN (%)
Managers & Senior Officials	23.9	13.7	15
Professional Occupations	16.7	11.8	12.8
Associate Professional & Technical	9.1	12.8	14.3
Administrative & Secretarial	11.5	12.4	12.3
Skilled Trades Occupations	6.9	12.3	11
Personal Service Occupations	6.4	7.7	7.9
Sales & Customer Service Occupations	5.5	7.4	7.6
Process Plant & Machine Operatives	8.9	9.3	7.4
Elementary Occupations	11.1	12.2	11.3

Source: ONS annual business inquiry employee analysis, 2005  
 Numbers and % are for those of working age.  
 % is a proportion of total working age population

The table below shows employment for Bromsgrove by industry, showing that by far the biggest employers are public administration, education and health sectors.

SECTOR	All people	Percentage working in this sector
Manufacturing	7800	17%
Construction	4700	10%
Distribution, hotels & restaurants	8200	17%
Transport & communication	2000	4%
Banking, finance & insurance etc	7900	17%
Public admin, education & health	14200	30%
Other services	2100	4%
TOTAL	46900	100%

Source: Annual Population Survey July 2005 to June 2006

## EARNINGS

Average earnings for someone living in Bromsgrove are significantly higher than for the West Midlands as a whole and for Great Britain. On average, earnings for Bromsgrove are 17% higher than for the West Midlands, and 11% above the earnings for Great Britain as a whole.

### Full Time Weekly/Hourly Earnings by Residence

	Bromsgrove	W. Midlands	Great Britain
<b>F/TGross Weekly Pay (Male Workers)</b>	£551.60	£459.50	£490.50
<b>F/TGross Weekly Pay (Female Workers)</b>	£434.30	£360.00	£387.60
<b>Hourly rates (Male Workers)</b>	£13.34	£11.12	£11.91
<b>Hourly rates (Female Workers)</b>	£12.09	£9.61	£10.28

Source: NOMIS (2006) – median earnings

However, the earnings levels of those that are working in Bromsgrove tell a different story. Male workers, working in Bromsgrove earn, on average, significantly lower earnings than male workers in the West Midlands or Great Britain.

Female workers on the other hand, continue to earn more than the West Midlands regional average, although dropping down in comparison to Great Britain. However, closer examination of the trend data shows that overall both male and female workers have seen a drop in average earnings over the last 3 years. However, whilst the earnings of male workers have started to recover, the same cannot be said of the earnings levels for female workers. Although remaining higher than the West Midlands and Great Britain, between 2003 and 2006, female average earnings have fallen by 12% for women resident in Bromsgrove. These trends are examined in more detail in the section on Gender.

Full Time Weekly/Hourly Earnings by Workplace (2006)

	Bromsgrove	W. Midlands	Great Britain
<b>F/TGross Weekly Pay (Male Workers)</b>	£401.90	£454.40	£489.4
<b>F/TGross Weekly Pay (Female Workers)</b>	£367.90	£358.30	£387.10
<b>Hourly rates (Male Workers)</b>	£10.06	£11.00	£11.88
<b>Hourly rates (Female Workers)</b>	£9.64	£9.57	£10.26

Source: NOMIS (2006) –median rates

Trend Data – Male Workers (Gross Weekly Pay)

	<b>Bromsgrove (£)</b>	<b>W. Midlands (£)</b>	<b>Great Britain (£)</b>
<b>Year</b>			
2002	479.6	407.6	432.0
2003	509.4	417.0	448.0
2004	575.1	431.4	460.7
2005	519.3	444.0	474.5
2006	551.6	459.5	490.5

Source: ONS annual survey of hours and earnings - resident analysis

Trend Data – Female Workers (Gross Weekly Pay)

	<b>Bromsgrove (£)</b>	<b>W. Midlands (£)</b>	<b>Great Britain (£)</b>
<b>Year</b>			
2002	351.7	301.4	331.4
2003	378.8	311.5	344.6
2004	495.7	329.2	356.9
2005	479.8	345.0	372.2
2006	434.3	360.0	387.6

Source: ONS annual survey of hours and earnings - resident analysis

## EDUCATIONAL ATTAINMENT

Bromsgrove shows much higher levels of educational attainment than for the Region and for Great Britain.

The proportion of 19 year olds achieving a NVQ level 2 qualification has increased by over seven percentage points since 2005 to just over 72% in 2006.

### Qualifications/Educational Attainment 2005

QUALIFICATION LEVEL	BROMSGROVE (NUMBERS)	BROMSGROVE (%)	WEST MIDLANDS (%)	GREAT BRITAIN (%)
NVQ4 and above	16,800	32	23	26.5
NVQ3 and above	24,900	47	39.9	44.4
NVQ2 and above	34,700	65.5	59.6	62.9
NVQ1 and above	43,600	82.5	74.1	77.2
Other qualifications	#	#	8.0	8.4
No qualifications	6,700	12.8	17.7	14.3

Source: NOMIS Jan 2005 – Dec 2005 (# numbers too small)

### Qualifications/Educational Attainment 2006

QUALIFICATION LEVEL	BROMSGROVE (NUMBERS)	BROMSGROVE (%)	WEST MIDLANDS (%)	GREAT BRITAIN (%)
NVQ4 and above	19,000	35.8	23.9	27.4
NVQ3 and above	29,200	54.9	41.1	45.3
NVQ2 and above	38,600	72.7	60.5	63.8
NVQ1 and above	46,100	86.9	74.8	77.7
Other Qualifications	#	#	7.7	8.5
No Qualifications	4,900	9.3	17.5	13.8

Source: NOMIS Jan 2006 – Dec 2006 (# numbers too small)

Recent data shows that trend continuing across all educational achievement levels. The data shows that in comparison to other areas Bromsgrove scores are well within the higher achieving districts. Bromsgrove as a district has a higher average score rate, than the county rate and than the West Midlands region. The scores are also above the average for England as a whole for both key stage 2 and key stage 4. There has also been an increase in the number of full time entrants to Higher Education from Bromsgrove. Although there is a drop in the number of part-time entrants, the numbers are too small to draw any firm conclusions.

Key Stage 2 % of pupils achieving Level 4 or above

	English	Maths
Ward/District	%	%
Alvechurch Ward	94	87
Beacon Ward	72	48
Catshill Ward	77	75
Furlongs Ward	97	84
Hagley Ward	95	91
Hillside Ward	91	82
Hollywood and Majors Green Ward	72	78
Slideslow Ward	83	74
St Johns Ward	86	73
Uffdown Ward	95	95
Waseley Ward	93	87
Wythall South Ward	91	77
<b>Bromsgrove District</b>	<b>86</b>	<b>78</b>

( DfES/Department for Children and Families 2006)

Pupils at the end of Key stage 4

	% achieving 5+ A*- C	% achieving 5+ A*-G	% achieving any passes
	<b>2006</b>	<b>2006</b>	<b>2006</b>
Hereford	61.8	93.1	98.3
Bromsgrove	61.4	92	98.3
Malvern Hills	62.2	93.2	97.9
Redditch	50.7	87.5	96.4
Worcester	55.1	89.3	96.6
Wychavon	63.7	95	98.8
Wyre Forest	51.8	88.2	97.2
Worcestershire	57.6	91.1	97.6
<b>West Midlands</b>	<b>56.4</b>	<b>90.5</b>	<b>97.4</b>
<b>England</b>	<b>59.2</b>	<b>90.5</b>	<b>97.8</b>

( DfES/Department for Children and Families 2006)

No. of Higher Education Entrants aged 18 -20 : (By Constituency and Districts )

	Full Time Entrants			Part Time Entrants		
	1999-2000	2005 - 2006	Difference	1999-2000	2005 - 2006	Difference
<b>CONSTITUENCY</b>						
Bromsgrove	435	520	85	15	5	-10
Mid Worcs.	390	500	95	15	5	-10
Redditch	320	300	-20	5	5	0
West Worcs.	470	535	65	5	10	5
Wyre Forest	345	390	45	5	10	5
<b>DISTRICTS</b>						
Bromsgrove	435	520	85	15	5	-10
Worcester	315	380	65	5	15	10
Malvern Hills	400	440	40	5	10	5
Redditch	300	290	-10	5	5	0
Wychavon	520	625	105	15	5	-10
Wyre Forest	360	405	45			
<b>REGIONAL/NATIONAL</b>						
<b>Worcestershire LA</b>	2,325	2,670	345	50	50	0
<b>West Midlands</b>	21,015	24,540	3,525	910	710	200
<b>England</b>	198,970	235,160	36,190	6,345	7,085	740

Department for Children School & Families : Higher Education Institutions (2006 summary)

### CLAIMING BENEFITS

The data for Job-Seekers Allowance (JSA) shows that overall Bromsgrove has lower take-up of JSA across all categories. The largest groups of claimants are men, and those in the 25-49 age group. The latest figures show a higher proportion of those claiming for up to six months, than is the case for the region and for the average UK count (at August 2007). When broken down by ethnicity, the available data shows that 3.2% of the non-White groups claim JSA. This shows that in proportion to their overall numbers in Bromsgrove, a much higher percentage of people from Minority Ethnic communities are receiving JSA. This figure could be potentially even higher, if the ethnic backgrounds of those that did not disclose this information was known.



Total Job Seekers Allowance Claimants – June 2007

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>All People</b>	989	1.8	3.1	2.3
Males	723	2.5	4.3	3.2
Females	266	1.0	1.8	1.4

Source: ONS claimant count with rates and proportions  
Note: % is a proportion of resident working age people

Total Job Seekers Allowance Claimants – August 2007

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>By Age</b>				
18-24	290	29.4	30.9	30.9
25-49	480	48.9	52.5	52.2
Aged 50+	195	20.1	15.8	15.9

Source: ONS claimant count by age all JSA claimants

Total Job Seekers Allowance Claimants – August 2007

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>By Duration</b>				
Up to 6 months	690	70.5	60.90	66.4
Over 6 and up to 12 months	150	15.4	18.8	17.4
Over 12 months	140	14.2	20.3	16.1

Source: ONS claimant count by duration all JSA claimants

Job Seekers Allowance – by ethnicity (April 06-March 07)

By Ethnicity		Bromsgrove	West Mids.	England
White	No.	1,030	74,075	567,425
Mixed	No.	15	2,250	13,170
Black or Black British	No.	20	7,955	58,260
Asian or Asian British	No.	5	12,725	53,080
Chinese or Other	No.	5	2,770	22,525
Unknown	No.	10	1,880	11,440
Not disclosed	No.	45	8,145	64,565

Source: ONS - National Statistics

### Key Benefits Claimed – November 2006

	<b>Bromsgrove (Numbers)</b>	<b>Bromsgrove (%)</b>	<b>W. Midlands (%)</b>	<b>Great Britain (%)</b>
<b>Total Claimants</b>	4,750	8.7	16.0	14.6
Job Seekers Allowance	820	1.5	3.3	2.5
Incapacity Benefits	2,300	4.2	7.3	7.3
Lone Parents	440	0.8	2.3	2.1
Carers	440	0.8	1.2	1.0
Other – Income Related	160	0.3	0.5	0.4
Disabled	450	0.8	1.0	0.9
Bereaved	140	0.3	0.3	0.3
Source: DWP benefit claimants – working age client group (% is a proportion of resident working age population)				

In terms of the types of benefits claimed, by far the highest category is Incapacity Benefit, although overall, Bromsgrove's benefit take-up is much lower than the regional or National averages.

### **Sexual Orientation**

The availability of data to determine sexual orientation in employment is difficult. It is particularly difficult to gain such information at a local level. The reasons for this are largely self-explanatory, the main one being that people from the Gay, Lesbian, Bisexual and Transgender communities continue to face discrimination and prejudice in our society.

Research carried out by Stonewall estimates that between 5% and 7% of the UK population is either Gay, Lesbian or Bisexual.

There is a need to carry out independent research at a local to analyse the labour market in relation to sexual orientation.

## 6. Bromsgrove Labour Market Assessment and Analysis

This section of the report provides a more detailed summary analysis of the Bromsgrove Labour Market and key economic indicators that impact on the local labour market. Comparisons are made, where data is available at a ward level and with 'near neighbours' as well as the county, and region. In relation to the six equality strands, where possible, is presented; or gaps in data have been highlighted and recommendations have been put forward for utilizing alternative sources or carrying out additional local level research and analysis for the development of floor targets in specific areas.

### Employment

The economic activity ranges are significantly higher for Bromsgrove than the West Midlands region and for Great Britain as a whole. The economic activity for women is particularly significant as data shows that it is significantly higher than all other regional and National categories. The West Midlands activity rates are closer to the National averages. The available data for inactivity results also indicates that overall, Bromsgrove's inactive labour force is well below regional and National averages.

#### Economically Active Population 2006

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>All Peoples</b>	51,400	91.7	77.3	78.6
In Employment	50,500	89.9	72.9	74.3
Employees	41,600	74.6	64.0	64.6
Self Employed	8,000	13.7	8.4	9.3
Estimated u/e	1,700	3.4	5.5	5.3
<b>Males</b>				
Econ. Active	25,900	91.9	82.7	83.4
In Employment	25,600	90.8	77.8	78.5
Employees	19,900	70.2	65.0	64.9
Self Employed	5,100	18.5	12.2	9.3
Unemployed	Not available	n/a	5.8	5.3
<b>Females</b>				
Econ. Active	25,500	91.4	71.5	73.5
In Employment	24,900	89.0	67.7	69.8
Employees	21,700	79.5	62.9	64.3
Self Employed	2,900	#	4.4	5.1
Unemployed	Not available	n/a	5.5	4.8

January 2006- December 2006 (NOMIS)

# sample size too small to be reliable

### Economically Inactive Population 2006

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands	Great Britain
<b>All People</b>				
Econ. Inactive	4,400	8.3	22.7	21.4
Looking for Work	#	#	5.0	5.4
Not looking for Work	3,900	7.3	17.7	16.0
<b>Males</b>				
Econ. Inactive	#	#	17.3	16.6
Looking for Work	#	#	3.9	4.4
Not looking for Work	#	#	13.3	12.2
<b>Females</b>				
Econ. Inactive	#	#	28.5	26.5
Looking for Work	#	#	6.5	6.5
Not looking for Work	#	#	22.3	20.0

Source: NOMIS January 2006 – December 2006 (# - disclosive or sample size too small to be reliable)

The employment by occupation figures show that Bromsgrove has a higher share of Managers and Senior officials and those employed in Professional Occupations than for the West Midlands region or that shown for Great Britain.

### Employment by Occupation for those of working age (July 2005 to June 2006)

OCCUPATION	BROMSGROVE (%)	WEST MIDLANDS (%)	GREAT BRITAIN (%)
Managers & Senior Officials	23.9	13.7	15
Professional Occupations	16.7	11.8	12.8
Associate Professional & Technical	9.1	12.8	14.3
Administrative & Secretarial	11.5	12.4	12.3
Skilled Trades Occupations	6.9	12.3	11
Personal Service Occupations	6.4	7.7	7.9
Sales & Customer Service Occupations	5.5	7.4	7.6
Process Plant & Machine Operatives	8.9	9.3	7.4
Elementary Occupations	11.1	12.2	11.3

Source: ONS business inquiry employee analysis 2005. % is proportion of total working age

The table below shows employment for Bromsgrove by industry, showing that by far the biggest employers are public administration, education and health sectors.

SECTOR	All people	Percentage working in this sector
Manufacturing	7800	17%
Construction	4700	10%
Distribution, hotels & restaurants	8200	17%
Transport & communication	2000	4%
Banking, finance & insurance etc	7900	17%
Public admin, education & health	14200	30%
Other services	2100	4%
TOTAL	46900	100%

Source: Annual Population Survey July 2005 to June 2006

### Female Employment

There is a variety of different data sources that provide an indication of female employment. However, the available data sets can only give an indication. The 2001 census data shows that female workers in Bromsgrove are spread across a range of occupational industries.

Females aged 16-74	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
	20,092			
<b>By Industry</b>				
Agriculture, hunting and forestry	184	0.92	0.82	0.79
Fishing	0	0.0	0.0 (no.small)	0.01
Mining & quarrying	5	0.02	0.05	0.07
Manufacturing	1,894	9.43	11.57	8.74
Electricity and gas	116	0.58	0.63	0.43
Construction	393	1.96	1.61	1.51
Wholesale retail trade, vehicle repair	2,943	14.65	18.33	17.77
Hotel and catering	1,096	5.45	6.20	5.95
Transport, storage and communication	645	3.21	3.79	4.34
Real estate, renting and business activities	2,420	12.04	10.67	12.46
Public administration and defence	983	4.89	5.16	5.56

## Employment by Ethnic Group

The employment status by ethnicity, in Bromsgrove, is very different to regional and national figures, according to the 2004 Annual Population Survey, as shown below. However, in most cases numbers are too small to draw any firm conclusions. Further local analysis would be required to gauge a more accurate indication of employment by Ethnic group in Bromsgrove.

