



**Employment, Learning and Skills Policy
and Performance Board**

**Monday, 17 November 2008 at 6.30 p.m.
Civic Suite, Town Hall, Runcorn**

A handwritten signature in black ink, appearing to read 'David W R'.

Chief Executive

BOARD MEMBERSHIP

Councillor Eddie Jones (Chairman)	Labour
Councillor Frank Fraser (Vice-Chairman)	Labour
Councillor Dave Austin	Liberal Democrat
Councillor Marjorie Bradshaw	Conservative
Councillor Susan Edge	Labour
Councillor David Findon	Conservative
Councillor Harry Howard	Labour
Councillor Stan Parker	Labour
Councillor Christopher Rowe	Liberal Democrat
Councillor John Stockton	Labour
Councillor Philip Worrall	Liberal Democrat

*Please contact Lynn Derbyshire on 0151 471 7389 or e-mail
lynn.derbyshire@halton.gov.uk for further information.
The next meeting of the Board is on Wednesday, 14 January 2009*

**ITEMS TO BE DEALT WITH
IN THE PRESENCE OF THE PRESS AND PUBLIC**

Part I

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1. MINUTES	
2. DECLARATIONS OF INTEREST (INCLUDING PARTY WHIP DECLARATIONS)	
Members are reminded of their responsibility to declare any personal or personal and prejudicial interest which they have in any item of business on the agenda no later than when that item is reached and, in respect of personal and prejudicial interests (subject to certain exceptions in the Code of Conduct for Members), to leave the meeting prior to discussion and voting on the item.	
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In accordance with the Health and Safety at Work Act the Council is required to notify those attending meetings of the fire evacuation procedures. A copy has previously been circulated to Members and instructions are located in all rooms within the Civic block.

REPORT TO: Employment Learning and Skills Policy & Performance Board

DATE: 17th November 2008

REPORTING OFFICER: Strategic Director, Corporate and Policy

SUBJECT: Public Question Time

WARD(s): Borough-wide

1.0 PURPOSE OF REPORT

- 1.1 To consider any questions submitted by the Public in accordance with Standing Order 34(9).
- 1.2 Details of any questions received will be circulated at the meeting.

2.0 RECOMMENDED: That any questions received be dealt with.

3.0 SUPPORTING INFORMATION

- 3.1 Standing Order 34(9) states that Public Questions shall be dealt with as follows:-
- (i) A total of 30 minutes will be allocated for dealing with questions from members of the public who are residents of the Borough, to ask questions at meetings of the Policy and Performance Boards.
 - (ii) Members of the public can ask questions on any matter relating to the agenda.
 - (iii) Members of the public can ask questions. Written notice of questions must be given by 4.00 pm on the working day prior to the date of the meeting to the Committee Services Manager. At any one meeting no person/organisation may submit more than one question.
 - (iv) One supplementary question (relating to the original question) may be asked by the questioner, which may or may not be answered at the meeting.
 - (v) The Chair or proper officer may reject a question if it:-
 - Is not about a matter for which the local authority has a responsibility or which affects the Borough;
 - Is defamatory, frivolous, offensive, abusive or racist;
 - Is substantially the same as a question which has been put at a meeting of the Council in the past six months; or

- Requires the disclosure of confidential or exempt information.
- (vi) In the interests of natural justice, public questions cannot relate to a planning or licensing application or to any matter which is not dealt with in the public part of a meeting.
- (vii) The Chairperson will ask for people to indicate that they wish to ask a question.
- (viii) **PLEASE NOTE** that the maximum amount of time each questioner will be allowed is 3 minutes.
- (ix) If you do not receive a response at the meeting, a Council Officer will ask for your name and address and make sure that you receive a written response.

Please bear in mind that public question time lasts for a maximum of 30 minutes. To help in making the most of this opportunity to speak:-

- Please keep your questions as concise as possible.
- Please do not repeat or make statements on earlier questions as this reduces the time available for other issues to be raised.
- Please note public question time is not intended for debate – issues raised will be responded to either at the meeting or in writing at a later date.

4.0 POLICY IMPLICATIONS

None.

5.0 OTHER IMPLICATIONS

None.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 **Children and Young People in Halton** - none.

6.2 **Employment, Learning and Skills in Halton** - none.

6.3 **A Healthy Halton** – none.

6.4 **A Safer Halton** – none.

6.5 **Halton's Urban Renewal** – none.

7.0 EQUALITY AND DIVERSITY ISSUES

7.1 None.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

8.1 There are no background papers under the meaning of the Act.

REPORT TO: Employment Learning and Skills Policy and Performance Board

DATE: 17th November 2008

REPORTING OFFICER: Chief Executive

SUBJECT: Executive Board Minutes

WARD(s): Boroughwide

1.0 PURPOSE OF REPORT

- 1.1 The Minutes relating to the Employment Learning and Skills Portfolio which have been considered by the Executive Board and Executive Board Sub since the last meeting are attached at Appendix 1 for information.
- 1.2 The Minutes are submitted to inform the Policy and Performance Board of decisions taken in their area.

2.0 RECOMMENDATION: That the Minutes be noted.

3.0 POLICY IMPLICATIONS

None.

5.0 OTHER IMPLICATIONS

None.

6.0 RISK ANALYSIS

None.

7.0 EQUALITY AND DIVERSITY ISSUES

None.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

There are no background papers under the meaning of the Act.

Extract of Executive Board Minutes Relevant to the Employment, Learning and Skills Policy and Performance Board

EXECUTIVE BOARD MEETING HELD ON 11TH SEPTEMBER 2008

EXB42 **PROCUREMENT SCRUTINY PANEL RECOMMENDATIONS –
THE ROLE OF THE COUNCIL'S PROCUREMENT POLICY IN
DEVELOPING LOCAL EMPLOYMENT OPPORTUNITIES**

The Board considered a report of the Strategic Director – Environment outlining recommendations from a Scrutiny Panel Topic Group report. This report had explored the role of the Council's procurement policy in developing local employment opportunities and had been considered by the Employment Learning and Skills Policy and Performance Board (PPB) on 23rd June 2008. At that meeting it was requested that a number of recommendations arising from the Scrutiny Panel Topic Group work programme be considered by the Executive Board. These recommendations were outlined in detail within 3.2 of the report. In addition, indicative costs in respect of each recommendation were outlined for Members' consideration.

RESOLVED: That the recommendations of the Procurement Scrutiny Panel Topic Group, listed in paragraph 3.2 of the report, be accepted subject to consideration of the budget implications as part of the 2009/10 budget setting process.

REPORT TO: Employment, Learning and Skills Policy and Performance Board

DATE: 17th November 2008

REPORTING OFFICER: Chief Executive

SUBJECT: Specialist Strategic Partnership Minutes

WARD(s): Boroughwide

1.0 PURPOSE OF REPORT

1.1 The Minutes of the Employment, Learning and Skills Specialist Strategic Partnership are attached at Appendix 1 for information.

2.0 RECOMMENDATION: That the Minutes be noted.

3.0 POLICY IMPLICATIONS

3.1 None.

4.0 OTHER IMPLICATIONS

4.1 None.

5.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

5.1 Children and Young People in Halton

None.

5.2 Employment, Learning and Skills in Halton

For consideration by the PPB.

5.3 A Healthy Halton

None.

5.4 A Safer Halton

None.

5.5 Halton's Urban Renewal

None.