Annual Population Survey - Employment Status by Ethnicity (Count)	Bromsgrove	West Midlands	England
	Non-Metropolitan District	Regional	Countrywide
Employed; White	43000	2229700	21610500
Employed; Mixed	0	11800	151200
Employed; Indian	0	76000	511100
Employed; Pakistani and Bangladeshi	0	34600	280400
Employed; Black or Black British	600	46900	481200
Employed; Other Ethnic	0	29600	476400
Employed Full-Time; White	30300	1654400	15997200
Employed Full-Time; Mixed	0	7800	111800
Employed Full-Time; Indian	0	59200	400800
Employed Full-Time; Pakistani and Bangladeshi	0	26000	203800
Employed Full-Time; Black or Black British	600	36000	365100
Employed Full-Time; Other Ethnic	0	22400	360800
Employed Part-Time; White	12700	573900	5597600
Employed Part-Time; Mixed	0	4000	39100
Employed Part-Time; Indian	0	16800	109000
Employed Part-Time; Pakistani and Bangladeshi	0	8600	76400
Employed Part-Time; Black or Black British	0	10900	115700
Employed Part-Time; Other Ethnic	0	7200	115100

Source: Annual Population Survey - Employment Status by Ethnicity, January 2004

## <sup>9</sup>Migrant Workers

Migrant workers are an increasing source of labour for the UK, and employers cite skills shortages and recruitment difficulties as the main reasons for employing migrant labour<sup>10</sup>. A migrant worker can be described as someone that

<sup>9</sup> The term 'migrant workers' is used to describe an overseas national who has the legal right to work in the UK

<sup>10</sup> Chartered Institute of Personnel & Development report 2005

has come to the UK for the specific purpose of finding employment and working, and is not a UK or Republic of Ireland National<sup>11</sup>.

Direct data sources that give an accurate picture of the extent of migrant workers and labour force in Bromsgrove are unavailable. However, a number of different sources and studies have been used to provide an indication of the migrant population in the region, and its possible impacts on the area of Bromsgrove. The most common sources of data to assess migrant worker impact are The Department for Work and Pensions, National Insurance Number allocations, and the Worker Registration Schemes operated by the Home Office. Another potential source is to locally measure the requests for language support or requests or take-up of interpretation services.

We recognise that there are limitations with a research study of this kind, and a very detailed study of the migrant population of Bromsgrove would require additional field work that would be beyond the scope of this research.

Overall, the inclusion of this chapter, is designed to provide an indication of the direction of travel for establishing some floor targets that would be useful from the point of view of assessing current and future labour force issues for Bromsgrove District Council to consider.

A detailed and recently published regional research study for the West Midlands, has been available since November 2007<sup>12</sup>. The results of this research and its likely impacts on the West Midlands is set out below.

Recent studies have shown that there has been a net increase of migrant labour flow into the UK. ONS statistics record that in 2004 more EU citizens entered and remained in the UK than left. Figures for 2005 shows that there has been a significant increase in the number of migrants from the EU, particularly since the accession of East European States in 2004. Figures suggest that migration from other areas of the world have remained relatively steady or declined. Again, the way in which the data is currently collected is problematic. National Insurance Number allocations have been used as the basis of describing those migrants that are working in the UK – this excludes a range of other workers that may also be working in the local economy.

Overseas nationals that wish to work or apply for benefits or Tax Credits must apply for and be allocated a National Insurance Number. The Department for Work and Pensions (DWP) publishes data annually on the number of allocations of NI Numbers (NINOs).

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<sup>11</sup> See Labour Force Survey definitions

<sup>12</sup> Advantage West Midlands/Regional Development Agency have commissioned research to determine the extent and impact of migrant workers in the West Midlands region. A publication of the findings is expected in September 2007.

**Overseas Nationals entering the UK and allocated a NINo: Top Ten Countries for each Year of Registration**

	<b>2002/03</b>		<b>2003/04</b>		<b>2004/05</b>
India	25,000	India	31,300	Poland	62,600
Australia	18,900	South Africa	18,400	India	32,700
South Africa	18,600	Australia	17,100	Pakistan	20,300
Pakistan	16,800	Pakistan	16,800	South Africa	19,300
France	13,800	Portugal	14,000	Australia	16,600
Philippines	11,800	China Peoples Rep	13,300	Lithuania	15,600
Spain	11,700	France	13,100	France	13,300
Zimbabwe	10,300	Spain	11,900	China Peoples Rep	12,600
Iraq	10,100	Poland	11,200	Portugal	12,200
Portugal	9,800	Philippines	10,700	Slovakia	10,500
<b>TOTALS</b>	<b>146,800</b>		<b>157,800</b>		<b>215,700</b>

Source: ONS/DWP 'National Insurance Number Allocations to Overseas Nationals entering the UK – 2005

Figures for 2005/6 and 2006/07 provided by the Department for Work and Pensions (DWP) show that the numbers of migrant workers from EU countries are continuing to increase.

Table 1

<b>ORIGINS</b>	<b>2002/03</b>	<b>2003/04</b>	<b>2004/05</b>
EU	35,300	50,200	114,200
NON-EU	92,600	90,500	84,900
AUSTRALIA	18,900	17,100	16,600

Table 2

<b>2005/6</b>	<b>Thousands</b>
Europe – EU Accession States	276.7
Europe – Non EU Accs. States	97.6
Europe – Non EU	15.5
Asia and Middle East	134.2
Australasia and Oceania	32.5
Americas	31.4
Africa	73.9
Other/Unknown	0.6
All	662.4



Table 3

2006/7	Thousands
Europe – EU Accession States	321.2
Europe – Non EU Accs. States	103.7
Europe – Non EU	16.3
Asia and Middle East	145.4
Australasia and Oceania	33.2
Americas	31.8
Africa	61.4
Other/Unknown	0.5
All	713.5

Sources for T1, T2 & T3 - DWP National Data :100% extract from National Insurance Recording System, May 2007

Other data sources include the Workers Registration Scheme. All members of the new European Member States are required to register with the Home Office under the scheme<sup>13</sup>.

#### Migrant workers in the West Midlands

There has been a steady rise in the number of migrant workers allocated a NINO registration in the West Midlands region. In the year 2006/07 NINO registrations were recorded as 48,000 – this represents 6.7% of the UK total (713,000)<sup>14</sup>. Birmingham accounts for 30% of all migrant workers granted work permits in the period 2002-2006

Data from the Labour Force Survey (LFS) indicates that there were around 122,000 non-UK nationals were recorded as working in the West Midlands in 2006. Of these, 54,000 had entered the UK from 2002 onwards.

Many of the larger concentrations of migrant workers are in the main or larger urban centres - such as Birmingham and Coventry. Many, rural areas have seen also seen a marked increases in the number of migrants working in the local labour markets.

Since EU enlargement there has been a considerable shift in the patterns of migrant workers and migrant labour sources in the UK. Data shows that the national changes are also reflected in the West Midlands Labour Market.

<sup>13</sup> Cyprus and Malta are exempt.

<sup>14</sup> Estimated over the financial years 2002/2003 and 2006/2007

NINo. registrations in the West Midlands by geographical region 2002/03 -2006/2007

<b>Geographical Region</b>	<b>2002/3</b>	<b>2002/3 % of total</b>	<b>2006/7</b>	<b>2006/7 % of total</b>	<b>Change 2002/3 – 2006/7</b>	<b>%change 2002/3 – 2006/7</b>
Accession 8	400	1.7	25050	53.3	24650	6162.5
Bulgaria/Romania	240	1.0	260	0.6	20	8.3
EU 15	2910	12.4	4090	8.7	1180	40.5
Ireland	280	1.2	330	0.7	50	17.9
New Commonwealth	10560	45.1	11520	24.5	970	9.2
Old Commonwealth	700	3.1	710	1.5	10	1.4
Other European*	670	2.9	490	1.0	-180	-26.9
Rest of the World	7630	32.6	4570	9.7	-3060	-40.1
All regions	25390	100	48030	100	22640	89.2

\* European nations outside the EU, including former USSR states  
Source: Department for Work and Pensions

The above table shows that for the West Midlands, entry into the labour market from the most recent European Members states, the Accession 8 (A8) has increased significantly, overtaking all other geographical world regions.

The table below charts the trends for the top twenty countries for migrant labour in the UK.

**Top 20 countries –NINO registrations in the West Midlands**

	2002/03	%		2004/05	%		2006/07	%
<b>Country</b>			<b>Country</b>			<b>Country</b>		
India	2640	11.3	Poland	4180	14.9	Poland	18630	38.8
Pakistan	2550	10.9	India	2890	10.3	India	4130	8.6
Iraq	1900	8.1	Pakistan	2410	8.6	Pakistan	3020	6.3
Zimbabwe	1130	4.8	China	1030	3.7	Slovak Rep.	2820	5.9
Afghanistan	1040	4.4	South Africa	850	3.0	Latvia	1080	2.2
Philippines	970	4.1	Slovak Rep.	810	2.9	Lithuania	1070	2.2
Jamaica	900	3.8	Netherlands	680	2.4	China	960	2.0
China	860	3.7	Bangladesh	660	2.3	France	850	1.8
South Africa	810	3.5	Portugal	660	2.3	Bangladesh	700	1.7
Bangladesh	660	2.8	Zimbabwe	640	2.3	Germany	750	1.6
France	550	2.4	Iraq	620	2.2	Czech Rep.	730	1.5
Somalia	550	2.4	Jamaica	600	2.1	Netherlands	690	1.4
Portugal	450	1.9	Lithuania	590	2.1	Nigeria	640	1.3
Australia	410	1.8	France	590	2.1	Hungary	630	1.3
Netherlands	390	1.7	Philippines	590	2.1	Philippines	590	1.2
Germany	380	1.6	Ghana	540	1.9	South Africa	580	1.2
Iran	380	1.6	Latvia	470	1.7	Portugal	480	1.0
Malaysia	330	1.4	Germany	470	1.7	Australia	420	0.9
Spain	310	1.3	Somalia	450	1.6	Zimbabwe	400	0.8
Rep. of Ireland	280	1.2	Czech Republic	420	1.5	Iraq	360	0.7
<b>ALL</b>	<b>23400</b>	<b>100</b>	<b>ALL</b>	<b>28100</b>	<b>100</b>	<b>ALL</b>	<b>48030</b>	<b>100</b>

Source: DWP and Migrant Study -2007<sup>15</sup> data

<sup>15</sup> The Economic Impact of Migrant Workers in the West Midlands, West Midlands Observatory

**Top 3 overseas nationals registering for NINo. by selected West Midlands local authority 2006/07-west Midlands**

Local Authority	All	1 <sup>st</sup> Largest	No.	%	2 <sup>nd</sup> Largest	No.	%	3 <sup>rd</sup> Largest	No.	%
Birmingham	14550	Poland	4310	29.6	Pakistan	1820	12.5	India	1280	8.8
Bromsgrove	210	Poland	60	28.6	India	20	9.5	Australia	10	4.8
Hereford	2120	Poland	1220	57.5	Lithuania	180	8.5	Slovak Rep.	180	8.5
Malvern Hills	290	Poland	130	44.8	Slovak Rep.	20	6.9	Australia	10	3.4
Redditch	880	Poland	500	56.8	Slovak Rep.	130	14.8	Pakistan	60	6.8
Worcester	1020	Poland	580	56.9	Portugal	70	6.9	Slovak Rep.	40	3.9
Wychavon	1030	Poland	600	58.3	Slovak Rep.	90	8.7	Lithuania	70	6.8
Wyre Forest	400	Poland	190	47.5	Hungary	40	10.0	Slovak Rep.	40	10.0
West Midlands	48030	Poland	18630	38.8	India	4130	8.6	Pakistan	3020	6.3

Source: NINo. Registration data (Department for Work and Pensions)

### Employment by Age

The following tables gives information on the age of Bromsgrove's workplace population; where the workplace population is defined as people aged 16-74 who are in employment and whose usual place of work is in Bromsgrove.

<b>WORKPLACE POPULATION- BROMSGROVE</b>		
<b>AGE</b>	<b>COUNT</b>	<b>PERCENTAGE</b>
All people	33,175	100%
Less than 20 yrs old	2,031	6%
20 to 29 yrs old	5,872	18%
30 to 39 yrs old	8,050	24%
40 to 49 yrs old	7,808	24%
50 – 59 yrs old	7,246	22%
More than 50 yrs old	2,168	7%

Source: National Statistics (2001)

Updated age estimates for 2004, show that there are significant differences in the age profiles of different ethnic groups. Asian and Chinese/Other groups have a much higher proportion of young people aged under 15, than for all other groups (27.8% and 25% respectively). The White groups have a higher proportion of over 65's. If data shows a continuation of these trends there are likely to be implications for Bromsgrove in terms of 'local' workforce and the availability of jobs within Bromsgrove for local employees, and the outwards and inwards migration of working populations. There are significantly older populations (65+) showing within the White and Black groups (21.4% and 14.2%)

POPULATION - BROMSGROVE by Age and Ethnic Group		
Age/Group	Count (thousands)	Percentage
<b>All Asian/Asian British</b>	<b>1.8</b>	<b>100%</b>
0-15 yrs	0.5	27.8%
16-59/64 yrs	1.2	66.6%
65 and over	0.1	5.6%
<b>All Black/Black British</b>	<b>0.7</b>	<b>100%</b>
0-15 yrs	0.1	14.2%
16-59/64 yrs	0.5	71.4%
65 and over	0.1	14.2%
<b>All Mixed</b>	<b>0.9</b>	<b>100%</b>
0-15 yrs	0.5	55.5%
16-59/64 yrs	0.4	44.4%
65 and over	0.0	0%
<b>All Chinese/Other</b>	<b>0.4</b>	<b>100%</b>
0-15 yrs	0.1	25%
16-59/64 yrs	0.3	75%
65 and over	0.0	0%
<b>All White</b>	<b>87</b>	<b>100%</b>
0-15 yrs	16.2	18.6%
16-59/64 yrs	52.1	59.8%
65 and over	18.7	21.4%

Source: National Statistics – 2004 estimates

### Disability and Employment

The most recent available data from the Labour Force Survey is used to provide an overview of the common themes affecting the employment of disabled people and the impact of this on the local economy.

Figures from the Spring 2005 LFS shows that, nationally:

- 19% of people (or 6.9 million) are disabled
- 7 million people of working age reported a disability
- Only half of working age disabled people are in employment
- About 45% of disabled people are in the 'economically inactive' category – of which 28% say that they would like to work

Proportion of Non-Disabled and Disabled in the labour market

	<b>Non-Disabled</b>	<b>Disabled</b>
In employment	23,871,969	3,450,982
ILO unemployed	1,257,765	332,437
Economically inactive	4,580,572	3,158,516
Economically inactive who 'would like to work'	1,118,308	906,424
<b>Total</b>	<b>29,710,306</b>	<b>6,941,935</b>

ONS-Labour Force Survey, Spring 2005 (Working Age Population)

Disabled people with mental health problems have the lowest levels of employment (13.3%), followed by people with learning disabilities (26%).

% in employment with impairment

<b>Main impairment</b>	<b>% in employment</b>
Diabetes	67
Difficulty in hearing	59
Skin conditions, allergies	63.3
Chest/breathing problems	62.8
Heart, blood pressure/circulation problems	58.7
Difficulty in seeing	48.5
Stomach, liver, kidney or digestive problems	59.7
Other health problems or disabilities	53.5
Arms or hands	52
Back or neck	48.7
Legs or feet	45.4
Epilepsy	43.6
Speech impediment	19.2
Progressive illness not included elsewhere	42.1
Learning difficulties	25.7
Depression, bad nerves or anxiety	25.8
Mental illness, phobias, panics or other nervous disorders	13.3

ONS-Labour Force Survey, Spring 2005 (Working Age Population)

Bromsgrove has a higher proportion of Disabled people than the West Midlands and England, and data shows that this has increased at a faster rate in Bromsgrove, 10%, compared to 6% for West Midlands and England.

### Benefits Data – Disabled Persons 2002-2007

Period	Bromsgrove %	West Midlands %	England %
February 2007	10	6	6
November 2006	10	6	6
August 2006	9	6	6
May 2006	9	6	6
February 2006	9	6	6
November 2005	9	6	6
August 2005	8	6	6
May 2005	8	6	6
February 2005	8	6	6
November 2004	8	6	6
August 2004	8	6	6
May 2004	8	6	5
February 2004	8	6	5
November 2003	7	5	5
August 2003	7	5	5
May 2003	7	5	5
February 2003	7	5	5
November 2002	7	5	5
August 2002	6	5	5
May 2002	6	5	5

Source: ONS- Neighbourhood Statistics Time Series Data

### Disability Living Allowance claimants –Bromsgrove August 2006

Benefit	Aged 16-24	Aged 25-49	Aged 50-59	Aged 60-69	Aged 70+
Disability living allowance	6%	21%	19%	26%	14%

### Incapacity Benefit Claimants – Bromsgrove February 2007

Benefit	Aged 16-24	Aged 25-49	Aged 50-59	Aged 60+
Incapacity Benefit	7%	42%	36%	15%

Almost two thirds of Disability Living Allowance claimants are aged over 50, 59%. Those aged 25-49 are the highest claimers of Incapacity Benefits.



## 7. Earnings

In the Midlands, the West Midlands show lower average earnings than the East Midlands region.