6.0 RISK ANALYSIS

6.1 None.

7.0 EQUALITY AND DIVERSITY ISSUES

7.1 None.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

8.1 There are no background papers under the meaning of the Act.

Employment, Learning & Skills SSP

APPENDIX 1

Minutes of Executive Group Meeting, 17 July 2008 9.30 am, Heath Business Park, Runcorn

Item		Action
	<p>Present: Mark Wilson - Jobcentre Plus, (Chair) Gary Collins - Economic Regeneration (HBC) Gerry Fitzpatrick - Enterprise & Employment (HBC) Colin Billingsley - Jobcentre Plus Diane Sproson – Area Manager, Connexions Eleanor Carter - External Funding (HBC) Neil Maguire – Learning & Skills Council Phil Cook – Skills Manager, Riverside College, Halton Mark Grady - Policy Officer, HSP</p>	
1.	Welcome/Apologies	
1.1	Mark Wilson welcomed everyone to the meeting and introductions were provided by the Group.	
1.2	Apologies were received from:	
	Kevin Mothersdale - Learning & Skill Council Simon Clough - Children & Young People (HBC) Councillor Marie Wright Siobhan Saunders - Adult Learning & Skills Development (HBC) Andy Guile - Halton Voluntary Action Debbie Dalby - Halton Voluntary Action Lyn Rhodes – Riverside College Halton	
2.	Minutes and actions from meeting 15.5.08	
2.1	<u>Item 8.2 – LEP Development</u> CB to confirm that the paper 'What is a LEP' has been circulated.	CB
2.2	The minutes were accepted as an accurate record.	
3.	WNF Commissioning and Core	
A.	<u>Commissioning</u>	
3.1	MW felt that the commissioning event on July 4 th was useful to confirm support for outline proposals but the reality is that thanks to the effort made by the ELS SSP our requests to the commissioning pot were strong enough at the time of the original exercise – though in truth we have lost some time due to the process delays. The SSP is well prepared for the next stages however. The process should now move forward with £3.2million funding for worklessness and skills.	

<p>3.2</p>	<p>MW summarised the presentation from the event for the group, with the proposals that were put forward as follows:</p> <p>a. Skills</p> <ul style="list-style-type: none"> • 100 apprenticeships • 300 through pre level 2 courses • 32 complete intensive learning and employment course • 100 employers signed up to support NEET strategy <p>b. Employment</p> <ul style="list-style-type: none"> • 213 people in SOAs into work to hit LAA target • 3 dedicated employment liaison officers linked to neighbourhood management areas • New moped mobility pilot assisting 50 people • In work support advice <p>c. Enterprise</p> <ul style="list-style-type: none"> • 100 more start ups plus 100 job growth • Enterprise challenge • ‘How to sell’ programme • Public procurement – more contracts won • Business buddies • Primary school expansion • Entrepreneurs in residence <p>d. Community Grid</p> <ul style="list-style-type: none"> • The start of a 3,000 household community grid in Windmill Hill • WNF pays for 120 households • Enables project to commence • Roll out in stages as additional money sourced 	
<p>3.3</p>	<p>The following comments were noted during discussions of the presentation:</p> <ul style="list-style-type: none"> • The SSP is committed to being proactive in the priority wards and LSOA areas in Halton but also reactive elsewhere. • To reach the target of 213 extra people into jobs in LSOAs will involve a ratio of 2 or 3:1 – very challenging, and ways to reduce this ratio need to be looked at during the planning day on August 1st (see 3.4). • NI 163 – 3% stretch has been agreed for this indicator. • NI 173 – it has been well received regionally and nationally by DWP that Halton has chosen this indicator. CB will be leading on work with partners across the SSP to meet this indicator, as well as strengthening links with the Health SSP by creating a joint working group to meet this target. The possibility of organising a learning event with other authorities that have chosen 173 is also being looked into to share ideas and find quick-win areas for Halton to ensure we hit the ground running 	<p>CB</p>

	<p>on work in this area.</p> <p>It was also noted that in Salford the PCT is 'incentivising' GPs to encourage patients towards IAG and a pilot has started in Castlefields using similar principles for IAG and also referring people towards health trainers.</p> <p>3.4 <u>Planning Day</u></p> <p>MW told ELSSP colleagues that Cheri Kelly, has recently been appointed by JCP as their LAA Operational Support Manager and as well as supporting this SSP, will help with organising events such as the planning day on August 1st. The planning day will be used to discuss the detail of the proposals from the commissioning event and make more definitive decisions on which will be taken forward and delivered using the £3.2 million, plus commissioning budget. At the workshop leads will be nominated for the agreed proposals and these will be asked to work up the detail, which will be brought to the SSP for signoff. From these a single SLA, or one SLA for each of the three main areas that the proposals for within (enterprise, skills and employment)</p> <p>All colleagues were invited to the workshop and asked to make every effort to attend, or send a substitute with delegated authority to make decisions. It is hoped that between this SSP and its sub groups at least 30 delegates will be in attendance at the event in the River Suite at Stobart Stadium Halton.</p> <p>B. <u>Core Budget</u></p> <p>3.5 Colleagues were reminded that the WNF core budget for year 1 totals almost £1million and although this budget was from April the first release to projects was in June. All project leads have 6 months to outline where the money will be allocated for this year.</p> <p>3.6 The following discussions took place around some of the projects and the following was noted:</p> <ul style="list-style-type: none"> • HPIJ – a paper was requested outlining how the £80k will be spent. • HPIJ (pre-recruitment partnership) – this was one of the main areas of the original commissioning pot bids, but information is needed for the spending of the allocation of £200k in time for the planning event. In order to take this forward, discussions with TNG are urgently needed. It is hoped that 5 staff can be employed in this area, plus an additional person to run NI 173. • Supported Employment – GF noted that with more money than the allocation of £35k more could be done. GF was asked to produce a justification for this for any available 	<p>All</p> <p>GF</p> <p>GF/MW /CB</p>
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	<p>monies through the commissioning pot.</p> <ul style="list-style-type: none"> • CES – the £14k contribution is no longer required and can be reallocated to another area that can justify the extra resource. 	GF
3.7	GC agreed to write a paper giving a short explanation each project and where their money is allocated to be spent.	GC
3.8	<p><u>DAF</u></p> <p>GC noted that the SSP needs to look at where the £270k of DAF money is being spent across the projects for audit purposes.</p>	
4.	Making the most of other funding	
4.1	<p><u>Reallocation of DAF underspend for 2007/08</u></p> <p>GC reported that the balance remaining from the underspend that has yet to be committed is £54,863.64. The initial proposals to allocate this were tabled as follows:</p> <ul style="list-style-type: none"> • Steps to Work - £12,500 • Skills Passports - £10,000 – PC and NM to confirm the price per student and whether this money could be reasonably spent and value for money obtained in 2008/09 in time for the planning meeting. If not, this money could be directed towards apprenticeships. • Apprenticeships - £30,000 – this could be put into a programme around NEET but DS stressed the need to link into the supply. DS agreed to look further into this proposal in time for August 1st. • £2,363.64 remaining to be allocated. <p>This will be discussed in greater detail at the planning event on August 1st, and final proposals on how to allocate the full amount of this funding will be agreed</p>	<p>PC/NM</p> <p>DS</p>
4.2	<p><u>NWDA CES Money</u></p> <p>£3million has been allocated to the Objective 1 area overall. Halton has been clear that its share should not be match funding to ensure it does not lose out. NWDA has ring-fenced £194k for Halton and clarification is being awaited on how this will be received over 3 years before this group can decide how to spend it on infrastructure around projects. It was noted that this funding will be predicated around DAF wards.</p>	
4.3	<p><u>Recently commissioned LSC activity</u></p> <p>NM agreed to send an update to be circulated with the minutes.</p>	NM
5.	Update on SLAs	
5.1	GC reported that the performance sub group went through the quarter 4 DAF returns, quarter 4 performance report and 2008/09 SLAs at its last meeting. Copies of a report on each were available at the meeting for colleagues and these highlighted any actions	

	required of each project. Where any issues remain outstanding, it was noted that Shelah Semoff will email the project leads directly.	
5.2	The group discussed DAF in detail and all colleagues were asked to ensure they don't over claim on numbers of jobs or double count jobs in statistics.	All
5.3	MG circulated a paper on quarter 1 returns, noting difficulties experienced within the LSP team this week in turning around the report for this and another SSP meeting today following Monday's deadline for returns, while experience a number of staffing issues. Projects that have yet to send a return will be chased early next week, when any other discrepancies will also be cleared up. So far, only a few invoices have been received, all will be processed as soon as the LSP Team Administrator returns to work next week.	
6.	Disabled persons and carers employment strategy	
6.1	A piece of work on this has been completed by Inner City Solutions (consultants) and circulated to colleagues for comment but the response to this so far has been poor. Colleagues were asked to respond if they have not done so already, in particular to ensure the figures are accurate before the consultation is taken further. Once developed, the strategy will be circulated to SSP partners for approval.	All
6.2	Discussions are underway between Halton Disability Services and Warrington Disability Partnership regarding a potential merger. Mark W explained to the meeting how effective the Warrington Disability Partnership is.	
7.	LAA Update	
7.1	Halton's LAA has now been signed off by GONW, with one or two targets within some indicators to be agreed later this year.	
8.	A.O.B.	
8.1	<u>Sub group reports</u> Update papers from the skills and enterprise sub groups were circulated.	
8.2	<u>Riverside College Halton</u> It was requested that a presentation be given at the next meeting on proposals for a learning resource utilising Stobart Stadium Halton.	
8.3	<u>Jobcentre Plus</u> MW requested that all agencies support Dawn Owen and Cheri Kelly as part of their induction into new posts within JCP in Halton.	

REPORT TO: Employment, Learning and Skills PPB

DATE: 17 November 2008

REPORTING OFFICER: Strategic Director, Health and Community

SUBJECT: Olympic Games

WARDS: Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To update members of the PPB of initial developments in Halton to respond to the award of the Olympic Games to London in 2012.

2.0 RECOMMENDATION: That

- (1) Members of the PPB comment on the approach.
- (2) The PPB suggest ways they feel that Halton should get involved in 2012.

3.0 SUPPORTING INFORMATION

3.1 The London Olympics take place 27 July – 12 August 2012. The Para Olympics take place 29 August – 9 September 2012.

3.2 The Council already does much to encourage and support sport. Some examples are: -

- Sports Development Grant Scheme
- Platinum Card Scheme for elite performers
- Rate Relief for clubs
- Free pitch hire for junior sports matches
- Significant capital investment (for e.g. pitch drainage, athletics track, all weather pitches, multi-use games areas, skate-parks, flood-lit training facilities, changing rooms).

3.3 An early proposed initiative was to establish an Olympic Fund to support Halton residents to get more involved because of the Olympics, and to support local athletes to aspire to compete in Olympic Games.

3.4 The fund was intended to support activities in two major areas: -

- (1) To generally inspire people, and especially young people to participate in sport, to use the excitement and interest in the 2012 Games to encourage as many people as possible to get more fit and active.

The fund would therefore, be used to host events, particularly 'taster' sports that may have not been tried before. It would

support seminars on coaching, fitness, diet, and general life-style issues. It would also be used to attract inspirational role models to come to Halton and speak to local people.

- (2) To support individuals who have real potential and who could genuinely aspire to participate in the 2012, including volunteers.

The kinds of support that could be supported are: -

- Free entry to the Council's sports facilities
- Support for coaching and practise partners
- Advice and support from mentors
- Physiotherapy and access to medical advice
- Support to cover the costs of competing and equipment
- Access to sports science expertise
- Health and medical advice including nutrition and diet
- Appropriate travel costs to support training and participation.

3.5 The Executive Board agreed to support the idea of an Olympic fund at its meeting of 29 March 2007. By attracting funds from a number of sources (NRF, Priorities, Sports Partnership, Sport England), a budget of £90,000 has been established. Grants have already been awarded to young people involved in table tennis, cycling and special gymnastics. The intention now is to seek sponsorship from other partners and local businesses to continue to 'top-up' the fund up to 2012.

3.6 Halton has put itself forward as a potential training for Olympic nations to establish pre-games training camps. The Stobart Halton Stadium and Regional Table Tennis Centre have been included in 2012 Training Camp Guide produced by the Olympic Committee. This in itself is a significant step, and an acknowledgement of the facilities in Halton. The emphasis now is for visiting countries and the North West Olympic Steering Group to explore possibilities.

3.7 Other initiatives involve an attempt to attract funding to target the 16's+ to be inspired by sport. This will involve, if successful, a programme of 'taster sessions' of a whole range of Olympic Sports, many of which residents would never have dreamed of trying. The Community Sports Coaches have also started a programme of going into primary schools to engage young people in Olympic Sports, and in particular the less obvious ones.

4.0 POLICY IMPLICATIONS

4.1 The Council has endorsed its commitment to the Olympic Games by establishing the "Olympic Fund". The issue is to make it relevant to local people, and to increase participation in sport in general.

5.0 OTHER IMPLICATIONS

- 5.1 At this stage there are none. However, should there be an approach to be a 'training camp' for a visiting nation, the Council would have to carefully consider cost implications.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children and Young People in Halton

By getting involved, the intention is to increase participation in sport, thereby encouraging health lifestyles, as well as developing the potential of those already involved in sport.

6.2 Employment, Learning and Skills in Halton

To increase participation in sport, thereby encouraging healthy lifestyles, as well as developing the potential of those already involved in sport.

6.3 A Healthy Halton

Participation in sport generally encourages healthy lifestyles, reduces obesity and can help prevent some medical conditions.

6.4 A Safer Halton

No significant impact.

6.5 Halton's Urban Renewal

No significant impact.

7.0 RISK ANALYSIS

- 7.1 The Olympics offers the opportunity to raise the profile of sport in the Borough which in turn contributes to the Council's priorities in respect of health and self-development. By not taking a lead the Council could miss an opportunity to attract further funding into the Borough and to develop sport within the Borough.

8.0 EQUALITY AND DIVERSITY ISSUES

- 8.1 Both the Olympics and the Para-Olympics will be staged in London in 2012. In setting up the fund it will give opportunities for all to participate.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

- 9.1 None.

REPORT TO: Employment, Learning & Skills Policy and Performance Board

DATE: 17th November 2008

REPORTING OFFICER: Strategic Director, Health and Community

SUBJECT: Community Centres Annual Report 2007/08

WARDS: Borough wide

1.0 PURPOSE OF THE REPORT

1.1 The purpose of the report is to update the Employment, Learning & Skills Policy and Performance Board on the performance of Community Centres in 2007/08 and any issues impacting across the service.

2.0 RECOMMENDATION: That

(1) The report be considered.

3.0 SUPPORTING INFORMATION

3.1 The Community Centre service is part of the Community Involvement Team (CIT) and sits in Cultural and Leisure Services in the Health and Community Directorate. There are 5 Council run Community Centres, Upton, Ditton, Castlefields, Grangeway and Murdishaw. Across the service we employ 31 staff and have 17 active volunteers. We provide a grant to Churchill Hall, which is run by the TH Brown Trust.

3.2 Community Centres are safe accessible facilities located in the heart of our communities; they serve both the local and wider community and promote inclusion, equality and diversity and community cohesion. The Community Centres' service contributes to the 6 key council priorities, a summary of which is provided in this report.

Community Centres have three distinct usages;

- A base for community groups and activity;
- A platform for service delivery at a local level;
- Space for private and commercial hire.

3.3 Community Centre Performance

The Community Centres' Service has delivered 21,213 hours of community activity in 2007/08 with 277,298 attendances across the 5 sites and an income of £254,178 levered into the service.