Median Gross Weekly Pay – full time workers for English regions and highest/lowest (£) (April 2006)

£'s					
English Regions		Unitary Authorities and Districts			
Region	Pay	Highest		Lowest	
Northeast	399.0	Castle Morp	424.00	Berwick-upon Tweed	310.10
Northwest	420.8	Copeland	529.30	Rossendale	327.00
Yorks. & Humber	412.4	North Lincolnshire	450.90	Ryedale	322.70
East Mids.	421.6	Derby	490.10	East Lindsay	322.70
<b>West Mids.</b>	<b>415.5</b>	Solihull	467.90	Bridgenorth	318.90
East	443.9	Three Rivers	628.20	North Norfolk	343.10
London	572.4	City of London	799.20	Bexley	447.20
South East	470.1	Spelthorne	600.00	Arun	324.20
South West	417.0	Sth Gloucs.	476.30	Torridge	297.70
<b>United Kingdom</b>					
<b>£447.1</b>					

Source: National Statistics - Annual Survey of Hours and Earnings (ASHE)

The data shows that Bromsgrove's earnings, although overall compare well within the region and Nationally, a closer look at the data shows some variations.

Earnings by workplace are lower in Bromsgrove than for the Worcestershire region and the West Midlands. However, data for earnings by residence are higher than these averages, placing Bromsgrove at the top of the average earnings league in terms of average earnings, compared to county, district and regional averages. This would indicate that Bromsgrove is an area of lower paid employment, and that the higher earners are commuting to work outside of Bromsgrove.

Average earnings by workplace 2005

Area	Median Earnings (£)		
	Hourly (excluding overtime)	Gross - weekly	Gross – annual
Bromsgrove	£9.24	£379.02	£19,768
Worcestershire	£9.57	£385.00	£20,536
West Midlands	£10.09	£402.5	£21,506
England & Wales	£10.88	£434.3	£23,156

Source : National Statistics Annual Survey of Hours and Earnings (ASHE) 2005

Average earnings by residence 2005

Area	Median Earnings (£)		
	Hourly (excluding overtime)	Gross - weekly	Gross – annual
Bromsgrove	£12.55	£490.9	£25,925
Worcestershire	£10.36	£421.1	£22,539
West Midlands	£10.17	£405.3	£21,646
England & Wales	£10.91	£435.4	£23,200

Source : National Statistics Annual Survey of Hours and Earnings (ASHE) 2005

Average earnings by residence 2005 county and district comparisons

Area	Median Earnings (£)		
	Hourly (excluding overtime)	Gross - weekly	Gross – annual
Bromsgrove	£12.55	£490.9	£25,925
Malvern Hills	£12.19	£481.2	£25,193
Redditch	£10.19	£401.7	£21,482
Worcester City	£10.44	£414.8	£23,014
Wychavon	£9.88	£408.3	£21,996
Wyre Forest	£9.02	£374.4	£19,773
Worcestershire	£10.36	£421.1	£22,539
West Midlands	£10.17	£405.3	£21,646

Source : National Statistics Annual Survey of Hours and Earnings (ASHE) 2005

Average earnings by workplace 2005 county and district comparisons

Area	Median Earnings (£)		
	Hourly (excluding overtime)	Gross - weekly	Gross - annual
Bromsgrove	£9.24	£379.4	£19,768
Malvern Hills	£10.10	£407.8	£20,908
Redditch	£9.80	£386.4	£19,926
Worcester City	£10.38	£408.9	£21,595
Wychavon	£8.62	£372.8	£20,575
Wyre Forest	£8.65	£352.1	£20,250
Worcestershire	£9.57	£385.0	£20,536
West Midlands	£10.09	£402.5	£21,506

Source : National Statistics Annual Survey of Hours and Earnings (ASHE) 2005

Male workers, working in Bromsgrove earn, on average, significantly lower earnings than male workers in the West Midlands or Great Britain. Female workers on the hand, continue to earn more than the West Midlands regional average, although dropping down in comparison to Great Britain. However, closer examination of the trend data shows that the overall both male and female workers have seen a drop in average earning's over the last 3 years. However, Whilst the earnings of male workers have started to recover, the same cannot be said of the earning levels for female workers. Although remaining higher than the West Midlands and Great Britain, between 2003 and 2006, female average earnings have fallen by 12% for women resident in Bromsgrove. These trends are examined in more detail in the section on Gender.

#### Full time weekly earnings by residence 2006

	Median Earnings (£)		
	Bromsgrove	West Midlands	Great Britain
F/T gross weekly pay (Male Workers)	£551.50	£459.50	£490.50
F/TGross Weekly Pay (Female Workers)	£434.30	£360.00	£387.60
Hourly rates (Male Workers)	£13.34	£11.12	£11.91
Hourly rates (Female Workers)	£12.09	£9.61	£10.28

Source: NOMIS (2006) – median earnings

#### Trend Data – Male Workers (Gross Weekly Pay)

	Bromsgrove (£)	W. Midlands (£)	Great Britain (£)
<b>Year</b>			
2002	479.6	407.6	432.0
2003	509.4	417.0	448.0
2004	575.1	431.4	460.7
2005	519.3	444.0	474.5
2006	551.6	459.5	490.5

Source: ONS annual survey of hours and earnings - resident analysis

Trend Data – Female Workers (Gross Weekly Pay)

	<b>Bromsgrove (£)</b>	<b>W. Midlands (£)</b>	<b>Great Britain (£)</b>
<b>Year</b>			
2002	351.7	301.4	331.4
2003	378.8	311.5	344.6
2004	495.7	329.2	356.9
2005	479.8	345.0	372.2
2006	434.3	360.0	387.6
Source: ONS annual survey of hours and earnings - resident analysis			

## 8. Enterprise

VAT based enterprises in Bromsgrove make up over 2% of the West Midlands regional share. The data shows a steady growth in the number of VAT registered enterprises in Bromsgrove from 2005 – 2007.

March 2007

VAT Based Enterprise Units	Number	%
<b>Bromsgrove</b>	<b>3,260</b>	<b>100</b>
<b>Urban Areas</b>	<b>1,715</b>	<b>52.6</b>
<b>Rural Areas</b>	<b>1,545</b>	<b>47.6</b>

Source : National Statistics

By VAT Based enterprise units March 2007

Industry	Total No. in Bromsgrove	% of Bromsgrove	% share of West Mids	Total No. In West Mids.
<b>All</b>	<b>3,260</b>	<b>100</b>	<b>2.3</b>	<b>139,390</b>
Agriculture	185	5.6	0.13	
Production	260	7.9	0.18	
construction	460	14.1	0.33	
Motor Trades	145	4.44	0.10	
Wholesale	200	6.13	0.14	
Retail	300	9.2	0.21	
Hotel & Catering	150	4.60	0.10	
Transport	75	2.30	0.05	
Post & Telecommunications	45	1.38	0.032	
Finance	20	0.61	0.014	
Property & Business Services	1,100	33.7	0.79	
Education	25	0.76	0.017	
Health	30	0.92	0.021	
Public Admin. & Other	250	7.66	0.179	

Source: National Statistics

VAT Based Industries Urban/Rural – Trends 2005-2007

	March 2007		March 2006		March 2005	
	Number	%	Number	%	Number	%
<b>VAT Based Enterprise Units</b>						
<b>Bromsgrove</b>	<b>3,260</b>	<b>100</b>	<b>3,110</b>	<b>100</b>	<b>2,995</b>	<b>100</b>
<b>Urban Areas</b>	<b>1,715</b>	<b>52.6</b>	<b>1,650</b>	<b>53.05</b>	<b>1,625</b>	<b>54.25</b>
<b>Rural Areas</b>	<b>1,545</b>	<b>47.6</b>	<b>1,460</b>	<b>46.9</b>	<b>1,375</b>	<b>45.9</b>

Source: National Statistics

VAT registrations by local authority district

District	Registrations	De-registrations	Stock at start of year	Net Change
	No.	No.	No.	No.
Bromsgrove	310	300	3360	10
Malvern Hills	310	290	3450	20
Redditch	205	215	2215	-10
Worcester	230	250	2350	-20
Wychavon	470	445	5285	25
Wyre Forest	255	270	2945	-15
<b>Total</b>	<b>1780</b>	<b>1770</b>	<b>19605</b>	<b>10</b>

Source: NOMIS 2006

VAT registration by industry

Industry	Registrations		De-registrations		Stock at start of year		Net Change
	No.	%	No.	%	No.	%	No.
Agriculture; fishing	40	2.3	90	5.1	1630	8.3	-50
Mining; energy/water	5	0.3	0	0	10	0.05	5
Manufacturing	95	5.3	460	2.6	1980	10.1	-65
Construction	240	13.5	200	11.3	2265	11.6	40
Wholesale & Retail	335	18.8	310	17.5	4070	20.8	25
Hotel; Restaurant	190	10.7	145	8.5	1170	6	45
Transport; Communication	65	3.6	75	6.2	760	3.9	-10
Finance	10	0.6	15	0.9	175	0.9	-5
Real Estate	670	37.6	615	34.8	5735	29.3	55
Public admin/other	105	5.9	125	7.1	1510	7.7	-20
Education; Health	25	1.4	35	2	300	1.5	-10
<b>Total</b>	<b>1780</b>	<b>100</b>	<b>1770</b>	<b>100</b>	<b>19065</b>	<b>100</b>	<b>10</b>

Source: NOMIS 2006

## 9. Levels of deprivation and indicators of deprivation other than employment

In terms of overall deprivation, the IMD data shows that Bromsgrove is the lowest ranking and the least deprived district in Worcestershire. Bromsgrove has no SOAs in the top 10% of the IMD, or in the top 20% for England. However there are pockets of deprivation within the District and the Local Authority domains. Sidemoor, and particularly the northern part of Sidemoor shows as the most deprived SOA in the District. Crime and barriers to affordable housing and housing services are the two largest contributors to deprivation in Bromsgrove.

<b>Bromsgrove (deprivation domain)</b>	<b>% SOA's in top 10% nationally</b>	<b>% SOA's in top 20% nationally</b>
IMD 2004	0	0
Crime	3.5	8.8
Housing	1.8	5.3

IMD- 2004

Data from recorded crime statistics showed that three wards accounted for 37% of recorded drugs related crimes, St. Johns (15.3%), Charford (12%), and Tardebigge (10.4%). Altogether five wards accounted for almost half of reported crime in Bromsgrove (46.3%)

<b>Ward</b>	<b>% Recorded Crime</b>
St Johns	11.7%
Alvechurch	10.1%
Charford	8.7%
Waseley	8.6%
Slideshow	7.2%
<b>Total</b>	<b>46.3%</b>

source: NOMIS - National Statistics

High levels of deprivation relating to barriers to housing and services are shown in the SOA encompassing the villages of Rowney Green and Holt End.

The most recent available data from the Labour Force Survey is used to provide an overview of the common themes affecting the employment of people and the impact of this on the local economy.

Bromsgrove shows a slightly higher take-up of Incapacity/Severe Disablement Allowances than average take-up of these benefits in the West Midlands, and for England.

**Incapacity Benefit/Severe Disablement Allowance – November 2006**

Receiving Benefits	Bromsgrove (Numbers)	Bromsgrove (%)	W . Midlands (%)	England (%)
<b>Total Persons</b>	2,345			
Incapacity Benefit	2,050			
Severe Disab. Allowance	295			
Claimants aged 16-24	160	7	6	6
Claimants aged 25-49	1,000	43	46	47
Claimants aged 50-59	820	35	34	33
Claimants aged 60+	365	16	13	13

Source: National Statistics (ONS -Neighbourhood Statistics) -Note: figures are rounded to base 5

**Incapacity Benefit/Severe Disablement Allowance – November 2006- BY GENDER**

Receiving Benefits	Bromsgrove (Numbers)	Bromsgrove (%)	W . Midlands (%)	England (%)
<b>Total Persons</b>	2,345			
Male	1,330	57	58	58
Female	1,015	43	42	42

Source: National Statistics (ONS -Neighbourhood Statistics) -Note: figures are rounded to base 5

In line with regional and national trends, more men than women are in receipt of these benefits.

**Incapacity Benefit/Severe Disablement Allowance – November 2006- BY DURATION**

Receiving Benefits	Bromsgrove (Numbers)	Bromsgrove (%)
<b>Total Persons</b>	2,345	
Less than 6 months	230	9.8
6 months – 1 year	135	5.7
1-2 years	210	8.9
<b>2-5 years</b>	<b>460</b>	<b>19.6</b>
5 years and over	1,310	55.8

Source: National Statistics (ONS -Neighbourhood Statistics)- Note: figures are rounded to base 5



Over three-quarters (75.4%) receive Incapacity Benefit/Severe Disablement Allowance for more than 2 years, with just half of all recipients getting these benefits for 5 years or more.

**Income Support Claimants - Period: August 2006**

		Bromsgrove	West Midlands	England
<b>Total (Persons)</b>	<b>Count</b>	<b>1,330</b>	<b>195,640</b>	<b>1,789,930</b>
Claimants Aged 16-24	Count	210	28,420	244,860
Claimants Aged 16-24	%	16	15	14
Claimants Aged 25-49	Count	840	126,330	1,180,520
Claimants Aged 25-49	%	63	65	66
Claimants Aged 50-59	Count	280	40,860	364,360
Claimants Aged 50-59	%	21	21	20
Claimants Aged 60+	Count	0	20	170
Claimants Aged 60 +	%	0	0	0
Males	Count	480	68,890	635,110
Males	%	36	35	35
Females	Count	850	126,750	1,154,820
Females	%	64	65	65
Claim Duration Less Than 6 Months	Count	180	22,810	210,560
Claim Duration 6 Months-1 Year	Count	120	15,680	145,480
Claim Duration 1-2 Years	Count	170	23,860	215,200
Claim Duration 2-5 Years	Count	280	46,610	424,680
Claim Duration 5 Years +	Count	570	86,670	793,990
Single	Count	1,150	166,750	1,560,470
Single	%	86	85	87
Couple	Count	170	28,880	229,170
Working Age Statistical Group; Incapacity Benefits	Count	760	104,740	980,580
Working Age Statistical Group; Incapacity Benefits	%	57	54	55
Working Age Statistical Group; Lone Parent	Count	460	75,430	677,080
Working Age Statistical Group; Lone Parent	%	35	39	38
Working Age Statistical Group; Carers and Others	Count	110	15,470	132,260
Working Age Statistical Group; Carers and Others	%	8	8	7

Notes : rounded to base of 5 to protect small counts. Source National Statistics

Housing Benefit/Council Tax Benefit Claimants – August 2005

	Bromsgrove Nos.	%	West Midlands Nos.	%	England Nos.	%
<b>All claimants of Housing Benefit/Council Tax</b>	<b>4,560</b>	<b>100%</b>	<b>518,265</b>	<b>100%</b>	<b>4,540,015</b>	<b>100%</b>
Male claimants	1,850	40.5	207,380	40.0	1,795,990	39.5
Female Claimants	2,690	58.9	280,250	54.0	2,591,140	57.0
Gender unknown	15	0.32	30,630	5.9	152,885	3.36
Claimants Age 16-59	1,685	36.9	251,595	48.5	2,352,195	51.8
Claimants Age 60 +	2,875	63.0	266,670	51.4	2,187,825	48.1
Single claimants	3,360	73.6	386,985	74.6	3,499,530	77.0
Couple claims	1,200	26.3	131,275	25.3	1,040,485	22.9

Source: National Statistics

## JOB SEEKERS ALLOWANCE

The latest data for Job-Seekers Allowance (JSA) shows that overall Bromsgrove has lower take-up of JSA. The largest groups of claimants are men, and those in the 25-49 age group. The latest figures show a higher proportion of those claiming for up to six months, than is the case for the region and for the average UK count (at June 2007). When broken down by ethnicity, the available data shows that 3.2% of the non-White groups claim JSA. This shows that in proportion to their overall numbers, a much higher percentage of people from Minority Ethnic communities are receiving JSA. This figure could be potentially even higher, if the ethnic backgrounds of those that did not disclose this information was known.