The service continues to have a mix of community use and service level agreements with Youth Service, Adult Day Services and Children's Services.

Last year's annual update to PPB identified a number of service developments which have been progressed:-

Quality standards for customer care are still being researched for the most appropriate model for Community Centres the 'Visible Communities' Model was not appropriate. The Association for Public Service Excellence (APSE) continue to look at the feasibility of adapting the QUEST quality standard for sport and leisure facilities and will be progressing this area of work with a new cross cutting focus on leisure and community facilities.

The development of a Luncheon Club at Murdishaw, Its purpose being to provide a meeting place for Carers, Family Members and people with Dementia. This was launched in August with 25 attendees and is supported by the Alzheimer's Society. Numbers have been maintained at approximately 12 per week plus facilitators. It is envisaged a Christmas lunch booking will increase numbers further.

Planning for the new Community Centre for Castlefields, is ongoing and an options appraisal for the delivery of the Centre's Community Café is being developed for presentation in January 2009.

The Youth Hub at Grangeway continues to evolve, the refurbishment is complete and service users are beginning to hire the facilities. It is expected that Youth Parliament and the Youth Bank will move in once a Hub Co-ordinator has been appointed.

- 3.4 The table shows the comparator performance between 06/07 and 07/08. Overall income has increased across the service with the exception of Murdishaw Community Centre. This is due to the staggered withdrawal of revenue funding from Riverside and Liverpool Housing Trust, which has reduced by 50% to £5k. In this context the centre has made a fairly good recovery and this will continue to be an area of focus to continue an upward trend in both income and usage.

There is a decrease in levels of usage across the two years at three of the sites these are Castlefields, Upton and Ditton.

At Castlefields we have seen a reduction of 3775 visits this is largely due to the withdrawal of a Community Café Service as external funding came to an end and we were unsuccessful in a lottery bid to continue the service. At the centre we are providing a limited refreshment service and continue to explore opportunities to re-establish a café service in the interim whilst the new centre is developed.

At Upton we have seen a reduction of 1077 visits. The centre was partially closed for redecoration and this will have impacted on this figure but most significantly is the sports hall. There is a long standing problem with the roof at Upton and any wet weather causes roof leaks which then forces the closure of the sports hall for health and safety reasons. This issue continues to be negotiated with Property Services to find a solution.

At Ditton we have seen a much more significant reduction of 7471 visits. One of the key reasons for the drop in usage is the move by Youth Services to provide more outreach and less centre based activity. Over the reporting period this has resulted in a significant drop accounting for approximately 2000 centre users.

A more in depth analysis of bookings has shown an increase in the number of bookings and hence the range of activities available but some new bookings need time to grow whilst others such as Havana Nights book 3 sessions a week but only have two participants. The second most significant factor we have identified is centre user groups with older participants in particular Riverside Arts and the Bridge Club. Participants are generally 80+ and numbers have dropped dramatically and over a relatively short term including the reporting period, these sessions total 3 per week and this again accounts for approximately 1350 users.

We are in discussion with our users and service providers to further analyse the data and propose measures to increase greater usage.

Centre	Usage 06-07	Usage 07-08	Variance (last 2 years)	Income 06-07	Income 07-08	Variance (last 2 years)
Grangeway	61,880	68,734	6854	£82,957	£88,540	£5,583
Castlefields	35,267	31,492	(3775)	£27,182	£31,214	£4,032
Upton	66,202	65,125	(1077)	£55,829	£55,828	(£1)
Ditton	95,386	87,915	(7471)	£57,162	£58,558	£1396
Murdishaw	19,755	24,032	4277	£23,136	£20,038	(£3,098)
Total	278,490	277,298	(1192)	£246,266	£254,178	£7,912

Fig 1

The service continues to participate in the Association for Public Service excellence (APSE), performance monitoring across a number of key performing areas. The centres continue to perform well and Ditton was nominated for Most Improved Performer award continuing the profile of excellence as Upton was nominated the previous year. This year's nominees are due to be announced for Civic Cultural and community buildings.

3.5 The range of activities has been expanded and 2007/08 saw new bookings for; Halton Adult Learning, People into Jobs, Floristry, Sewing classes, Social Enterprise outreach, Falconry taster sessions and Digital Photography.

3.6 We strive to engage with our Service Users through varying models of engagement from customer satisfaction to supporting centre user committees and board or management bodies. We will be initiating a service user model of engagement at Castlefield's Community Centre at the request of users, which is a positive reflection on their sense of ownership for the facility.

3.7 **Investment in Community Centres and programming**

A A successful WREN application of £50,000 has enabled us to begin planning for furnishing the new Community Centre for Castlefields. Development is scheduled for completion in November 2009.

B Refurbishment work carried out at Upton Community Centre has generated a positive response from service users and this is expected to be reflected in the 08/09 reporting period, particularly on secondary spend in the Community Café which has been an area of most significant improvement

C Ditton's youth space has been redecorated with costs being met by the Children's Centre.

D Funding from Area Panel for new stage equipment, curtains, lighting tracking and a sound system has improved Upton as a performance space and the HEARTS Theatre group continue to act as the lead organisation demonstrating the benefit of supporting community led projects.

E The Centre Members Committee at Grangeway Community Centre is currently fund raising to pay for a makeover of the stage. This is testimony to investment in supporting community activity and the reciprocal benefits to the broader community.

F Murdishaw Board of Directors has been instrumental in attracting funding for improvements at the Centre with successful applications to WREN and Area Panel.

G Area Panel funding for both Ditton and Upton Community Centre's have enabled us to improve performance space. Area Panel funding for Murdishaw has enabled a series of community events and improvements to site security.

3.8 **Service Improvements**

Some additional service activity which has enhanced the service over the year is;

- Taster sessions at Murdishaw, which netted £1200 income, and recorded over 1000 attendances.
- Halton's Got Talent heats leading to a very successful finals showcase at the Brindley.
- A very successful community open day at Grangeway Community Centre, which attracted over a 1000 people.
- Significant Investment in public accessible ICT at Ditton Community Centre worth over £10,000.
- A SPLASH funded summer scheme at Upton Community centre for 11-16 year olds, which attracted over 70 attendances.

3.9 **Supporting Health**

Health interventions and promoting access to health has been in clear evidence through Community Centres, indeed hirers have experienced good uptake when delivering sessions from Community Centres this perhaps illustrates the benefits of having well run, safe and accessible centres.

Bookings by the PCT include 'People's involvement sessions', Health checks, Flu vaccinations and healthy eating initiatives such as 'Cook and Taste', Vegetable Box Scheme and Luncheon Clubs.

Centres are currently used for health and welfare groups such as the Castlefields Healthy eating group (CHEG), and Counselling and support services such as the Alzheimer Society, Stroke Association, Age Concern and Smoking Cessation.

3.10 **Supporting Employment Learning and Skills**

Activities in our Centres which support employment learning and skills are;

Active recruitment of local residents to the Community Centre service.

Internally organised taster sessions most notably February through to April at Murdishaw Community Centre for example Digital Photography, Jewellery making.

Learning 'outreach' opportunities have been introduced at Ditton Community Centre.

Training providers such as Learn Direct are delivering from Castlefields Community Centre offering training three days per week 6 hours per day for people undertaking NVQs.

Halton People into Jobs have introduced outreach activity at Upton and Murdishaw Community Centres.

There is evidence that successful 'Public sector pathway into employment placements and volunteer placements in Community Centres have lead to permanent employment and provided some participants a route into training and higher education.

In progress for 2008/2009;

Discussions with the Adult Learners Team around Personal Community Development Learning (PCDL) have evolved and classes for adults are due to be implemented at Upton and Murdishaw.

Planning for training facility at Grangeway Community Centre will provide young Adults leaving care with access to life skills and confidence training. HBC working alongside HITS will provide the lead.

3.11 Supporting Children and Young people.

The benefits of Children and Family based activity at Community Centres has long since been established, Sure Start evolving into Children's Centres has left a legacy of child friendly accessible safe facilities as well as self run Playgroups and Mums and Tots groups.

Children and Young people Area Networks (CYPANS) were established last year and a successful Joint Area Review (JAR) is testament to a well-run service. Ditton Community Centre was a key facility pivotal to that assessment.

The production of a Play Strategy is expected to have implications across Community Centre's emphasising the need for increased play activity. Community Centres regularly cater for children's activities so are well positioned to support any changes in service delivery.

3.12 Supporting A Safer Halton

Following increasing incidents of anti social behaviour in Grangeway the Community Involvement Team (CIT) called a stakeholder meeting in February 2008 to discuss what action could be undertaken to tackle local issues. It was important to acknowledge existing interventions such as Positive Futures work and local youth work, the meeting was attended by Youth Services, Police, Fire Brigade, HITS, Publicans,

Officers, Retailers and Residents. It was agreed that the group would undertake a multi agency walk of the estate with young people (co-ordinated by Youth services), discuss hot spots and agree what action could be taken to 'resolve differences'. As a result of this a group has now been established called Helping Hands which meets regularly and has made a difference. Fires at the back of the centre have ceased and glass is not being broken on the games area, 15 people regularly attend meetings at the Community Centre.

Local PCSOs regularly visit Community Centres and the benefit has been two fold. Users have the opportunity to get to know and trust them and the Centres themselves are less likely to be targeted for nuisance behaviour.

Investment into CCTV is needed but there is no core funding for upgrading and maintenance. It is hoped that due to the location of Community Centres we can demonstrate to neighbouring facilities and registered Social Landlords (RSLs) that joint funding arrangements could improve local surveillance with external cameras routed through Community Centre Monitoring Systems.

3.13 **Supporting Urban Renewal**

Community Centres continue to provide a focal point to undertake consultation most recently Castlefields where the next phases of local regeneration and the village square have been exhibited.

One off events like building schools for the future' public meetings have been held at Community Centres.

3.14 **Future Developments**

3.14.1 A plan will be implemented for Touring Network Arts Council Funding. This funding is designated to provide performing arts activity in Upton and Murdishaw. A children's theatre group and taster workshops have been suggested, developing links to the local schools will be key to the success.

3.14.2 The Community Garden at Murdishaw is currently being developed and it is expected to provide a great opportunity for service users to undertake environmental activity whilst at the same time provide produce for the Centre's Community Café. The project is a great example of departments working together for shared outcomes.

3.14.3 Community Cafes continue to provide the focus for discussions around healthy eating, opportunities for social networks, training opportunities and engaging with volunteers. The focus for future café provision will be;

- A training kitchen proposal at Grangeway Community Centre.

- An options appraisal for running the kitchen at the new Castlefields Centre.
- Expanding Country Garden catering and developing a 'next step challenge for Adults' with learning.

3.14.4 Internal energy audits will be carried out at all centres as it is estimated between 20-40% of buildings energy consumption can be prevented through implementing simple changes such as fitting energy efficient light bulbs and instructing staff to undertake simple housekeeping tasks. Centre Coordinators will be conducting Centre Audits in conjunction with Property Services to identify energy saving opportunities. It is hoped that this will contribute to alleviating the anticipated increases in energy costs.

3.14.5 Upton Community Centre could benefit from substantial funding for providing targeted youth activity in the area. Several options have been presented in order to develop the delivery of youth provision in the area this is linked to the Council's Youth Task Force funds. Investment in the Centre is one of the options that has been presented. Regardless the Centre continues to serve the local community well, developing the daytime programme could see Upton once again rise to the challenge of Most Improved Performer in the Association for Public Service Excellence (APSE) Performance Networks awards.

3.14.6 Under utilisation in Centres during the day-time continues to provide the focus for partnership discussions and a new Tenant(s) will be sought for the Portage Centre at Ditton.

4.0 POLICY IMPLICATIONS

No policy implications.

5.0 OTHER IMPLICATIONS

Discussions are being held to progress hirers' liability cover for Community Centres and other leisure facilities.

6.0 RISK ANALYSIS

6.1 Low consumer confidence may have a continued impact on user figures however bookings remain healthy particularly for health interventions and training, better promotion of these activities will help user figures.

6.2 Increasing fuel costs and the end of the councils fixed term energy agreement will result in increased costs to run Community Centres.

7.0 EQUALITY AND DIVERSITY ISSUES

7.1 Community Centres are Disability Discrimination Act (DDA) compliant and continue to foster a strong image of inclusivity. The range of activities on offer at Community Centres is developing, recent examples include; 'Beat the Blues' and the Alzheimer's Society for older people and Games nights for young people.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
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REPORT TO: Employment, Learning & Skills PPB

DATE: 17 November 2008

REPORTING OFFICER: Strategic Director – Health & Community

SUBJECT: Annual Report for Voluntary Sector Funding for 2007/08

WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To receive the Annual Report for Voluntary Sector Funding 2007/08.

2.0 RECOMMENDATION: That:

- i) **The report be received.**
- ii) **The Board comment on the delivery of voluntary sector services in receipt of core grant support from the Council.**

3.0 SUPPORTING INFORMATION

3.1 The report examines the policy context for providing core grant support to the Voluntary Sector and examines the current funding climate for the Voluntary Sector. The report also looks at the benefits of supporting volunteering opportunities.

3.2 The report also provides performance information on the 13 organisations Core Grant supported in 2007-08.

4.0 POLICY IMPLICATIONS

4.1 None at this stage.

5.0 FINANCIAL IMPLICATIONS

5.1 The Government has a vision of a stable sustainable and productive relationship with the third sector and is encouraging passing the certainty of 3 year funding to voluntary organisations in line with the 3 year Comprehensive Spending Review settlement.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 **Children & Young People in Halton**

None at this stage.

6.2 **Employment, Learning & Skills in Halton**

None at this stage.

6.3 **A Healthy Halton**

None at this stage.

6.4 **A Safer Halton**

None at this stage.

6.5 **Halton's Urban Renewal**

None at this stage.

7.0 **RISK ANALYSIS**

7.1 The PPB will monitor that the grant is being spent appropriately and the Council and Halton residents receive value for money.

7.2 The PPB will need to consider what funding is available in 2009-10 before any guarantees or decisions are made to commit funding to the future projects identified within this report.

8.0 **EQUALITY AND DIVERSITY ISSUES**

8.1 To receive a grant organisations have to demonstrate that acceptable equality and diversity policies are in place.



Annual Report

2007/2008

Voluntary Sector Funding

**The Benefits to Halton from funding the
Voluntary Sector 2007/2008**

Contents

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3.1 Annual Report for Voluntary Sector Core Funding 2007-2008

Background and Context

Funding Climate for the Voluntary Sector

Nationally, the long term expansion in active charities in the Voluntary Sector has been increasing, since 1991 in total by 40% overall.

However, the sectors income nationally is heavily concentrated in a relatively small number of organisations. Over 70% of total income into the sector flows to just 2% of the organisations. The vast majority of organisations (86%) have incomes of less than £100,00 and this 86% consumes only 7% of the sectors overall income.

Most of this funding is distributed through contracts rather than grants, a shift that tends to favour larger charities while putting the grant and donor dependent smaller organisations at risk. Individual donations to charities are being effected by the current economic squeeze and public giving fell by 3% last year.