### Total Job Seekers Allowance Claimants – June 2007

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>All People</b>	983	1.8	3.1	2.3
Males	729	2.5	4.4	3.2
Females	254	1.0	1.7	1.3

Source: ONS claimant count with rates and proportions

Note: % is a proportion of resident working age people

Total Job Seekers Allowance Claimants – June 2007

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>By Age</b>				
18-24	270	27.4	29.8	29.4
25-49	485	49.4	53.3	53.0
Aged 50+	210	21.3	16.0	16.4
Source: ONS claimant count by age Note: % is a proportion of all JSA claimants				

Total Job Seekers Allowance Claimants – June 2007

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
<b>By Duration</b>				
Up to 6 months	665	68.3	58.7	64.5
Over 6 and up to 12 months	160	16.3	20.1	18.5
Over 12 months	150	15.5	21.1	17.0
Source: ONS data – claimant count (% is a proportion of all JSA claimants)				

Job Seekers Allowance – by ethnicity (April 06-March 07)

<b>By Ethnicity</b>		Bromsgrove	West Mids.	England
White	No.	1,030	74,075	567,425
Mixed	No.	15	2,250	13,170
Black or Black British	No.	20	7,955	58,260
Asian or Asian British	No.	5	12,725	53,080
Chinese or Other	No.	5	2,770	22,525
Unknown	No.	10	1,880	11,440
Not disclosed	No.	45	8,145	64,565

Source: National Statistics

Key Benefits Claimed – November 2006

	Bromsgrove (Numbers)	Bromsgrove (%)	W. Midlands (%)	Great Britain (%)
	4,750	8.7	16.0	14.6
Job Seekers Allowance	820	1.5	3.3	2.5
Incapacity Benefits	2,300	4.2	7.3	7.3
Lone Parents	440	0.8	2.3	2.1
Carers	440	0.8	1.2	1.0
Other – Income Related	160	0.3	0.5	0.4
Disabled	450	0.8	1.0	0.9
Bereaved	140	0.3	0.3	0.3

Source: DWP benefit claimants – working age client group  
(% is a proportion of resident working age population)

Job Seeker Allowance Claimants, By Ward – August 2007

Ward	%Male claimants	%Female Claimants	Total Ward %
Alvechurch	1.0	0.7	0.9
Beacon	1.2	1.0	1.1
Catshill	1.9	1.1	1.5
Charford	4.9	1.5	3.2
Drakes Cross and Walkers Heath	2.3	0.5	1.4
Furlongs	1.0	0.4	0.7
Hagley	1.5	0.3	1.0
Hillside	1.3	0.4	0.8
Hollywood and Majors Green Ward	1.5	0.8	1.1
Linthurst	0.4	#	0.4
Marlbrook	1.1	0.4	0.7
Norton	1.3	0.6	1.0
Sidemoor	2.7	1.4	2.1
Slideslow	1.0	1.4	1.2
St Johns	2.2	1.4	1.8
Stoke Heath	0.7	0.8	0.7
Stoke Prior	2.6	0.7	1.7
Tardebigge	0.8	0.8	0.8
Uffdown	2.0	1.0	1.5
Waseley	2.5	1.3	1.9
Whitford	1.5	1.1	1.3
Woodvale	1.1	0.5	0.8
Wythall South Ward	0.9	#	0.6

% show no. of JSA claimants as a proportion of resident working age population  
Source DWP 2007

## Life expectancy

### **West Midlands – life expectancy at birth and at age 65/selected regions**

Region	Males		Females	
	Life expectancy at Birth (years)	Life Expectancy at age 65 (additional years)	Life expectancy at Birth (years)	Life Expectancy at age 65 (additional years)
<b>Birmingham</b>	<b>75.2</b>	<b>16.3</b>	<b>80.5</b>	<b>19.6</b>
<b>Bromsgrove</b>	<b>78.6</b>	<b>17.4</b>	<b>81.3</b>	<b>19.6</b>
<b>Malvern Hills</b>	<b>75.5</b>	<b>17.9</b>	<b>82.0</b>	<b>20.2</b>
<b>Redditch</b>	<b>76.8</b>	<b>16.7</b>	<b>80.3</b>	<b>21.1</b>
<b>Rugby</b>	<b>77.4</b>	<b>17.3</b>	<b>80.8</b>	<b>19.6</b>
<b>Sandwell</b>	<b>74.4</b>	<b>15.8</b>	<b>79.7</b>	<b>18.7</b>
<b>Worcester</b>	<b>77.7</b>	<b>17.8</b>	<b>81.5</b>	<b>19.7</b>
<b>Wychavon</b>	<b>78.8</b>	<b>18.0</b>	<b>83.2</b>	<b>20.9</b>
<b>Wyre Forest</b>	<b>77.7</b>	<b>17.5</b>	<b>81.6</b>	<b>20.0</b>
West Midlands Region	76.6	16.8	81.1	19.7

Source: Health Statistics Quarterly – Winter 2007 (ONS )

## Housing

Those aged over 60, single claimants and women are the highest categories of council tax claimants. This would correspond to Bromsgrove's ageing demographic profile and as well as national and regional ageing populations.

Bromsgrove has much higher proportions of housing stock in the higher council bands F, G, H and I than the average for the West Midlands and England as a whole. On the other hand the availability of housing stock in the lower council tax bands A, B is much less. The Middle range council tax bands C, D and E are again proportionally much higher than regional or national averages. Therefore, although it would appear that Bromsgrove is able to offer a range of mixed housing provision, there is potentially a lack of affordable housing to cater for the needs of the most vulnerable groups. It has already been shown that the income of those living and working in Bromsgrove is lower, than for those that are living in Bromsgrove but working elsewhere.

Overall 3 areas are shown to have much higher than average house prices, Bromsgrove, Malvern Hills and Wychavon. For Bromsgrove this reflects the proportion of housing in the higher council tax bands.

### Housing Benefit/Council Tax Benefit Claimants Period: Aug05

	No.	Bromsgrove	West Midlands	England
All Claimants of Housing Benefit/Council Tax Benefit	Count	4,560	518,265	4,540,015
Male	Count	1,850	207,380	1,795,990
Female	Count	2,690	280,250	2,591,140
Gender Not Specified	Count	15	30,630	152,885
Aged 16-59	Count	1,685	251,595	2,352,195
Aged 60 and Over	Count	2,875	266,670	2,187,825
Single claimants	Count	3,360	386,985	3,499,530
Couples	Count	1,200	131,275	1,040,485

Source: DWP

### Dwelling Stock by Council Tax Band Period: Mar06

		Bromsgrove	West Midlands	England
Dwelling Stock by Council Tax Band; Total	Count	38,226	2,299,484	22,082,364
Dwelling Stock by Council Tax Band; Band A	Count	3,172	731,450	5,584,166
Dwelling Stock by Council Tax Band; Band A (Dwellings)	%	8.30	31.81	25.29
Dwelling Stock by Council Tax Band; Band B	Count	6,830	573,742	4,261,483
Dwelling Stock by Council Tax Band; Band B	%	17.87	24.95	19.30
Dwelling Stock by Council Tax Band; Band C	Count	8,313	439,958	4,771,726
Dwelling Stock by Council Tax Band; Band C	%	21.75	19.13	21.61
Dwelling Stock by Council Tax Band; Band D	Count	7,354	251,714	3,353,702
Dwelling Stock by Council Tax Band; Band D	%	19.24	10.95	15.19
Dwelling Stock by Council Tax Band; Band E	Count	6,418	158,601	2,092,847
Dwelling Stock by Council Tax Band; Band E	%	16.79	6.90	9.48
Dwelling Stock by Council Tax Band; Band F	Count	3,289	86,075	1,106,315
Dwelling Stock by Council Tax Band; Band F	%	8.60	3.74	5.01
Dwelling Stock by Council Tax Band; Band G	Count	2,548	52,785	788,626
Dwelling Stock by Council Tax Band; Band G	%	6.67	2.30	3.57
Dwelling Stock by Council Tax Band; Band H	Count	302	5,156	123,492
Dwelling Stock by Council Tax Band; Band H	%	0.79	0.22	0.56
Dwelling Stock by Council Tax Band; Band I	Count	0	3	7
Dwelling Stock by Council Tax Band; Band I	%	0.00	0.00	0.00

Source: Land Registry 2006

## House Prices: Bromsgrove and Regional

Authority Area	House/Dwelling Type				Overall average price
	Detached	Semi-detached	Terraced	Flat/Maisonette	
Bromsgrove	£294,973	£200,758	£166,127	£119,791	£210,734
Malvern Hills	£316,599	£201,296	£163,680	£147,868	£237,014
Redditch	£250,017	£155,726	£121,313	£100,433	£157,007
Worcester City	£251,552	£169,944	£148,813	£126,980	£174,636
Wychavon	£312,442	£197,737	£150,626	£143,629	£223,336
Wyre Forest	£256,678	£151,610	£131,053	£115,883	£167,227
<b>Worcestershire</b>	<b>£282,795</b>	<b>£177,028</b>	<b>£143,756</b>	<b>£124,562</b>	<b>£190,916</b>

Source: Land Registry 2006

## 11. Skill and Qualifications

### EDUCATIONAL ATTAINMENT OF SCHOOL LEAVERS UP-TO A LEVEL

For a number of years now the trends have shown an increase in the achievement levels of schools at GCSE and A levels in English schools.

Revised data for 2006 shows that in maintained schools 57.5% of pupils achieved 5 or more GCSE or equivalent at grades A\* to C, and that over 90% of pupils achieved 5 or more GCSE or equivalent at grades A\*-G.

The population of Bromsgrove with qualifications of NVQ4 and above are higher than for the West Midlands as a whole and Great Britain, as shown below:

### Qualifications (Jan 2005 to Dec 2005)

QUALIFICATION LEVEL	BROMSGROVE (NUMBERS)	BROMSGROVE (%)	WEST MIDLANDS (%)	GREAT BRITAIN (%)
NVQ4 and above	16,800	32	23	26.5
NVQ3 and above	24,900	47	39.9	44.4
NVQ2 and above	34,700	65.5	59.6	62.9
NVQ1 and above	43,600	82.5	74.1	77.2
Other qualifications	Unknown	Unknown	8.0	8.4
No qualifications	6,700	12.8	17.7	14.3

Source: NOMIS (ONS) Annual Population Survey

### Qualifications (Jan 2006 to Dec 2006)

QUALIFICATION LEVEL	BROMSGROVE (NUMBERS)	BROMSGROVE (%)	WEST MIDLANDS (%)	GREAT BRITAIN (%)
NVQ4 and above	19,000	35.8	23.9	27.4
NVQ3 and above	29,200	54.9	41.1	45.3
NVQ2 and above	38,600	72.7	60.5	63.8
NVQ1 and above	46,100	86.9	74.8	77.7
Other qualifications			7.7	8.5
No qualifications	4,900	9.3	17.5	13.8

Source: NOMIS (ONS) Annual Population Survey

### Key Stage 2 % of pupils achieving Level 4 or above (2006) (DfES)

	English	Maths
Alvechurch Ward	94	87
Beacon Ward	72	48
Catshill Ward	77	75
Furlongs Ward	97	84
Hagley Ward	95	91
Hillside Ward	91	82
Hollywood and Majors Green Ward	72	78
Slideslow Ward	83	74
St Johns Ward	86	73
Uffdown Ward	95	95
Waseley Ward	93	87
Wythall South Ward	91	77
Bromsgrove District	86	78
Malvern Hills District	87	82
Redditch District	77	70
Worcester District	77	76
Wychavon District	80	74
Wyre Forest District	78	73
Worcestershire Local Authority	81	75
West Midlands Region	78	74
England	79	76



### GCSE Results 2006 (DfES)

	% with 5+ A* - C	% with 5+ A* - G	% with any passes
Bromsgrove District	61.4	92	98.3
Malvern Hills District	62.2	93.2	97.9
Redditch District	50.7	87.5	96.4
Worcester District	55.1	89.3	96.6
Wychavon District	63.7	95	98.8
Wyre Forest District	51.8	88.2	97.2
Worcestershire Local Authority	57.6	91.1	97.6
West Midlands Region	56.4	90.5	97.4
England	59.2	90.5	97.8

### A Level Average Points Score 2006 (DfES)

Worcester Local Authority	278.5
West Midlands Region	270.7
England	289.5

	% achieving 5+ A* - C	% achieving 5+ A* - G	% achieving any passes
	<b>2006</b>	<b>2006</b>	<b>2006</b>
Hereford	61.8	93.1	98.3
Bromsgrove	61.4	92	98.3
Malvern Hills	62.2	93.2	97.9
Redditch	50.7	87.5	96.4
Worcester	55.1	89.3	96.6
Wychavon	63.7	95	98.8
Wyre Forest	51.8	88.2	97.2
Worcestershire	57.6	91.1	97.6
<b>West Midlands</b>	56.4	90.5	97.4
<b>England</b>	59.2	90.5	97.8

Pupils at the end of Key stage 4 -DfES 2006

Numbers of Full Time Entrants (18 – 20) to Higher Education 2005/ 06, by Ward and Area (DfES)

	<b>Number</b>
Alvechurch Ward	30
Beacon Ward	20
Catshill Ward	30
Charford Ward	15
Drakes Cross and Walkers Heath Ward	35
Furlongs Ward	40
Hagley Ward	35
Hillside Ward	40
Hollywood and Majors Green Ward	25
Linthurst Ward	20
Marlbrook Ward	20
Norton Ward	35
Sidemoor Ward	5
Slideslow Ward	25
St Johns Ward	20
Stoke Heath Ward	15
Stoke Prior Ward	10
Tardebigge Ward	15
Uffdown Ward	10
Waseley Ward	20
Whitford Ward	25
Woodvale Ward	5
Wythall South Ward	20
<b>Bromsgrove District (TOTAL)</b>	<b>520</b>
Malvern Hills District	440
Redditch	290
Worcester District	380
Wychavon District	625
Wyre Forest District	405
Worcestershire Local Authority	2670
West Midlands Region	24540
England	235160

No. of Higher Education Entrants aged 18 -20 : (By Constituency and Districts )

	Full Time Entrants			Part Time Entrants		
	1999-2000	2005 - 2006	Difference	1999-2000	2005 - 2006	Difference
<b>CONSTITUENCY</b>						
Bromsgrove	435	520	85	15	5	-10
Mid Worcs.	390	500	95	15	5	-10
Redditch	320	300	-20	5	5	0
West Worcs.	470	535	65	5	10	5
Wyre Forest	345	390	45	5	10	5
<b>DISTRICTS</b>						
Bromsgrove	435	520	85	15	5	-10
Worcester	315	380	65	5	15	10
Malvern Hills	400	440	40	5	10	5
Redditch	300	290	-10	5	5	0
Wychavon	520	625	105	15	5	-10
Wyre Forest	360	405	45			
<b>REGIONAL/NATIONAL</b>						
<b>Worcestershire LA</b>	2,325	2,670	345	50	50	0
<b>West Midlands</b>	21,015	24,540	3,525	910	710	200
<b>England</b>	198,970	235,160	36,190	6,345	7,085	740

Department for Children School & Families : Higher Education Institutions (2006 summary)

**National Curriculum Assessments at Key Stage 2 by Ethnic Group  
Period: September 2005 – August 2006**

		Bromsgrove	West Midlands	England
All Pupils Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	1,047	64,505	594,341
All Pupils Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	88	79	79
All Pupils Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	80	74	76
All Pupils Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	92	86	87
Pupils of White Origin Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	972	50,836	474,854
Pupils of White Origin Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	88	80	80
Pupils of White Origin Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	80	76	76
Pupils of White Origin Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	92	88	88
Pupils of Mixed Origin Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	27	2,357	18,081
Pupils of Mixed Origin Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	x	79	81
Pupils of Mixed Origin Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	81	73	76
Pupils of Mixed Origin Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	x	86	87
Pupils of Asian Origin Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	14	7,824	41,622
Pupils of Asian Origin Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	100	75	76
Pupils of Asian Origin Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	x	70	72
Pupils of Asian Origin Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	x	79	80
Pupils of Black Origin Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	7	2,198	24,491
Pupils of Black Origin Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	x	70	72
Pupils of Black Origin Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	x	62	63
Pupils of Black Origin Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	100	79	77
Pupils of Chinese Origin Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	3	167	2,019
Pupils of Chinese Origin Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	100	86	86
Pupils of Chinese Origin Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	100	92	92
Pupils of Chinese Origin Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	100	89	91
Pupils of Other Ethnic Origin Eligible for KS2 Assessment (Persons) <sup>1 2</sup>	Count	4	439	5,594
Pupils of Other Ethnic Origin Achieving Level 4+; in English (Persons) <sup>1 2</sup>	%	x	64	69
Pupils of Other Ethnic Origin Achieving Level 4+; in Mathematics (Persons) <sup>1 2</sup>	%	x	67	70
Pupils of Other Ethnic Origin Achieving Level 4+; in Science (Persons) <sup>1 2</sup>	%	x	76	76

Source: ONS National Statistics X = nos. too small/no data

**Distribution of Ethnic Minority pupils aged 5-16 across Government Office Regions – Jan. 2006**

<b>Region</b>	<b>Primary School (%)</b>	<b>Secondary School (%)</b>
North East	1.4	1.3
North West	9.1	7.9
Yorkshire and Humber	7.9	7.6
East Midlands	5.9	6.4
<b>West Midlands</b>	<b>12.9</b>	<b>13.2</b>
East of England	7.2	7.9
Inner London	19.3	17.2
Outer London	23.2	25.1
South East	9.8	10.2
South West	3.3	3.2
Total	100	100

**Source: Department for Educational and Skills, Maintained Primary and Secondary Schools across England (Reported January 2006)**

After London the highest proportion of EM school children in England are in the West Midlands Region.

## 12. Ward Level Data

There are 23 Wards in Bromsgrove District. This section provides a picture of each of the Wards in relation to key demographic, economic and other data. Currently the availability of data at a smaller local level is based on the 2001 census data.