Many grant funding streams to the voluntary sector are being reduced due to many different drivers. Lottery funding is expected to be severely reduced due to the Olympics, being hosted in London in 2012. The National Lottery will be making a contribution of £2.2 billion, and £1.425 billion of the funding will be taken from the Good Causes.

The move to encouraging Voluntary Sector Organisations in bidding for Contracts for Public Service Delivery is still on the Government's Agenda. To enable our local organisations to bid alongside large national charities and business the Council provided local training courses. Last year was a large awareness event, this year this focus this year is on helping the organisations to understand the how to complete the primary tendering document.

For some organisations, bidding for Public Service Contracts is appropriate. For others however, it is not an option as they do not provide services that are a statutory requirement for a Public Service. These often smaller organisations who none the less, add value locally by: addressing the needs or interests for specific groups within the community; building social capital; improving quality of life; and providing a sense of community and belonging.

A Study undertaken on behalf of National Association for Voluntary and Community Action by Sally Cooke in June 2007 looked at why grants are important for a healthy local Voluntary Sector. The study found that providing grants:

- ❑ Increases the signposting of potentially vulnerable individuals to appropriate services
- ❑ Builds social capital and connections within the community and a capacity for self-help
- ❑ Encourages diversity and responsiveness
- ❑ Enables leverage of resources into the locality from elsewhere
- ❑ Enhances potential for engagement with communities

- ❑ Nurtures an independent sector capable of responding to current and future service needs
- ❑ Nurtures complementary and preventative services

Benefits of Volunteering

The Core Grant Fund provides some security especially for organisations who provide opportunities for volunteering whose input continues to underpin the sector. The 2005 Home Office Citizenship Survey estimates that 44% of the population of England and Wales volunteered formally at least once over a 12 month period, that is up by 39% since the last citizenship survey in 2001.

It is estimated that the UK's current level of volunteering equates to 1.2 million full time workers, a value of £27.5 billion, demonstrating the continuing role of volunteering in underpinning the sector.

Baroness Neuberger's review of Volunteering in the Public Service: Health and Social Care in March of 2008 stated

“Volunteering allows individuals to collaborate with each other and create people centred services. It is in no way about services being provided on the cheap. I have no desire to see the work that paid staff do being displaced by volunteers”

A report by Volunteering England published in September 2008 found that the research data shows a clear link between volunteering and good health both for volunteers and service users.

“ Volunteering can increase volunteers' longevity, improve their mental health, keep them fitter, and enable them to cope better with illness when it occurs. Volunteering also has a positive impact on a range of factors affecting service users including self-esteem and adoption of health behaviours.”

Halton provides funding to organisations who in turn offer volunteering opportunities, for 2007/08 285 individuals have been active volunteers. These volunteers provided 28,885 hours of volunteering which, if paid for would cost £375,500. This figure alone is more than we gave in Core Funding Grant and is only the tip of the iceberg with regards to benefits gained. The full picture can be seen on page 23

Changes in funding for Legal Services

Charities providing legal services face uncertain futures after new contracts were introduced by the Legal Services Commission.

The commission, which runs the legal aid scheme in England and Wales, introduced unified contracts October 2007 saying that organisations it funds will be paid fixed fees rather than traditional hourly rates.

About 440 voluntary organisations are funded by the commission. Many deal with the most complex and time-consuming cases and fear the new rules could jeopardise their income, some may be reluctant to take on too many complex cases.

The only organisation who receives HBC Core Funding and who also receives funding under the new Legal Services Contract in Citizens Advice Beaureu. It is too soon to assess the impact this new regime has on the organisation. However in Hull earlier this year the CAB lost their Legal Services Contract, which has subsequently been awarded to A4E, a private company.

Application Process for Voluntary Sector Core Funding

Voluntary Sector core funding is applied for in December and awarded the following March, with funding commencing in the April. The successful organisations are those who provide services, which support the Councils priorities across Halton. For a synopsis of the organisations and the services provided see Organisation profiles later in the report.

Halton Borough Council's Funding Criteria

As well as meeting the general objectives outlined above, groups must also meet the following specific criteria:

- Working in one or more of the Council priority areas
- Networking and liaison with statutory and voluntary bodies within the Borough.
- Commitment to equal opportunities in service delivery.
- Accountability within the organisation.
- Effective management of paid/volunteer staff.
- Effective financial management.
- Examines to what extent the service is already being provided and demonstrates added value and additionally to the service thus avoiding duplication.
- Providing an accessible service (accessible meaning the ease with which the Community can access and use the service).
- Providing value for money.
- Being non-party political.
- Providing a quality service.
- Provides a service throughout Halton
- Has considered whether another Authority might be reasonably expected to be a more appropriate source of funding e.g. health authority.
- Has the ability to continue after the grant money has expired.

Funding allocation for 2007/08

Last year 2007/2008 there was a budget of **£307,148** awarded in full to Voluntary Sector Organisations for core funding.

Organisations receiving under £5000 report on activities on a 6 month basis and organisations receiving over £5000 sign a Service Level Agreement and are monitored quarterly. All organisations receiving funding have regular liaison meetings with HBC Voluntary Sector Co-ordinator throughout the year. The Voluntary Sector Co-ordinator also works with the various organisations offering advice and support, often working in partnership on joint initiatives. Monitoring reports are available for Members perusal in the members rooms. Monitoring information is presented to PPB at mid and end of year

This financial year there had been a £45,000 budget reduction. The budget for 2006/2007 had been £352,150 – 2007/2008 the budget was reduced to £307,148. It was decided that the reduction if funding would be shared proportionately between the 2 largest organisations who also received the largest grants. These were Citizens Advice Bureaux and Halton Voluntary Action.

The table below details the core funding awards for 2007/2008

Cheshire Asbestos Victim Support Group	£15,000
Cheshire Halton & Warrington REC	£6615
Cheshire Victim Support Area Scheme	£8,400
Halton District Citizens Advice Bureau	£152,403
Halton Talking Newspapers	£3,500
Halton Voluntary Action	£63,586
Rape & Sexual Abuse Support Centre	£3,397
Relate Cheshire	£10,300
Runcorn Frodsham and District Mencap	£2,402
Samaritans of Warrington, Halton & St Helens	£4,000
Vision support	£9545
Warrington Community Law Centre	£15,000
Widnes & Runcorn Cancer Support Group	13,000
Total	£307,148

External Funding Accessed for 2006/2007

Cheshire Asbestos Victims Support Group			
Halton Borough Council Core Funding	£15,000	Sponsorship	£5,000
		Donations	£16,203
		Other inc fees from solicitors	£20,000
		Total	£41,203

Cheshire Racial Equality Council		Cheshire Wide Service	
Halton Borough Council Core Funding	£6,615	Cheshire Wide Service	%
		Total for Cheshire =	£39,100

Cheshire Victim Support		Cheshire wide service	
Halton Borough Council Core Funding	£8,400	Funds allocated to Halton from National Association Of victims support schemes	£71,038
		Total	£71,038

Halton Citizens Advice Bureaux			
Halton Borough Council Core Funding	£152,403	Sure Start/Children's Centre	£84,128
		NRF & disadvantage fund	£82,445
		DTI & DWP & YMCA	£64,206
		LSC Legal Aid Contract	£149,790
		LSC Money Advice Project	£108,034
		Bank interest & miscellaneous	£12,971
		Total	£501,574

Halton Talking Newspapers			
Halton Borough Council Core Funding	£3,500	Donations from Listeners	£435
		Sale of Xmas cards	£172
		Interest from accounts	£1,328.53
		Total	£1,935.53