### Demography by Ward (2001 Census Data)

#### ALVECHURCH

Category (origin)	Alvechurch		Bromsgrove	
	numbers	%	numbers	%
All People	6,260		87,837	
All White		98.43		97.85
White British		96.41		95.75
White Irish		0.94		1.01
White Other		1.09		1.09
Asian or Asian British - all		0.37		0.74
Asian – Indian		0.32		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.05		0.08
Black or Black British- all		0.21		0.34
Black – Caribbean		0.11		0.25
Black - African		0.5		0.06
Black - Other		0.5		0.03
Chinese or other Ethnic Group		0.21		0.11

#### BEACON

Category (origin)	Beacon		Bromsgrove	
	numbers	%	numbers	%
All People	2,146		87,837	
All White		98.65		97.85
White British		95.62		95.75
White Irish		1.96		1.01
White Other		0.98		1.09
Asian or Asian British - all		0.37		0.74
Asian – Indian		0.37		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.56		0.34
Black – Caribbean		0.33		0.25
Black - African		0.23		0.06
Black - Other		0.0		0.03
Chinese or other Ethnic Group		0.14		0.11

## CATSHILL

Category (origin)	Catshill		Bromsgrove	
	numbers	%	numbers	%
All People	4,426		87,837	
All White		97.90		97.85
White British		96.66		95.75
White Irish		0.63		1.01
White Other		0.61		1.09
Asian or Asian British - all		0.47		0.74
Asian – Indian		0.38		0.56
Asian - Pakistani		0.09		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.32		0.34
Black – Caribbean		0.25		0.25
Black - African		0.0		0.06
Black - Other		0.07		0.03
Chinese or other Ethnic Group		0.25		0.11

## CHARFORD

Category (origin)	Charford		Bromsgrove	
	numbers	%	numbers	%
All People	5,173		87,837	
All White		98.53		97.85
White British		96.48		95.75
White Irish		0.87		1.01
White Other		1.18		1.09
Asian or Asian British - all		0.62		0.74
Asian – Indian		0.31		0.56
Asian - Pakistani		0.25		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.6		0.08
Black or Black British- all		0.14		0.34
Black – Caribbean		0.14		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese or other Ethnic Group		0.06		0.11

## DRAKES CROSS

Category (origin)	Drakes Cross/Walkers Heath		Bromsgrove	
	numbers	%	numbers	%
All People	4,835		87,837	
All White		96.94		97.85
White British		94.06		95.75
White Irish		1.90		1.01
White Other		0.97		1.09
Asian or Asian British - all		1.22		0.74
Asian – Indian		1.05		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.17		0.08
Black or Black British- all		0.70		0.34
Black – Caribbean		0.64		0.25
Black - African		0.06		0.06
Black - Other		0.0		0.03
Chinese or other Ethnic Group		0.08		0.11

## FURLONGS

Category (origin)	Furlongs		Bromsgrove	
	numbers	%	numbers	%
All People	4,123		87,837	
All White		98.64		97.85
White British		96.94		95.75
White Irish		0.44		1.01
White Other		1.26		1.09
Asian or Asian British - all		0.73		0.74
Asian – Indian		0.58		0.56
Asian - Pakistani		0.15		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.17		0.34
Black – Caribbean		0.07		0.25
Black - African		0.0		0.06
Black - Other		0.10		0.03
Chinese		0.0		0.11



**HAGLEY**

Category (origin)	Hagley		Bromsgrove	
	numbers	%	numbers	%
All People	4,286		87,837	
All White		97.99		97.85
White British		95.87		95.75
White Irish		0.79		1.01
White Other		1.33		1.09
Asian or Asian British - all		0.89		0.74
Asian – Indian		0.75		0.56
Asian - Pakistani		0.7		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.7		0.08
Black or Black British- all		0.35		0.34
Black – Caribbean		0.09		0.25
Black - African		0.26		0.06
Black - Other		0.0		0.03
Chinese		0.19		0.11

**HILLSIDE**

Category (origin)	Hillside		Bromsgrove	
	numbers	%	numbers	%
All People	4,652		87,837	
All White		96.86		97.85
White British		93.92		95.75
White Irish		0.88		1.01
White Other		2.06		1.09
Asian or Asian British - all		0.86		0.74
Asian – Indian		0.64		0.56
Asian - Pakistani		0.06		0.09
Asian – Bangladeshi		0.06		0.01
Asian - Other		0.09		0.08
Black or Black British- all		0.34		0.34
Black – Caribbean		0.21		0.25
Black - African		0.13		0.06
Black - Other		0.0		0.03
Chinese		0.47		0.11

### HOLLY AND MAJORS GREEN

Category (origin)	Holly/Majors Green		Bromsgrove	
	numbers	%	numbers	%
All People	4,275		87,837	
All White		97.82		97.85
White British		95.18		95.75
White Irish		2.04		1.01
White Other		0.61		1.09
Asian or Asian British - all		1.36		0.74
Asian – Indian		0.94		0.56
Asian - Pakistani		0.26		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.16		0.08
Black or Black British- all		0.26		0.34
Black – Caribbean		0.26		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.0		0.11

### LINTHURST

Category (origin)	Linthurst		Bromsgrove	
	numbers	%	numbers	%
All People	2,353		87,837	
All White		95.96		97.85
White British		92.99		95.75
White Irish		1.44		1.01
White Other		1.53		1.09
Asian or Asian British - all		1.49		0.74
Asian – Indian		1.19		0.56
Asian - Pakistani		0.13		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.17		0.08
Black or Black British- all		0.55		0.34
Black – Caribbean		0.21		0.25
Black - African		0.21		0.06
Black - Other		0.13		0.03
Chinese		0.55		0.11

**MARLBROOK**

Category (origin)	Marlbrook		Bromsgrove	
	numbers	%	numbers	%
All People	4,221		87,837	
All White		98.44		97.85
White British		96.56		95.75
White Irish		1.04		1.01
White Other		0.83		1.09
Asian or Asian British - all		0.54		0.74
Asian – Indian		0.36		0.56
Asian - Pakistani		0.07		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.12		0.08
Black or Black British- all		0.14		0.34
Black – Caribbean		0.07		0.25
Black - African		0.07		0.06
Black - Other		0.0		0.03
Chinese		0.07		0.11

**NORTON**

Category (origin)	Norton		Bromsgrove	
	numbers	%	numbers	%
All People	4,526		87,837	
All White		96.84		97.85
White British		94.92		95.75
White Irish		0.93		1.01
White Other		0.99		1.09
Asian or Asian British - all		1.13		0.74
Asian – Indian		0.82		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.07		0.01
Asian - Other		0.24		0.08
Black or Black British- all		0.40		0.34
Black – Caribbean		0.40		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.50		0.11

**SIDEMOOR**

Category (origin)	Sidemoor		Bromsgrove	
	numbers	%	numbers	%
All People	4,974		87,837	
All White		98.41		97.85
White British		96.30		95.75
White Irish		0.92		1.01
White Other		1.19		1.09
Asian or Asian British - all		0.68		0.74
Asian – Indian		0.42		0.56
Asian - Pakistani		0.06		0.09
Asian – Bangladeshi		0.06		0.01
Asian - Other		0.14		0.08
Black or Black British- all		0.20		0.34
Black – Caribbean		0.08		0.25
Black - African		0.06		0.06
Black - Other		0.06		0.03
Chinese		0.10		0.11

**SLIDESLOW**

Category (origin)	Slideslow		Bromsgrove	
	numbers	%	numbers	%
All People	3,469		87,837	
All White		97.92		97.85
White British		95.14		95.75
White Irish		0.58		1.01
White Other		1.21		1.09
Asian or Asian British - all		0.43		0.74
Asian – Indian		0.43		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.26		0.34
Black – Caribbean		0.17		0.25
Black - African		0.0		0.06
Black - Other		0.09		0.03
Chinese		0.61		0.11

## ST JOHNS

Category (origin)	St. Johns		Bromsgrove	
	numbers	%	numbers	%
All People	4,475		87,837	
All White		98.61		97.85
White British		96.60		95.75
White Irish		0.76		1.01
White Other		1.25		1.09
Asian or Asian British - all		0.18		0.74
Asian – Indian		0.18		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.34		0.34
Black – Caribbean		0.27		0.25
Black - African		0.07		0.06
Black - Other		0.0		0.03
Chinese		0.13		0.11

## STOKE HEATH

Category (origin)	Stoke Heath		Bromsgrove	
	numbers	%	numbers	%
All People	2,550		87,837	
All White		97.02		97.85
White British		95.18		95.75
White Irish		0.55		1.01
White Other		1.33		1.09
Asian or Asian British - all		0.5		0.74
Asian – Indian		0.38		0.56
Asian - Pakistani		0.12		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.47		0.34
Black – Caribbean		0.47		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.47		0.11

### STOKE PRIOR

Category (origin)	Stoke Prior		Bromsgrove	
	numbers	%	numbers	%
All People	2,009		87,837	
All White		99.05		97.85
White British		97.41		95.75
White Irish		0.55		1.01
White Other		1.10		1.09
Asian or Asian British - all		0.20		0.74
Asian – Indian		0.20		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.15		0.34
Black – Caribbean		0.15		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.0		0.11

### TARDBIGGE

Category (origin)	Tardbigge		Bromsgrove	
	numbers	%	numbers	%
All People	3,040		87,837	
All White		94.57		97.85
White British		92.30		95.75
White Irish		1.12		1.01
White Other		1.15		1.09
Asian or Asian British - all		1.91		0.74
Asian – Indian		1.12		0.56
Asian - Pakistani		0.79		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		1.55		0.34
Black – Caribbean		1.18		0.25
Black - African		0.13		0.06
Black - Other		0.23		0.03
Chinese		0.13		0.11

**UFFDOWN**

Category (origin)	Uffdown		Bromsgrove	
	numbers	%	numbers	%
All People	2,280		87,837	
All White		97.46		97.85
White British		95.13		95.75
White Irish		1.01		1.01
White Other		1.32		1.09
Asian or Asian British - all		1.27		0.74
Asian – Indian		1.27		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.22		0.34
Black – Caribbean		0.22		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.0		0.11

**WASELEY**

Category (origin)	Waseley		Bromsgrove	
	numbers	%	numbers	%
All People	4,455		87,837	
All White		98.18		97.85
White British		96.32		95.75
White Irish		1.21		1.01
White Other		0.65		1.09
Asian or Asian British - all		0.34		0.74
Asian – Indian		0.34		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.40		0.34
Black – Caribbean		0.40		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.09		0.11

**WHITFORD**

Category (origin)	Whitford		Bromsgrove	
	numbers	%	numbers	%
All People	5,017		87,837	
All White		98.41		97.85
White British		96.89		95.75
White Irish		0.74		1.01
White Other		0.78		1.09
Asian or Asian British - all		0.22		0.74
Asian – Indian		0.16		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.06		0.08
Black or Black British- all		0.24		0.34
Black – Caribbean		0.18		0.25
Black - African		0.06		0.06
Black - Other		0.0		0.03
Chinese		0.10		0.11

**WOODVALE**

Category (origin)	Woodvale		Bromsgrove	
	numbers	%	numbers	%
All People	2,046		87,837	
All White		99.02		97.85
White British		97.21		95.75
White Irish		0.73		1.01
White Other		1.08		1.09
Asian or Asian British - all		0.68		0.74
Asian – Indian		0.68		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.0		0.34
Black – Caribbean		0.0		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.0		0.11



## WYTHALL SOUTH

Category (origin)	Wythall South		Bromsgrove	
	numbers	%	numbers	%
All People	2,257		87,837	
All White		97.56		97.85
White British		95.39		95.75
White Irish		1.42		1.01
White Other		0.75		1.09
Asian or Asian British - all		0.97		0.74
Asian – Indian		0.97		0.56
Asian - Pakistani		0.0		0.09
Asian – Bangladeshi		0.0		0.01
Asian - Other		0.0		0.08
Black or Black British- all		0.0		0.34
Black – Caribbean		0.0		0.25
Black - African		0.0		0.06
Black - Other		0.0		0.03
Chinese		0.53		0.11

Available data from the 2001 Census shows that, overall the population of Bromsgrove is predominantly made up of people from White ethnic group categories. Ward comparisons show that the highest proportions of people from minority ethnic groups, of 4% or more are shown in the Wards of Beacon, Hillside, Hollywood & Majors Green, Linthurst and Tardebigge. Tardebigge is the only ward showing a higher proportion of people from Black and Asian groups, than other Minority groups. However, it is likely that these numbers have changed and research should be carried out to determine the levels of Minority Ethnic groups at a local ward level.

2001 Census data – % Minority Ethnic groups by Ward

Ward	% White Irish and White other	%Black and Asian*	Total BME
Alvechurch	2.03	0.79	2.82
Beacon	2.94	1.07	4.01
Catshill	1.24	1.04	2.28
Charford	2.05	0.82	2.87
Drakes Cross and Walkers Heath	2.87	2.0	4.87
Furlongs	1.7	0.09	1.79
Hagley	2.12	1.43	3.55
Hillside	2.94	1.67	4.61
Hollywood and Majors Green	2.65	1.62	4.27
Linthurst	2.97	2.59	5.56
Marlbrook	1.87	0.85	2.72
Norton	1.92	2.03	3.95
Sidemoor	2.11	0.98	3.09
Slideslow	1.79	1.3	3.09
St Johns	2.01	0.65	2.66
Stoke Heath	1.88	1.44	3.32
Stoke Prior	1.65	0.35	2.0
Tardebigge	2.27	3.59	5.86
Uffdown	2.33	1.49	3.82
Waseley	1.86	0.83	2.69
Whitford	1.52	0.56	2.08
Woodvale	1.81	0	1.81
Wythall South Ward	2.17	0.53	2.7
Average	2.12	1.20	3.32

( includes Chinese)

## Benefit Take up by Ward –

% of Job Seeker Allowance Claimants, By Age and by Ward – October 2007

Ward	Age 18-24	Age 25-49	Age 50+
%			
Alvechurch	18.2%	57.6%	24.2%
Beacon	30.0%	50.0%	20.0%
Catshill	25.0%	47.5%	27.5%
Charford	24.2%	57.9%	17.9%
Drakes Cross and Walkers Heath	24.3%	62.2%	13.5%
Furlongs	30.8%	38.5%	30.8%
Hagley	42.1%	26.3%	31.6%
Hillside	29.2%	62.5%	8.3%
Hollywood and Majors Green Ward	33.3%	37.5%	25.0%
Linthurst	57.1%	28.6%	14.3%
Marlbrook	29.2%	45.8%	25.0%
Norton	33.3%	47.6%	19.0%
Sidemoor	26.0%	44.0%	26.0%
Slideslow	19.0%	47.6%	33.3%
St Johns	19.5%	56.1%	24.4%
Stoke Heath	33.3%	66.7%	0.0%
Stoke Prior	36.4%	40.9%	22.7%
Tardebigge	5.9%	41.2%	27.7%
Uffdown	25.0%	25.0%	50.0%
Waseley	40.4%	40.4%	19.1%
Whitford	35.3%	49.0%	15.7%
Woodvale	30.0%	40.0%	30.0%
Wythall South	20.0%	70.0%	10.0%

% show no. of JSA claimants as a proportion of resident working age population  
Source NOMIS (DWP) 2007

Wards show significant variations by age of claimants. Three wards Hagley, Linthurst and Waseley show that over 40% of JSA claimants are under 25 years of age. Linthurst shows that almost 60% of those claiming JSA are aged under 25. Other Wards show much higher levels of claimants from the 25-49 age groups, with Wythall South showing 70% of claimants in this age group. Uffdown ward has the highest level of claimants for JSA aged over 50+ (50%).

## **Summary and Conclusions**

### **Note: Further research and data analysis.**

There is a range of available data for the West Midlands and for the Worcester regions. Much research has been carried by the individual local authorities and by agencies in the area, such as Advantage West Midlands, Learning and Skills Council, and the West Midlands Observatory. Together with national sources these generally enable a good picture to be built up of the key issues and priorities for Bromsgrove District Council, and these are presented in this report.

However, there are a number of significant gaps, which could impact on a number of areas. For example, the reliance on data from the 2001 Census, and for example, the Household Survey (2004) is much more problematic when applied to smaller districts and at Ward levels. This has been particularly so for a number of areas, including Ethnic Minority groups, migration and changes in demography. In some cases the numbers are too small and do not feature in larger scale research. It is important therefore to supplement general data with more localized information in order to gauge the level of target setting and management of resources required to meet local needs.

There are a number of solutions suggested to overcome this:

- At a regional level, Bromsgrove District Council may wish to engage in collaborative and/or partnership working with other authorities and organisations that collect and collate regional data, engage in research and surveys, and gauge where data that is specific to Bromsgrove/Bromsgrove Wards can be included.
- In some cases, work will already be ongoing within the authority that will 'add value' to existing national or regional data, for example, consultations, customer surveys, citizens panels. The authority should ensure that these are 'equality proofed' shared and analysed across the authority.
- The authority can carry out targeted research and data collection to determine and meet local needs

In terms of the equality strands, the priority areas for consideration would be the profile of Ethnic minority groups within Bromsgrove. Information also needs to be updated against all six equality strands – and again it suggested that this is achieved through targeted research or consultation either within exiting resources already allocated to research within the District Council, or in collaboration with other partners.

## Summary of findings

### 1. General

Bromsgrove is well placed within the West Midlands to take advantage of what the region as a whole has to offer in terms of economic prosperity and well being. However, there are also a number of negatives at a regional level that impact on this. The region is one that has significant deprivation and disadvantage, declining industrial base and low skills base. Nineteen Local Authority Districts in the West Midlands contain SOAs which feature in the national 10% most deprived areas, of which almost half are in Birmingham.

However, Bromsgrove has remained stable in economic terms, and has managed to overcome some important recent industrial issues, such as the closure of major manufacturing and distribution of motor vehicles. In Bromsgrove the development of the Bromsgrove Technology Park together with other regional developments such as the Malvern Hill Science Park and the new University of Worcester campus provides Bromsgrove with a range of business and educational opportunities.