Halton Voluntary Action			
Halton Borough Council Core Funding	£63,586	NRF funding	£188,000
		PCT	£50,750
		Change up & V project	£38,300
		Big Lottery	£37,238
		Merseyside Com Foundation	£3,000
		ERDF	£11,427
		Government Office	£22,279
		Legacy	£34,600
		V stops Sefton CVS	£20,175.43
		IT/ Training Services	£22,909.08
		Generated income	£18,192.20
		Other misc income	£12,906
		Carers Grant	£5,500
	Total	£465,276.71	

Runcorn & Frodsham MENCAP			
Halton Borough Council Core Funding	£2,402	Generated income	£9,683.20
		Donations	£1,936.50
		Grants for specified projects	£11,095
		Total	£22,714.70

Rape & Sexual Abuse Centre			
Halton Borough Council Core Funding	£3,397	Domestic Abuse Forum	£20,000
		Morgan Foundation	£10,000
		BBC Children in Need	£12,330
		Victims Fund	£7,074
		Home Office	£6666
		Total	£56,070

Relate		Cheshire Wide Service	
Halton Borough Council Core Funding	£10,300	From Donations & other generation of funds i.e. rental	£12,000
		Relateen	£4,000
		Total	£16,000

Samaritans		Cheshire Wide Service	
Halton Borough Council Core Funding	£4,871	Grants	£4479
		Donations & Gifts	£4,114.44
		Fundraising	£1,240.89
		Legacies, 200 club, Bank Interest	£2,040.56
		Total	£11,874.89

Vision Support		Cheshire and North Wales Service	
Halton Borough Council Core Funding	£9,545	Cheshire Health Authority	£16,988
		Social Services	£25,200
		Neighbourhood Learning	£3,675
		Total	£45,863

Warrington Law Centre			
Halton Borough Council Core Funding	£15,000	Court Rota Payments	£7,305.48
		Total	£7,305.48

Widnes & Runcorn Cancer Support Group			
Halton Borough Council Core Funding	£12,787	Grants General	£28,835
		Grants Specific	£3,150
		Grants – Big Lottery	£7,698
		Donation, Fundraising etc	£18,530
		Total	£58,213

Total amount levered in from external funding for all organisations 2007/08 = £1,338,168
 Total awarded in Voluntary Sector Core Funding 2007/2008 = £307,150

This means that for every £1 awarded by Voluntary Sector Funding the Voluntary Organisations are able to access £4.36 from other sources.

3.2 Organisation Profiles

Please note that the information below is only a synopsis of the information and monitoring held for these groups.

Cheshire Asbestos Victims Support Group
3/5 Fryer Street, Runcorn Cheshire WA7 1ND
01928 576641

£15,000

Access & availability

- An open door advice service providing a minimum of 20 hours per week at 3/5 Fryer Street, Runcorn.
- Office opening times are from 9am – 1pm
- The paid member of staff works outside the office opening hours on casework
- Telephones lines are staffed from 9am – 1pm for work with ongoing clients and to receive referrals from other agencies. Plus a 24-hour answer phone service.
- Home visits throughout Halton

Aims and objectives

Advice and assistance is given on the benefits available to those suffering with an asbestos related disease.

Provide information on Asbestos and create awareness of the dangers of asbestos to the public in general

Advice and assistance is given to families of those who have died as a result of an asbestos related disease.

The group runs a static caravan in Wales (donations were received to enable the group to buy a new caravan in April 07) for use by victims and their families, organise trips and have recently organised self-support meetings.

Monitoring information

Activity	Yearly totals
Counselling hours	1312
Welfare Rights obtained	£136,054
Civil Claims etc DTER	£2559,492
Volunteer hours per year	2688 approx
No of volunteers over the year	15
Telephone enquiries	1447
Personal visits to centre	234

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton

Cheshire Halton & Warrington Racial Equality Council
92, Watergate Street, Chester, CH1 2LF
Tel: 01244 400730 Fax:- 01244 400 722

£6,615

Access and availability

Contact by phone 10am – 4pm Monday to Friday

Aims and objectives

To work towards the elimination of good relations between persons of differing racial groups

To this end REC works under 4 main areas of work

- 1 Race Discrimination Casework – this involves providing legal advice & assistance to individuals complaining of racial discrimination & harassment
- 2 Policy Development – providing advice to the public, private and voluntary sectors regarding good equal opportunities practice. Also encourages adoption of CRE standards – Racial Equality Means Quality, Racial Equality Means Business & ‘Learning for All’ standard for schools.
- 3 Community Development – helping local community groups to become self-sustaining, establishing groups where none exist, developing consultation roles for local ethnic minority communities.
- 4 Public Awareness & Campaigns – providing general information on race issues to the public.

Monitoring information

Activity	Yearly totals
Attend CLSP Exec & Provider meetings	4
Hate Crime Panel	0
Local Criminal Board Consultation & Sub Group	2
Race issues multi agency group	0
Cheshire Chief Executive Advisory Group on Gypsies & Travellers	6
Casework	2 male
REC connecting communities project – people registered for work from Halton	0

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Halton’s Children & Young People
Employment, Learning & Skills in Halton

Cheshire Relate
Allman House, Langley Road, Northwich, Cheshire, CW9 8AW
01606 350995

£10,300

Access & availability

- Relate operates an appointment based counselling sessions in Runcorn to cover all clients in Halton
- Telephone contact service 9am – 9pm Monday to Thursday, 9am to 4pm Friday

Aims and objectives

Relate works in Halton to promote Health, Respect and Justice in Couple and Family Relationships. The Relate service in Halton generates opportunities and creates the support systems that enable individuals and families to support themselves
 Relate believes good couple and family relationships form the heart of a thriving community

The central office is in Northwich, Halton is supported by a team of 2 full time appointment secretaries, the Central Admin infrastructure and by the apportioned time of the Director. In Halton there are 5 voluntary counsellors and one part time paid counsellor. There are 2 part time paid office co-ordinators and 2 voluntary evening receptionists

Monitoring information

Activity	Yearly totals
Counselling hours	1043
'Relateen' group hours	202
Volunteer hours per year	640
No of volunteers over the year	8
Telephone enquiries	1417
Personal visits to centre	1043

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Halton's Children & Young People

**Cheshire Victims Support
Widnes Police Station
Kingsway, Widnes, WA8 7QJ
0151 495 3528**

£8,400

Access and availability

- Maintain a 5 days 8.00 – 16.00, 1st of June 8.00 – 18.00 & Summer time 8.00 – 20.00
- local response system for supporting victims of crime
- A national help line is available (0845 3030900) Weekdays 9.00 – 21.00 Weekends 9.00 – 18.00 and Bank Holidays 9.00 – 17:00 Working in close consultation with police and other relevant agencies. The Police Family Liaison Officer now operates as 1st point of contact for all victims of serious crime; they then refer to Victims Support. All other crime victims go directly to Victims Support.

Aims and objectives

Victims Support aims to provide a comprehensive service to all victims of crime and their families, and to all witnesses (especially with vulnerable and intimidated), both prosecution and defence, attending Crown and Magistrates Courts.

Actively involved with both Community Based Victim Support and Witness Service Provides all volunteers with ongoing training especially around new initiatives e.g. Dealing with Children and Young Persons and working with witnesses within the Video Link Rooms

Monitoring information

Activity	Yearly totals
Counselling hours	376
Volunteer hours per year	2378.7
No of volunteers over the year	48
Telephone enquiries & letters/e-mails/fax	1700
Home visits seen	562
unseen	84
Pre Trail visits	475
Court Attendances	1462

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Employment, Learning & Skills in Halton

Cheshire Vision Support
Halton Independent Living Centre, Collier Street, Runcorn, WA7 1HB
01928 582944 (evening answer phone)

£9,545

Access & availability

An open door advice service providing a minimum of 5 days per week at Halton Independent Living Centre. Opening times from 10am – 3pm

Office is staffed from 10 am to 3pm on weekdays for work ongoing clients and to receive referrals from other agencies. There is also an out of hours answer phone service

A home visiting service for housebound, or socially isolated, people who require it, throughout Halton.