The proximity of Bromsgrove to Birmingham together with good access to public transport means better opportunities for attracting and meeting local labour demands. However, the lower rates of pay and lack of employment variety in Bromsgrove currently suggests that Bromsgrove is an attractive place in which to live, but that higher skill job opportunities are possibly lacking. Bromsgrove District council is one of the largest employers in Bromsgrove.

In terms of demography, Bromsgrove has generally tended to have a higher proportion of older residents. Population projections shows a growth in the Ethnic Minority Population, which currently is shown to be around 7%. The highest growth projections are for the Asian/Asian British categories, particularly Pakistani and Indian. The projections also show a slight decline in the African Caribbean categories (-1%). Bromsgrove has a higher proportion of disabled people than the West Midlands or UK averages, and the disabled population in Bromsgrove is also growing at a faster rate than for the rest of the West Midlands as a whole.

### 2. Employment and Economic activity

- Economic activity rates in Bromsgrove are significantly higher than the West Midlands or National rates
- Women have the highest economic activity rates within the region and the West Midlands
- Economic inactivity is significantly below National inactivity rates
- There are higher proportions of people employed in managerial and senior and professional occupations than the West Midlands and National averages

- However, the average rates of pay for someone living **and** working in Bromsgrove are lower
- However, there are lower employment rates shown in areas of skilled trades than the West Midlands and Nationally
- The lack of data for Ethnic Minority and Migrant Labour may hide the true activity rates and employment rates for communities living and working in Bromsgrove from a Minority ethnic and migrant background
- Self employment rates are better in Bromsgrove than the West Midlands and Great Britain averages

## 2. Deprivation

- Over one-quarter of West Midlands SOAs are in the lowest quintiles of the IMD 2004. And, 474 SOAs in the West Midlands Region are in the 10% most deprived
- Bromsgrove has the lowest ranking overall, however, data from recorded crime statistics showed that three wards accounted for 37% of recorded drugs related crimes, St. Johns (15.3%), Charford (12%), and Tardebigge (10.4%). Altogether five wards accounted for almost half of reported crime in Bromsgrove (46.3%)
- Housing in Bromsgrove is much more expensive, and a higher proportion of housing stock is in the higher rated council tax bands

## 3. Benefits

- Those aged over 60, women and single claimants are the groups with the highest rates of Housing Benefit take-up
- Overall, Bromsgrove has a lower take up of Job Seekers Allowance (JSA) than for the West Midlands, however, men in the age groups 25-49 have the highest take up in Bromsgrove; and Bromsgrove has a higher proportion of people claiming JSA for six months or longer than both the regional and UK averages
- Two-thirds of those claiming Disability Living Allowance (DLA) are aged over 50. Highest Incapacity Benefit claimants are from the age group 25-49.

## 4. Education and Skills

- Bromsgrove shows good educational attainment of Key Skills across all Ethnic groups

- The proportion of 19 year olds achieving a NVQ level 2 qualification has increased by over seven percentage points since 2005 to just over 72% in 2006.

DRAFT

## Sources of Statistical Information

1. 2001 Census Data (UK National Data Base/Office for National Statistics)
2. UK Office for National Statistics –Local Authority Areas
3. Annual Population Surveys
4. Annual Labour Market Report (ONS)
5. Office for National Statistics - NOMIS – (Area Based/Experimental)
6. Labour Force Survey
7. IMD- 2004
8. Advantage West Midlands – Migrant Workers in the West Midlands (a study, 2007)
9. Learning and Skills Council
10. West Midlands Regional Development Agency
11. Department for Work and Pensions
12. Department for Education and Skills (2006) Maintained Primary and Secondary Schools across England (Reported January 2006)
13. Department for Children & Families (2007)
14. Annual Survey of Hours and Earnings (ASHE 2005)
15. DWP/National Insurance Registrations, Overseas Nationals (NINO)
16. Home Office- Approved Worker Registration Schemes
17. National Immigration Services
18. Health Statistics Quarterly- Winter 2007
19. ONS Claimant Count
20. Worcestershire County Council, Annual County Survey
21. Land Registry 2006
22. West Midlands Economic Strategy (draft 2007)



## Glossary and terms used

**Census** - a count of all people and households, carried out every 10 years on a particular day set aside for this purpose. In England and Wales the Census is planned and carried out by the Office for National Statistics. It is the only survey which provides a detailed picture of the entire population, and is unique because it covers everyone at the same time and asks the same core questions everywhere.

**Indices of Multiple Deprivation (IMD)** - The Indices of Multiple Deprivation are collected by the Department of Communities & Local Government and are used as a means to measure levels of relative deprivation across England. This overall index is made up of seven 'domains of deprivation' which can also be measured separately. (also see Deprivation and Super Output Areas below)

**Deprivation** - There are seven domains of deprivation (Income, Employment, Health and Disability, Education, skills and Training, Barriers to Housing and Services, Crime and the Living Environment). This information allows all Super Output Areas to be ranked according how deprived they are relative to each other. Two separate indices measure income deprivation affecting children; and income deprivation affecting older people.

**Super Output Areas (SOA)** - Data presented for a small geographic area, is called a Super Output Area (or SOA). This typically represents an area of some 1,500 homes

**Social Enterprise** - has an explicit social and/or environmental aims such as job creation, training or the provision of local services. Their ethical values may include a commitment to building skills in local communities. Their profits are principally reinvested to achieve their social objectives.

**Economically active** - The Economically Active Population is the amount of people in employment in a certain area. The economically active population is expressed as a percentage of the total population.

**Ethnic Minority Population/Black and Minority Ethnic Population** - the terms are largely based on the census categories. In the context of this report the definition is used to describe those residents from a non-White and in some cases White Minority groups.

**ONS/NOMIS** - ONS is the official source for data on the UK population and labour market. NOMIS provides detailed data on the labour market from official sources.

**Job Seekers Allowance** - Government benefit for people who are available for and actively looking for (seeking) work.

**Incapacity Benefit** - a weekly benefit payment for people under state pension age who can't work because of a disability or illness.

**Disability Living Allowance** - a tax-free benefit for children and adults who need help with personal care or have walking difficulties because they are physically or mentally disabled.

**Severe Disablement Allowance** - This benefit is paid to someone who has not been able to work for at least 28 weeks in a row because of ill health or disability, and has not paid enough National Insurance contributions to claim Incapacity benefit. Severe Disablement Allowance is now no longer payable to new claimants since 2001. However, those already claiming the benefits can continue do to so.

**Migrant workers** - The term 'migrant workers' is used to describe an overseas national who has the legal right to work in the UK

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## BROMSGROVE DISTRICT COUNCIL

### CABINET

30TH APRIL 2008

#### NEIGHBOURHOOD AREA COMMITTEE EVALUATION

Responsible Portfolio Holder	Cllr Roger Hollingworth, Leader of the Council
Responsible Head of Service	Hugh Bennett, Assistant Chief Executive

#### **1. SUMMARY**

- 1.1 To formally report the evaluation of the two neighbourhood area committee (NACs) pilots and to propose a way forward for year 2.

#### **2. RECOMMENDATIONS**

It is recommended that:

- 2.1 Authority is delegated to the Assistant Chief Executive to prepare a set of core objectives and terms of reference for all Neighbourhood Area Committee (NAC) pilots, the emphasis of which should be:
- to enable the operate the NACs to operate tactically between the strategic role of Bromsgrove Partnership and individual partner agencies but not duplicate the efforts of either, nor the operational and local role of PACT and other community fora
  - to ensure the primacy of elected members of all tiers of local government.
- 2.2 Authority is delegated to the Assistant Chief Executive to undertake an appropriate consultation exercise (to include consultation with Hagley Parish Council, the County Association of Local Councils and the County Council) with a view to rolling out a further pilot NAC in Hagley.
- 2.3 Following that consultation exercise, authority is delegated to the Assistant Chief Executive in consultation with the Leader, to establish a further pilot NAC in Hagley if it is considered appropriate to do so.
- 2.4 Funding for NACs is agreed as follows:
- a. £15,000 for the Alvechurch NAC for the year 2008-9
  - b. £15,000 for the Rubery NAC for the year 2008-9
  - c. £4,000 for the Hagley NAC for the year 2008-9

and authority is delegated to the Assistant Chief Executive to make payments from those funds on receipt of a request from the relevant NAC.

- 2.5 A stakeholder event is held in order to consider the approach to NACs beyond 2008-9.
- 2.6 The Assistant Chief Executive assists all NACs to develop a simple, cost effective form of consulting residents on priorities in order to shape Area Plans.
- 2.7 Each NAC receives senior level officer support and administrative support which will be resourced from the funding identified in recommendation 2.4 above, subject to a further review by the Corporate Management Team of the level of senior officer and administrative support required as NACs are further expanded across the District.

### 3. BACKGROUND

- 3.1 January 2007 Cabinet agreed to establish two NACs in Alvechurch and Rubery. This was in response to the Leader and Leader of the Opposition's concern to devolve more decision-making to local communities and as a response to the then White Paper "Strong and Prosperous Communities".
- 3.2 As part of the pilots, it was agreed to carry out an evaluation. This was undertaken by a consultant funded from the Learning to Deliver Fund and the full report is attached at Appendix 1.
- 3.3 The White Paper has now become the Local Government and Public Involvement in Health Bill (2007). The Bill represents a significant shift in the statutory requirements for local authorities for community engagement. Previously, we had a duty to consult, one of the "4Cs of Best Value", whereas we now have a "duty to involve".
- 3.4 Essentially, we need to move from might be considered "arms length" consultation, to bringing our customers inside the process of Government. The flip side of this coin is that the vast majority of residents do not want to be involved more with the political process (only 20% of residents when surveyed expressed a desire to be more involved). This poses a challenge for us, which is further compounded by a general lack of clarity about the objectives of neighbourhood management. The Local Government Association, has set out ten objectives:-
  - 1. Bring real power close to the people.
  - 2. Devolve power from central Government to local Councils.
  - 3. **Devolve power through local Councils to individuals, communities and local organisations.**
  - 4. **Strengthen local political leadership**
  - 5. Secure efficiently provided local services tailored to individual and local needs.
  - 6. **Steer all community public services to meet priorities agreed with local people.**
  - 7. Transfer key public services and agencies to local democratic control.
  - 8. Reform local taxation.

9. Streamline inspection.
  10. Create an equal partnership between local and central Government.
- 3.5 While there have been some teething problems with the two pilots, there is a general agreement that they have added value, but need increased clarity, to be put on a more formal footing and that we spend more time refining the model before any expansion across the whole District.
  - 3.6 3, 4 and 6 are highlighted above as these are the three objectives, which officers believe the Council should focus on for the three pilots. By providing each NAC with a budget and an opportunity to develop a neighbourhood plan that links into the budget process of the Council and its partners, we are devolving power i.e. money equals power to deliver change.
  - 3.7 Given the relatively low public interest in being involved in political processes and also the change to the Executive/Scrutiny form of local government and creation of “front line” Members, NACs provide an opportunity to strengthen the ward councillor role and to enhance three tier working.
  - 3.8 Finally, ward councillors are uniquely placed to understand what matters to local people. With the increasing focus of Central Government on CPA, CAA and LAAs i.e. big picture, target driven management, the smaller, tactical issues, that residents often want resolved can simply be muscled out by this agenda. NACs provide a forum for ward councillors, interested residents, senior officers and partners to discuss and resolve these issues.
  - 3.9 The consultant who evaluated the pilots has made the following recommendations and the Council’s response is set out in bold; these are in effect, the recommendations to Cabinet.
    - 3.9.1 A set of core objectives and terms of reference needs to be agreed for all NAC pilots. **Response: agreed.**
    - 3.9.2 The emphasis of the NACs should be to operate tactically between the strategic role of Bromsgrove Partnership and individual partner agencies rather than duplicating the effort of either and the operational and local role of PACT and other community fora. **Response: agreed.**
    - 3.9.3 The Council rolls out the pilots to a further two areas, in consultation with local Members and key partners and with a clear commitment to the agreed objectives of the NACs. **Response: Roll out one further pilot in Hagley after up front consultation with our partners that this is an acceptable way forward.**
    - 3.9.4 As different opinions exist about the use of devolved budgets, we recommend that Bromsgrove District Council consider devolution of a small local budget to one of the pilots to enable it to deliver small scale local projects. **Response: provide the two existing pilots in Alvechurch and Rubery with budgets of £15,000**

**each and Hagley with a year one budget of £4,000, as per the first years of Alvechurch and Rubery.**

- 3.9.5 The important role of local members at Parish, District and County Council levels both as key links with their councils and as facilitators of local community action within the NACs needs to be clarified. **Response: ensure the primacy of elected Members (all tiers) is built into the core objectives and terms of reference of the committees.**
- 3.9.6 Where Parish Councils exist they need to be encouraged to take part in the NACs, influencing key local decisions and in some cases taking action to address these. Work needs to be done to clarify the respective roles of the NACs and Parish and Town Councils. **Response: agree, the proposed third pilot in Hagley, has been deliberately chosen to provide a further opportunity to test the NAC model in a three tier area. Hagley Parish Council and CALC will be consulted in advance of this proposal being approved by the District Council. We also need to hold a stakeholder event for all partners to consider our approach beyond 2008/2009.**
- 3.9.7 In the original paper to Cabinet (January 2007) the concept of Area or Neighbourhood Plans was proposed as a key output from the NACs. To date no progress has been made on these in either pilot. Simple, clear and measurable Area Plans which build on locally agreed priorities help to focus NACs and aid clarity about the role and purpose of these groups, which is important in ensuring ongoing community support. **Response: agree. All three NACs will need assistance to develop a simple, cost effective form of consulting residents on priorities, in order to shape these plans.**
- 3.9.8 National best practice suggests that some dedicated officer support for neighbourhood management processes is important. We would consider that this support falls into two categories: administrative support and senior level officer support. **Response: support to be provided by Corporate Communications, Policy and Performance Team; however, continued expansion will eventually require further support and a review of the he number of evening meetings that senior officers are being asked to attend.**

#### **4. FINANCIAL IMPLICATIONS**

- 4.1 The original approved budget bid for a pilot neighbourhood office be re-focused to provide the funding as set out in this report i.e. £34,000, less the £8,000 already set aside for the two year one pilots.

#### **5. LEGAL IMPLICATIONS**

- 5.1 The evaluation report identified the need to put the NACs on a more formal footing, particularly, as the amount of money delegated has



increased. However, if the NACs were to be formally constituted, all aspects of the Council's ethical governance framework, access to information rules would apply to their members, their meetings and all business transacted by the NACs. This would prove cumbersome for this type of scheme. Therefore it is proposed that the legal status of the NACs remain as a consultative forum and that authority is delegated to a Senior Officer to hold the budgets and make payments on receipt of a request from a NAC which is lawful and falls within its terms of reference.

## **6. COUNCIL OBJECTIVES**

6.1 Council Priority – Sense of Community.

## **7. RISK MANAGEMENT**

7.1 The main risks associated with the details included in this report are:

- Lack of agreement from stakeholders.
- Lack of sound governance.

7.2 These risks are being managed as follows:

- Consultation with stakeholders on this report.
- Terms of reference for each NAC with Equalities, Legal and Democratic input.

## **8. CUSTOMER IMPLICATIONS**

8.1 Resolution of local issues that impact on resident's quality of life.

## **9. EQUALITIES AND DIVERSITY IMPLICATIONS**

9.1 The Equalities and Diversity Forum and Disabled User's Forum have similar process of being able to bid for funding through each budget round.

## **10. VALUE FOR MONEY IMPLICATIONS**

10.1 Spending aligned to local priorities.

## **11. OTHER IMPLICATIONS**

Procurement Issues – none.

Personnel Issues – senior officer and officer attendance at evening meetings. No lone working is expected.

Governance/Performance Management – terms of reference required.

Community Safety including Section 17 of Crime & Disorder Act 1988 – the NACs will support the work of PACTs and CDRP.

Policy – approach will need to be reflected in Community Engagement Strategy.

Environmental - none.

**12. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	At Leader's
Chief Executive	Yes (at CMT)
Executive Director (Partnerships & Projects)	Yes (at CMT)
Executive Director (Services)	Yes (at CMT)
Assistant Chief Executive	Yes
Head of Service	Yes (at CMT)
Head of Financial Services	Yes (at CMT)
Head of Legal, Equalities & Democratic Services	Yes (at CMT)
Head of Organisational Development & HR	Yes (at CMT)
Corporate Procurement Team	No

**13. WARDS AFFECTED**

Alvechurch, Rubery and Hagley.

**14. APPENDICES**

Appendix 1 NACs Evaluation Report.

**15. BACKGROUND PAPERS**

Bromsgrove District Council, Community Engagement Cabinet Report, January 2007.

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**Patrick Clark Consulting**

**Evaluation of the Bromsgrove  
Community Influence Framework**

**Final Report**

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# Section 1 – Introduction

This report outlines the findings of a review of Bromsgrove District Council's Neighbourhood Area Committee pilots undertaken between September and December 2007. Supported by the West Midlands Local Government Association (WMLGA) Learning 2 Deliver programme this review sought to evaluate the progress of these pilots in the light of national best practice and local stakeholder views.

This review is timely as it operates within the context of the Government White Paper "Strong and Prosperous Communities", The Local Government and Public Involvement in Health Bill (2007) and a raft of other related policies and initiatives that put neighbourhood and locality structures and processes at the heart of Local Government and partnership working. For example, the Local Government Association's (LGA) report: "Independence, Opportunity, Trust – A Manifesto for Local Communities" considers the two main challenges facing local government as securing the improvement of public services and reducing public disaffection with politicians and traditional political processes. In response to these challenges, the LGA has developed a vision for independent self-governing communities and they outline ten key objectives to be met in order to address these challenges facing Local Government. These objectives are:

1. Bring real power close to the people
2. Devolve power from central Government to local Councils
3. Devolve power through local Councils to individuals, communities and local organisations
4. Strengthen local political leadership
5. Secure efficiently provided local services tailored to individual and local needs
6. Steer all community public services to meet priorities agreed with local people
7. Transfer key public services and agencies to local democratic control
8. Reform local taxation
9. Streamline inspection
10. Create an equal partnership between local and central Government

Several of these objectives are addressed by the Neighbourhood Area Committee (NAC) pilots.

## 1.1 Background

During Spring 2007, Bromsgrove District Council set up two Neighbourhood Area Committee pilots in the communities of Rubery and Alvechurch, with a commitment to evaluate these over their first year of operation to help inform the future development and role out of these structures within the District. This ongoing evaluation and sharing of good practice and ideas was to be undertaken by a Steering Group of senior officers of Bromsgrove District Council and lead Councillors from the two pilots with external evaluation being provided under West Midlands Local Government Association "Learning 2 Deliver" programme by Patrick Clark Consulting.

Though no clear objectives were stated for these Neighbourhood Area Committees (NACs) a number of key features for the pilots were identified. These were:

- That they should not add another tier of local democracy and should instead build on and supported the role of local members.
- Providing a forum for local agencies to work together.

- The NACs to operate between the operational (PACT) and strategic (LSP) levels to deliver tactical responses to area based issues.
- Organised themselves in response to local circumstances i.e. there is no “one size fits all” model for the NACs.

A budget of £8,000 for 2007/08 was allocated for the administration and operation of the pilots and local Bromsgrove District Councillor and high level officer support was committed at this stage.

## **1.2 The Commission**

The evaluation has been undertaken by Patrick Clark Consulting between September and December 2007. We were asked to review the Neighbourhood Area Committees and national best practice and make recommendations for the future development of Neighbourhood Area Committees within Bromsgrove District.

The initial project proposal was for a review of best practice in areas similar to Bromsgrove District Council followed by observations of the Committees in action and a series of 15-20 semi-structured interviews with key stakeholders and partner agencies to assess the effectiveness of the pilots and gauge opinion as to the future development of Area Committees and/or similar structures within Bromsgrove District.

After early discussions with the key council members leading the two Neighbourhood Area Committee pilots the nature of the project altered slightly with a greater focus on the structures themselves and less emphasis on wider stakeholder views and related processes and structures such as PACT and Parish and Town Councils. This narrower focus, along with some uncertainty about the outline objectives for the pilots, has affected this study and narrowed its scope. As such rather than providing a comprehensive evaluation of the NAC pilots, this report should be seen as report on an interim evaluation making recommendations not only for the future development of Neighbourhood Area Committees themselves within Bromsgrove District but also for the continued evaluation of these processes over coming years.

## **1.3 Methodology**

The chosen methodology was qualitative rather than quantitative and as such was more concerned with providing depth and gauging opinion than a quantifiable test of people’s views. A number of methods were used:

### **Observations:**

Observations were carried out of the Bromsgrove Partnership “Town Hall Meeting” and Rubery Area Committee. This helped provide context for the rest of the evaluation.

### **Desk Review**

Examples of national best practice were drawn from a desk review of similar evaluations, web reports and the results of follow up telephone conversations with a small number of lead officers in other districts. The key themes for the desk review were:

- Arrangements in areas similar to Bromsgrove – strengths and weaknesses
- Evaluations of other area committee structures
- Findings of national research into Neighbourhood Management / Area Committees

### **Consultation:**

Eight semi-structured interviews were undertaken with key members of the Neighbourhood Area Committees, Council Officers and a small number of key stakeholders with additional less structured telephone conversations with a Parish Clerk from one of the pilot areas. Interviews took place in person or over the telephone. The themes for the interviews were drawn from the desk review with key areas, such as community engagement cited as important features of successful neighbourhood management nationally.

It became clear early in the discussions with stakeholders that a diverse range of views existed regarding the purpose and effectiveness of the pilots and as a result we took the decision to defer further interviews with a wider group of stakeholders until after the recommendations of this report had been considered. An evaluation of structures or projects with unclear objectives is difficult and in our view further interviews at this stage would not have added value to the report (please see findings for further detail regarding this).

Discussion themes for the consultation were identified as:

- Clarity about the purpose of the Area Committees
- Linkages with other mechanisms (e.g. Partners and Communities Together (PACT) and Parish and Town Councils)
- Linkages with the community
- Level of involvement
- How they were invited / clarity about their role
- Strengths and weaknesses of existing arrangements
- Future priorities and challenges
- (Where appropriate) The level of partner support for arrangements

## **Section 2 – Desk Review Findings**

A desk review was carried out of key literature relating to neighbourhood management, area forums and area committees and also of the Neighbourhood Area Committee pilots. This included a review of the approaches adopted within similar local authorities and of other studies relating to this subject (where authorities illustrate a point they will be included in brackets). Rather than identifying best practice at this stage the review sought to highlight some of the key issues for discussion and exploration during the interviews that Bromsgrove District Council might wish to consider in developing their pilots further.

### **2.1 The national picture**

According to LGA research in 2004, at that time 26% of councils had area committees with decision-making structures in place below the whole local authority level (19% of districts) and 54% of councils had area forums in place below the whole local authority level (49% of districts). Many more Local Authorities had plans to develop them in the next two years, so it is safe to assume that the numbers of Local Authorities supporting such initiatives has increased. However, there has only been limited evaluation of the arrangements in place and where this does exist it is complicated by the differing aims and objectives behind the development of area arrangements and the nature of these arrangements themselves. These different aims and objectives can be summarised as:

Different emphasis / focus of area arrangements, including combinations of:

1. Delegated decision making or consultative / advisory roles
2. Local Authority Business
  - a. Delegated (Chester / Sefton)
  - b. Consultative (3 Rivers, Salisbury) or
  - c. Wider Community Focus (North Tyneside)
3. Council led structures or with partners as well
4. Closed or Open meetings
5. Committee style or participative
6. Delegated budgets or partnership and added value.

Differing objectives:

1. Localised Management (making services more responsive and community centred)
2. Engagement (involving and empowering citizens and communities, building community participation and community cohesion)
3. Governance (devolving democracy and decision making, leading to more active and empowered democratic representatives).

Different types of neighbourhood / area body:

1. Area Committees
2. Area Forums
3. Neighbourhood Fora

## 2.2 Key themes:

1. The purpose and objectives behind the area/neighbourhood arrangements needs to be clearly defined and agreed. Evidence suggests that devolved decision making for Local Authorities does not necessarily equate with enhanced community participation and satisfaction (Herefordshire LAFs). Likewise neighbourhood management arrangements at the local level may not have the necessary buy-in of key stakeholders like partner agencies and/or key local authority services if objectives are not clear and agreed (Mansfield). Setting out the objectives for the area arrangements in the first place enables effective evaluation of progress against initial aims (Chester City Council).

As an example, North Tyneside Council's Area Forums have the following objectives:

- To increase democratic participation by local people
- To encourage openness and transparency
- To assist the council to achieve Best Value and continuous improvement in service delivery
- To play a role in scrutiny and in holding the executive to account
- To complement partnership working by providing a mechanism for the views of residents to be fed into the various partnership boards and the North Tyneside Strategic Partnership
- To develop area plans to inform the Community Plan
- To improve community leadership for the benefit of the whole area.



Though there are some issues with the measurement of several of these objectives, they have enabled North Tyneside to track their progress and ensure greater buy-in to the forums from stakeholders including the community.

2. Area arrangements must not be imposed and “local people should be allowed a real say in shaping them” (LGA 2004). Arbitrary boundaries can be a deterrent to community and stakeholder engagement though ward boundaries and other such constraints do restrict the scope for flexibility (Mansfield).
3. Continuing council commitment, involvement and support are essential to ensure wide and representative community involvement which is a key success factor (LGA 2004)
4. Members need to adopt an engaging and facilitative style to encourage participation and involvement (formality can be a deterrent). The amount of time for public involvement may impact on attendance levels and satisfaction (Herefordshire). “The (inevitable) formality of procedures for official committees of the Council makes meetings less interesting and/or more intimidating for members of the public” (Chester) (ORS 2006)
5. As community and stakeholder capacity is finite, linkages with other mechanisms for involvement are important, particularly where Parish and Town Councils and other area based initiatives are already in existence. In two tier areas it is important to be clear about what the relationship between county structures or thematic bodies (LSPs, Older People’s Forums etc) is. What is the relationship and how does this work? Are there opportunities for rationalisation? (Herefordshire, Mansfield).
6. It is important that discussions within area arrangements reflect the public’s priorities or else they will disengage and see them as irrelevant (Mansfield, Chester).
7. Area / Partnership Working – Services within the council and other agencies need to focus on an area basis as well as service wide if they are to increase their contact with communities through the area arrangements. A clear devolution strategy for this work is necessary in the longer term (IDeA).
8. Training and information is required for officers and members to ensure that necessary skills (e.g. facilitation and presentation) are in place to facilitate community and stakeholder engagement (Herefordshire, Mansfield, Chester).
9. Inclusion of the wider community - ethnic minority communities and younger people are less likely to engage with Area Committees (Chester, Mansfield) so particular effort and resources may need to be targeted at these groups or complimentary approaches may need to be developed and fed into the area arrangements.

In 2003, the Neighbourhood Renewal Unit identified seven principles of neighbourhood management and these provide a useful framework within which to assess the effectiveness of area arrangements. The seven principles are:

- A clearly defined neighbourhood

- Resident (Community) involvement
- A dynamic neighbourhood manager with clout
- A local partnership to provide strategic direction
- Support and commitment from the local authority and LSP
- Quality information
- Commitment of service providers and mechanisms for engagement
- Between services and residents

The initial trawl of the national best practice indicates that there is much to learn from the experience of other areas in shaping the approach of the pilots, particularly once the key objectives of the Bromsgrove Neighbourhood Area Committee Pilots have been refined.

## Section 3 – Interview Findings

The interviews identified both positive features of the Neighbourhood Area Committees and areas where things did not work as well. These can be summarised as:

### 3.1 Things that work well

- Strong support for operating at an area or neighbourhood level
- Support for structures operating between the PACT level and Bromsgrove Local Strategic Partnership
- A feeling that with support the committees could “add value”
- NACs already addressing community concerns, including some “quick wins”
- Flexibility to meet local priorities
- A greater awareness at all levels of key community priorities
- Recognition of the need to address larger scale local issues

### 3.2 Issues

- A lack of clarity about the aims and objectives of the Area Committee pilots
- A lack of consistency between those objectives that were identified
- Divergent views on the role of local politicians
- Divergent views on the links with other mechanisms such as Parish and Town Councils, PACT
- The role of the community in influencing decisions
- Sustainability of area arrangements
- The involvement of partner agencies and their role

### 3.3 Key Findings

Some findings of the evaluation are cross cutting and relate to both pilots and in other cases the views expressed relate specifically to one or the other. Where this is the case it is indicated in the report. There are some key achievements to date and these should be celebrated. However, for the purposes of this evaluation it is more helpful to focus on the issues and make recommendations for addressing these.

### Aims and Objectives

Many interviewees were unclear about the overall objectives and purpose for the Area Committees and were unable to state any that had been given to them. Some people

were clearer about the objectives for the Area Committees but these were not consistent between interviewees.

However, despite a lack of consistency when asked a number of desired aims, objectives and purposes were identified in the interviews. These were:

1. Addressing local concerns and irritants more effectively
2. Taking a longer term view of local community issues
3. Linking community views to council and other agency's decision making processes
4. Adding value to existing Local Authority and councillor activity
5. Bringing a wider group of people together to address local issues and concerns
6. An unofficial, more informal local council for the area
7. A local partnership to address longer term issues community issues / acting as an area based Local Strategic Partnership
8. Utilising local players to address local issues more quickly.

### **The role of local councillors**

Views on the role of local councillors differed, although a common theme was the need for local councillors of both the County and District council to be involved. Views on the role of the councillors included:

1. As facilitators of local action and activity – ensuring action is taken to address local concerns and issues
2. As the main decision makers (were council services are concerned)
3. To enable them to keep informed of local community views and act as an advocate between communities and the council.

Concerns were raised about the dominance of members and “local politics” within Area Committees and the imbalance of power between them and other members, particularly lay members.

In Rubery there was a difference of opinion as to whether the local councillors should have the decision making role or whether the Area Committee members should have equal decision making responsibilities. However, the majority of respondents across the interviews felt that Councillors, though having an important role in the success of the Area Committees, should not have a dominant role in decision making within the committees.

### **Linkages with other agencies and processes**

The role of Neighbourhood Area Committees as vehicles for partnership action was felt to be a positive one and it was recognised that some form of neighbourhood committee was desirable between the local (PACT) and District wide (Bromsgrove Partnership). Some suggestions were made regarding the scale of the NACs, with Council wards and Police sub-divisions mentioned and there was agreement that this needs to be considered carefully when looking at a role out of the NACs across the District.

The link with PACT was considered particularly helpful in both NACs and these were regarded as complimentary processes. The role of the NACs in supporting and influencing the work of Bromsgrove Partnership was also mentioned by a number of interviewees though this was felt to be less important with regard to Rubery.

The relationship between Parish and Town Councils and the NACs was unclear and in the case of Rubery NAC, no Parish exists. However, when considering a role out of NACs across Bromsgrove district, the majority of respondents felt that Parish and Town Councils needed to be involved and that they should be encouraged to see the NACs as complimentary to the role of the Parishes rather than a treat.

### **The role of the community**

#### Rubery:

Though the role of the NAC in representing the views of the community and addressing community priorities was felt to be important, there was agreement that the NACs were not the forum for engaging the community. The role of local councillors and PACT in identifying community priorities were felt to be the vehicle through which community engagement could take place.

#### Alvechurch:

Some meetings of Alvechurch NAC were open to the public but opinions differed as to whether this was productive or not. However, again the link with PACT was felt to be important in giving a community view and engaging the community.

Though direct engagement with communities was not felt to be important in Rubery effective communication between and with communities was felt to be an important by both pilots. Promotion of the role of the NACs and their achievements was considered a more important priority than direct community engagement which is achieved through other fora such as PACT, Parish and Town Councils and residents associations.

Both NACs had made moves to improve communication with the local media and were looking at newsletters as vehicles for communicating with the wider community. Alvechurch NAC had actively co-opted a communications expert onto their committee in order to progress this work.

### **Sustainability of arrangements**

Views differed as to the amount of resource required to support the NACs. In the case of Rubery, a devolved or ring fenced budget for use by the NAC was felt to be a key success factor in the future development of the NAC, whereas Alvechurch as more concerned with a small administrative budget to support meetings, communications etc.

There was little evidence from the interviews that Partner agencies would be willing to support the NACs financially, though key partners were prepared to continue sending officers to meetings as and when required. Key partners such as the County Council, West Mercia Constabulary and Bromsgrove District Housing Trust (BDHT) all had their own community engagement structures in place and therefore would direct their resources at these arrangements first.

Some interviewees questioned whether the level of officer support from Bromsgrove District Council was necessary in addition to the member role. Others however felt that this was appropriate but unsustainable alongside chief officer support at PACT meetings.

### **The involvement of Partner agencies**

Partners were generally supportive of the intentions of the NAC pilots but felt that they were insufficiently involved in shaping the NACs and also felt that they had yet to prove

themselves to be effective. As they had not been involved in shaping the NACs they considered them to be primarily Bromsgrove District Council rather than partnership structures.

## Section 4 – Recommendations

Though some important lessons have been learnt during the first 6 months of the Neighbourhood Area Committee pilots, it is clear that for a number of reasons the evaluation has identified more problems or unresolved issues than solutions at this stage. The key reasons for this are the short timescales involved between the start of the pilots and the evaluation and the lack of clarity about core objectives for the Area Committees upon which evaluation can take place.

However, we are able to make a number of recommendations for the future development of Neighbourhood Area Committees in Bromsgrove District:

1. **A set of core objectives and terms of reference needs to be agreed for all Neighbourhood Area Committee pilots.** Though there is some strength in enabling local arrangements to develop as appropriate to their local circumstances and this flexibility should be maintained, this is at the same time hindered by a lack of consistency in the objectives behind these arrangements. This leads to a lack of consistency in terms of community engagement, resources and the involvement and support of partner agencies. If the NACs are to be rolled out across Bromsgrove certain features will need to be common to all to enable all communities to benefit and to ensure consistency of partner support for example. In addition the Council and its partners need to be clear what role they seek for the NACs. For example, is the primary role to support localised management of services, community engagement and empowerment or improved local governance or a combination of all of these?

We would therefore recommend that both the scope and focus of the pilots and their key objectives are agreed with the key members and stakeholders. As the intention is that the NACs should compliment the role of the Bromsgrove Partnership, we recommend that the Partnership holds a stakeholder event (possibly two) to agree the core objectives and terms of reference of the NACs. The objectives identified by participants in this review could provide the basis for discussions by key stakeholders alongside the key features of effective Neighbourhood Management identified in the desk review. Key features of the event could be:

- The event / meeting would need to involve key stakeholders such as councillors and senior officers of key partners (e.g. West Mercia Constabulary).
- We suggest that the event is facilitated by a neutral partner or an external facilitator.
- This event might also consider:
  - The scale and number of the NACs in the light of these objectives.
  - Linkages with other bodies such as Parish and Town Councils, PACT and Bromsgrove Partnership.

Having jointly agreed these aims and objectives all stakeholders can take an active role in evaluating the effectiveness of the NACs over time and this could provide a useful basis for a further evaluation process in 12 months time.

2. **The emphasis of the NACs should be to operate tactically** between the strategic role of Bromsgrove Partnership and individual partner agencies rather than duplicating the effort of either and the operational and local role of PACT and other community fora.
3. **BDC roll out the pilots to a further two areas**, in consultation with local members and key partners and with a clear commitment to the agreed objectives of the NACs. We recommend that each area should contrast with the existing pilots to maximise the learning from them. Examples might be a rural deprived area and a dispersed rural area. These additional pilots would further strengthen the ongoing evaluation and 12 month review of progress.
4. As different opinions exist about the use of devolved budgets, we recommend that Bromsgrove District Council consider **devolution of a small local budget to one of the pilots** to enable it to deliver small scale local projects. The success of this devolved budget should be measured according to criteria agreed by the project steering group. We are happy to advise on an evaluation framework for the effectiveness devolved budget, which could test community satisfaction, community awareness etc.
5. **The important role of local members at Parish, District and County Council levels both as key links with their councils and as facilitators of local community action within the NACs needs to be clarified.** Again consistency across all the NACs is a key factor here.
6. Where **Parish Councils exist they need to be encouraged to take part in Neighbourhood Area Committees**, influencing key local decisions and in some cases taking action to address these. Work need to be done to clarify the respective roles of the NACs and Parish and Town Councils.
  - Involve Parish and Town Council representatives (and or Worcestershire Association of Local Councils) in the stakeholder event
  - Involve Parish and Town Council representatives in any new Neighbourhood Area Committees at the outset, as appropriate.
7. In the original paper to Cabinet (January 2007) the concept of Area or Neighbourhood Plans was proposed as a key output from the NACs. To date no progress has been made on these in either pilot. Simple, clear and measurable Area Plans which build on locally agreed priorities help to focus Area Committees and aid clarity about the role and purpose of these groups, which is important in ensuring ongoing community support.
  - **We recommend the development of simple clear and measurable area plans** as a key priority for each pilot over the next 12 months.
8. National best practice suggests that some dedicated officer support for neighbourhood management processes is important. We would consider that this support falls into two categories: Administrative support and senior level officer support. For administrative support we recommend one of two options:

Option One:

Each pilot is allocated a named officer resource to support the administration of the NAC. These officers to be drawn from existing resources which would ensure that this support was relatively cost neutral.

Option Two:

Bromsgrove District Council considers recruitment of a dedicated Officer Support for the two (four?) pilots, potentially part time. The advantage of this option is that the officer will be able to develop additional skills and knowledge of the NAC process and help more consistently with communications, administration and the evaluation of the committees which could aid the future role out of NACs and any potential future officer support requirements.

In terms of senior officer support we recommend that Bromsgrove District Council considers the nomination of individual named officer support for each NAC at a level senior enough to ensure the effective support of decision making within the NACs and the continued buy-in by partners at a senior level. This decision should also be made within the light of the potential role out of NACs across the Bromsgrove District as a whole and the potential sustainability of senior officer support.

## Section 5 – Conclusion

This evaluation of Bromsgrove's approach to community influence has been both relevant and timely in relation to prevalent Government thinking on neighbourhood and community engagement and Bromsgrove District Council has adopted a mature and robust approach to developing area arrangements within the District.

There is a strong member role within the NACs and this is well supported by senior level support from Bromsgrove District Council and other key partners. The two pilots have developed quickly, have achieved some quick wins and are beginning to address wider issues both within their communities and in terms of their own operation and structure. However, the pilots are still relatively new and have also developed along very different lines with a different focus and though this is in part a strength, it also creates some difficulties in terms of the future role out of the Neighbourhood Area Committees.

This report suggests some key recommendations for the future development of Neighbourhood Area Committees in Bromsgrove District based on the findings of this study. Much of the recommended activity is developmental and subject to ongoing evaluation and review by Bromsgrove District Council and its partners but this is intended to ensure that the aims and objectives of the Neighbourhood Area Committees are commonly owned and supported and grounded in the principle of what works for Bromsgrove.

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## BROMSGROVE DISTRICT COUNCIL

### CABINET

30TH APRIL 2008

#### IMPROVEMENT PLAN EXCEPTION REPORT [FEBRUARY 2008]

Responsible Portfolio Holder	Councillor Roger Hollingworth Leader of the Council
Responsible Officer	Hugh Bennett Assistant Chief Executive

#### **1. SUMMARY**

- 1.1 To ask the Cabinet to consider the attached updated Improvement Plan Exception Report for February 2008.

#### **2. RECOMMENDATION**

- 2.1 That the Cabinet considers and approves the revisions to the Improvement Plan Exception Report, and the corrective action being taken.
- 2.2 That the Cabinet notes that for the 138 actions highlighted for February within the plan 88.4 percent of the Improvement Plan is on target [green], 7.3 percent is one month behind [amber] and 1.4 percent is over one month behind [red]. 2.9 percent of actions have been rescheduled [or suspended] with approval.

#### **3 BACKGROUND**






- 3.1 July 2007 Cabinet approved the Improvement Plan 2007/08. The Improvement Plan is directly linked to the 10 corporate priorities and 12 enablers identified in the Council Plan 2007/2010.
- 3.2 At July 2007 Cabinet Members approved the inclusion of an additional number of actions from the then Improvement Director. The Improvement Plan is designed to push the Council through to a rating of Fair during 2008.

**4. PROGRESS IN FEBRUARY 2008**

4.1 Overall performance as at the end of February 2008 is as follows: -

January 2008			February 2008		
<b>RED</b>	<b>2</b>	<b>1.4%</b>	<b>RED</b>	<b>2</b>	<b>1.4%</b>
<b>AMBER</b>	<b>16</b>	<b>11.4%</b>	<b>AMBER</b>	<b>10</b>	<b>7.3%</b>
<b>GREEN</b>	<b>118</b>	<b>84.3%</b>	<b>GREEN</b>	<b>122</b>	<b>88.4%</b>
<b>REPROGRAMMED</b>	<b>4</b>	<b>2.9%</b>	<b>REPROGRAMMED</b>	<b>4</b>	<b>2.9%</b>

Where: -

	<b>On Target or completed</b>
	<b>Less than one month behind target</b>
	<b>Over one month behind target</b>
	<b>Original date of planned action</b>
	<b>Re-programmed date.</b>

4.2 Out of the total of 138 actions for the month, 5 actions have been deleted, suspended or the timescales have been substantially revised. This amounts to 3.6 percent of the original actions scheduled for this month. These actions are: Modernised Strategic Housing Service (3.2.4); 3 Charter Marks (5.2.4); Revisit Planning Moratorium (10.4.3); Improved Financial Management by Budget Holders (12.1.1); and Develop Project Management Arrangements for CMT (22.6.4).

4.3 An Exception Report detailing corrective actions being undertaken for red and amber tasks is attached at **Appendix 1**

**5. FINANCIAL IMPLICATIONS**

5.1 No financial implications.

**6. LEGAL IMPLICATIONS**

6.1 No Legal Implications.

**7. COUNCIL OBJECTIVES**

7.1 The Improvement Plan relates to all of the Council's four objectives and 10 priorities as per the 2007/2010 Council Plan.

**8. RISK MANAGEMENT**

8.1 The risks associated with the Improvement Plan are covered in the corporate and departmental risk registers.

**9. CUSTOMER IMPLICATIONS**

9.1 The Improvement Plan is concerned with strategic and operational issues that will affect the customer.

**10. EQUALITIES AND DIVERSITY IMPLICATIONS**

10.1 Please see section 3 of the Improvement Plan

**11. VALUE FOR MONEY IMPLICATIONS**

11.1 See section 11 of the Improvement Plan

**12. OTHER IMPLICATIONS**

Procurement Issues: Delivery of the Improvement Plan involves various procurement exercises.
Personnel Implications: See Section 18 of the Improvement Plan.
Governance/Performance Management: See Section 4 of the Improvement Plan.
Community Safety including Section 17 of Crime and Disorder Act 1998: See sections 12.2 and 12.3
Policy: See Section 4 of the Improvement Plan.
Environmental: See Section 8 of the Improvement Plan.

**13. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	<b>No</b>
Chief Executive	<b>Yes</b>
Executive Director (Partnerships and Projects)	<b>Yes</b>
Executive Director (Services)	<b>Yes</b>
Assistant Chief Executive	<b>Yes</b>
Head of Service	<b>Yes</b>
Head of Financial Services	<b>Yes</b>
Head of Legal & Democratic Services	<b>Yes</b>
Head of Organisational Development & HR	<b>Yes</b>
Corporate Procurement Team	<b>No</b>

**14. WARDS AFFECTED**

14.1 All wards.

## **15. APPENDICES**

15.1 Appendix 1 Improvement Plan Exception Report February 2008

## **16. BACKGROUND PAPERS:**

16.1 The full Improvement Plan for February will be e-mailed to all Members of the Leader's Group and can be found at [www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk) under meetings Minutes and Agendas where there is a direct link to the Improvement Plan.

### **CONTACT OFFICER**

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Tel: (01527) 881631

# Exception Report for February 2008 Improvement Plan

# Appendix 1

<b>CP2: Longbridge</b>																	
Ref	February 2008 Action	Colour	Corrective Action												Who	Original Date	Revised Date
2.2	Submit Final Plan		Rescheduled date of Feb 08 has been missed due to difficulties in resolving transport matters specifically regarding the transport assessment and challenge from landowners.. Will now take place in April 2008.												PS	Sept-07	Apr-08
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action		
2.2	<b>Mixed Housing</b>																
2.2	Undertake survey	PS														Delayed due to difficulties in decisions regarding transport matters.	
<b>CP3: Housing</b>																	
Ref	February 2008 Action	Colour	Corrective Action												Who	Original Date	Revised Date
3.2.4	Implement contractor procurement framework for DFGs		Delayed due to slow procurement negotiations with neighbouring authorities and development of specification. Timescale extended to June to ensure completion.												AC	Feb-08	Jun-08
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action		
3.2	<b>Modernised Strategic Housing Service</b>																
3.2.4	Implement contractor procurement framework for Disabled Facilities Grants	AC														Work progressing slowly. Timescale extended until June. A fuller update will be provided in March 2008.	

## Exception Report for February 2008 Improvement Plan

## Appendix 1

FP1: Value for Money																		
Ref	February 2008 Action	Colour	Corrective Action													Who	Original Date	Revised Date
11.1.3	Monitor provision through client reviews.		Payroll and Leisure services will not be transferred until July 08.													JP	Dec-07	July-08
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
11.1	<b>Realisation of cashable savings by alternative methods of service delivery</b>																	
11.1.3	Monitor provision through client reviews.	JP													Payroll and leisure services will not be transferred until July 08.			

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FP1: Value for Money																		
Ref	February 2008 Action	Colour	Corrective Action													Who	Original Date	Revised Date
11.3.5	Identify services for detailed benchmarking & cost analysis to be undertaken.		Detailed analysis undertaken on audit commission profiles. New Accountancy Manager will start work in Mar 08 to drive this work forward.													JP	Aug-07	Mar-08
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
11.3	<b>Improvements in Use of Resources scoring in relation to VFM</b>																	
11.3.5	Identify services for detailed benchmarking & cost analysis to be undertaken.	JP													Detailed analysis undertaken on audit commission profiles. Analysis to be reviewed in March with the aim to report to CMT & leaders group with findings.			

FP2: Financial Management																		
Ref	February 2008 Action	Colour	Corrective Action													Who	Original Date	Revised Date
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
12.1.1	Implementation of the POP project to account for commitments & accruals on the Agresso system.		New Accountancy Manager will start work in Mar 08 to drive this work forward.													JP	July-07	Mar-08
<b>12.1</b>	<b>Improved Financial Management by budget holders</b>																	
12.1.1	Implementation of the POP project to account for commitments & accruals on the Agresso system.	JP														Upgrades have been tested and implemented. Roll-out to Customer Service Centre and Revenues and Benefits section took place in Jan 08.		

# Exception Report for February 2008 Improvement Plan

# Appendix 1

<b>FP2: Financial Management</b>																		
Ref	February 2008 Action	Colour	Corrective Action													Who	Original Date	Revised Date
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
12.1.3	Train all managers to use web access for Agresso reporting.		Accountancy Manager post to start in March 08 and will plan a proposed start date for the remainder of the Council.													JP	Sept-07	June-08
<b>12.1</b>	<b>Improved Financial Management by budget holders</b>																	
12.1.3	Train all managers to use web access for Agresso reporting.	JP														Delayed due to focus on implementation of POP as linked with web access. New upgrades have been implemented. Accountancy Manager post to start in March 08 and will plan a proposed start date for the remainder of the Council.		



# Exception Report for February 2008 Improvement Plan

# Appendix 1

<b>PR2: Improved Governance</b>																		
Ref	February 2008 Action	Colour	Corrective Action											Who	Original Date	Revised Date		
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
			16.4.1	Develop and run a training and development programme for Cabinet Members.														
<b>16.4</b>	<b>Improve Member Capacity</b>																	
16.4.1	Develop & run a training & development programme for Cabinet Members.	CF															Met with Leader and identified training need and training provider. This was completed in April 08	

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<b>PR2: Improved Governance</b>																		
Ref	February 2008 Action	Colour	Corrective Action											Who	Original Date	Revised Date		
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
			16.4.2	Identify peer mentors for the Leader (and Cabinet Members) and the Leader of the Opposition.														
<b>16.4</b>	<b>Improve Member Capacity</b>																	
16.4.2	Identify peer mentors for the Leader (and Cabinet Members) and the Leader of the Opposition.	CF															Mentors have been identified. Mentoring was due to start in September, but will now commence in January. The first session will be facilitated with the Cabinet in March.	

<b>PR2: Improved Governance</b>																			
Ref	February 2008 Action	Colour	Corrective Action														Who	Original Date	Revised Date
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action				
16.4.6	Review roles and responsibilities for Leader, Leader of Opposition and Cabinet Members.		Dependent on the Local Government and Public involvement in Health Act.														CF	Jan-07	Autumn-08
<b>16.4</b>	<b>Improve Member Capacity</b>																		
16.4.6	Review roles and responsibilities for Leader, Leader of Opposition and Cabinet Members.	CF															It has been agreed that although the constitution review will go some way to identifying the existing roles and responsibilities that whole scale change will not occur until the consequence of the Local Government and Public involvement in Health Act is known.		

# Exception Report for February 2008 Improvement Plan

# Appendix 1

HR&OD2: Modernisation																		
Ref	February 2008 Action	Colour	Corrective Action													Who	Original Date	Revised Date
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action			
20.2.4	Terms and Conditions Negotiations (including Pay Protection).		Implementation suspended pending results of NJC approved consultant quality assurance test. All "in principle" offers will now be balanced against the financial implications of this delay.													JP	Feb-08	Unknown at this stage
20.2	<b>Single Status</b>																	
20.2.4	Terms and Conditions Negotiations (including Pay Protection).	JP														Implementation suspended pending results of NJC approved consultant quality assurance test. All "in principle" offers will now be balanced against the financial implications Of this delay.		

# Exception Report for February 2008 Improvement Plan

# Appendix 1

HR&OD2: Modernisation																	
Ref	February 2008 Action		Colour		Corrective Action										Who	Original Date	Revised Date
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action		
20.2.6	Ballot of staff		[Hatched]		The ballot has been temporarily suspended due to issues of concern having been raised about the evaluation process by Unison National.										JP	Jan-08	Unknown at present
20.2	Single Status																
20.2.6	Ballot of staff	JP									[Hatched]	[Hatched]				In order to address these concerns it has been collectively agreed to appoint a NJC authorised consultant to conduct a quality assurance review of the process followed and associated results. The initial report is expected on 20 <sup>th</sup> March.	

<b>HR&amp;OD2: Modernisation</b>																	
Ref	February 2008 Action	Colour	Corrective Action												Who	Original Date	Revised Date
Ref.	Action	Lead	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Corrective Action		
20.3.1	Review, develop, consult, train and Implement on all HR policies and procedures as detailed in the People Strategy.		HR policy review programme has slowed down as a result of other organisational priorities (e.g. HR implications of the budget) and case management. This will be picked up again in the new Business Planning year.												JP	Dec-07	New financial year 2008/09
20.3	<b>Policy Development</b>																
20.3.1	Review, develop, consult, train and Implement on all HR policies and procedures as detailed in the People Strategy.	JP														Health and Safety policies have been subject to review during this period and updated accordingly. HR policy review programme has slowed down as a result of other organisational priorities (e.g. HR implications of the budget) and case management. The review will go on into the new Business Planning year.	

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