A Mobile Resource Unit for Cheshire that will be visiting venues in Widnes & Runcorn, e.g. shopping centres, medical centres, sheltered housing accommodation and anywhere it is able to park, where they might reach more people with a visual impairment.

A Tele-friending service that contacts visually impaired people in Halton and operates between 6 & 8 pm and is staffed by a team of trained volunteers.

On site IT training facilities with qualified trainers who work with alongside clients to enhance and develop their computing skills

Several clubs and social groups meet at the Centre.

Aims and objectives

Their aim is to enhance the quality of life, promote the continuing independence, and raise awareness of the needs of all visually impaired people throughout the community, irrespective of age.

People do not have to be registered blind or partially sighted to receive this service. RNIB survey found that 23% of visually sighted people living in private households who are eligible to be registered as blind or partially sighted are in fact registered. Vision Support bridges this gap by offering support to all.

Halton pay for 25 hours of support worker time to visit service users in their own homes to enable individuals to obtain their rights and entitlements by providing front line information, advice and representation service which is confidential and free.

Vision support also runs training courses and support groups and has recently started a new service called Tele-befriending.

Monitoring information

Activity	Yearly totals
Clients visits to Resource Centre inc family visit	1,347
Telephone enquiries from service users & their families	703
Other agencies visits to centre	455
Other agencies telephone calls	1178
Home visits to new and existing service users	1441
Welfare Rights inc. DLA and back pay	£11,574

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Employment, Learning & Skills in Halton

Halton District Citizens Advice Bureau
Unit 3, Victoria Building, Lugsdale Road, Widnes, WA8 6DJ
0151 257 2443

£152,403

Access and availability

Public advice line no. 019128 710000 – out of hours, answer phone should be on to give information regarding opening time. Answer phone will accept messages whilst the open door service in operation, except in debt cases when messages can be left at any time. Hours open to public 10 – 1pm Monday/Tuesday/Thursday/Friday

CAB provide a minimum of 24 hours of open door access for advice and information per normal working week (12 hours in Widnes & 12 hours in Runcorn)

Clients will receive an appointment

Clients with appointments may be seen outside of the 'open door' office times

Home visiting service for housebound people in Halton is provided where possible.

Aims and objectives

- Provision of free, confidential, impartial and independent legal and practical advice on a wide range of issues e.g. Welfare Rights, Debt, Consumer, Employment, Housing, Immigration, Tax, Relationships, Health, Education and many other areas of law.
- It is the only agency in Halton to have the Specialist Quality Mark in both Debt & Welfare Rights & offer a free service.
- CAB also exercises a responsible influence on the development of social policies and services, both locally and nationally.

CAB operates from 2 bases, one in Lugsdale Road, Widnes and also from Grosvenor House in Runcorn.

CAB receives many different streams of funding which are ring fenced to certain projects e.g. Children Centre & Specialist Debt workers.

Monitoring information

Activity	Yearly totals
Number of unique users	5917
Number of cases worked on	6491
Information/Advice Given	9,444
Welfare Rights	£442,970
Debt written off	£52,681
Debt handled	£7,701,085
Gains (employment)	£56,348
Volunteer hours	8,269
Number of volunteers	32
Telephone enquiries	2,400
Letter/email/fax	376
Home Visits	360
Tribunals attended	25
Court attendances	35

HBC Priorities met by organisation

A Healthy Halton
A Safer Halton
Halton's Children & Young People
Employment, Learning & Skills in Halton

Halton Talking Newspaper
The Old Police Station, Mersey Road, Runcorn, WA7 1DF
(Mrs Beatrice MacPherson, 2 Penrhyn Cres., Runcorn, Cheshire, WA7 4XJ)
01928 588500

£3,500

Access & availability

- The organisation has a recording studio and copying facilities at the Old Police Station.
- All the people involved in this project are volunteers
- Service Users tend to be referrals from Social Services

Aims and objectives

To provide Blind and Partially Sighted people with access to local news by producing and distributing a ninety minute audiotape of local news by volunteers

Talking News sends out the tapes and have them returned free by Royal Mail

Talking News also distribute tapes quarterly containing the information from the Inside Halton and other publications, enabling people to keep informed about important issues affecting their lives e.g. Theatre groups, explaining performances and local government agencies information.

Monitoring information

Activity	Yearly totals
Numbers of individuals receiving recordings each week	174
Volunteers involved with the organisation	31
Weeks per year service is provided	52
Volunteer hours per year	1184 approx

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton

Halton Voluntary Action
Sefton House, Public Hall Street, Runcorn WA7 1NG
01928 592405

£63,586

Access & availability

- Providing an open drop-in service Monday – Friday between the hours of 9am to 4pm
- Providing telephone answer phone facilities and appointment service outside these hours
- Maintaining a paper database of voluntary/community groups in Halton and introducing an E-access directory
- Production and distribution of a quarterly newsletter

Aims and objectives

- HVA is a Council for Voluntary Groups (CVS) – a voluntary organisation which is set up, owned and run by local groups to support, promote and develop local voluntary and community action.
- Their goal is to make our local voluntary sector as strong, vibrant, effective and diverse as they can – Strategic aims are:
- To improve the capacity and quality of voluntary and community groups
- To provide support and develop individual volunteers and volunteer-involving organisations
- To facilitate liaison within the voluntary sector and with statutory and private organisations on behalf of volunteers, groups and organisations in the community
- To support and promote local voluntary community action
- To promote best practice and be well managed, financially secure and quality assured organisation.

Monitoring information

Activity	Yearly totals
Information & Advice given	5983
Individuals - sessions attended - Training / Activities	96
No of volunteer involved in HVA activities	15
No of volunteer hours	198.5
Telephone enquiries	5983
Newsletter distributed	2539
Volunteers recruited (for placements)	290

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Halton's Children & Young People
Employment, Learning & Skills in Halton

Rape & Sexual Abuse Support Centre (Cheshire & Merseyside)
Old Police Station, Runcorn, Cheshire, Cheshire WA7 1DF
01928 588523

£3,397

Access & availability

- A 5 day a week helpline
- Counselling at either the Runcorn office , in the victims home or at a suitable community location
- A “response” team of volunteer support workers and paid crisis worker able to respond quickly to the needs of people and helping them with the process of seeking medical advice and treatment and reporting to the police.

Aims and objectives

To provide support and advice to men, women and young people who have experienced any form of sexual violence, whether it happened recently or many years previously. They also offer support to non- abusing family members.

The services include counselling, group work and a telephone helpline.

They also provide specialist training for professionals and volunteers. All of the services we provide are free.

Monitoring information

Activity	Yearly totals
No of volunteers over the year	5
No of volunteer hours	638 +
Telephone calls to centre	1140
Telephone calls identified as Halton	147

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Employment, Learning & Skills in Halton

Runcorn Frodsham & District Mencap
The Acorn Club, Laburnam Grove, Runcorn, WA7 5EX
(Mrs J Fish, 5 Old Chester Road, Helsby, WA6 9JY)
01928 722910

£2,402

Access & availability

- Not a drop in facility – there are regular activities run regularly through the week for a target client group – people with extra learning needs who do not necessarily attend day centre
- List of activities include :- Cooking and basic skills, keep fit, youth club, disco
- Astmoor use the centre for outreach
- They run a 3 week play scheme in the summer
- They have a weekly bingo to raise funds

Aims and objectives

To provide a centre for education and social activities for people (adult & children) with learning disabilities. They also provide respite for their parents and carers. They act as a focus group to improve services for people with learning disabilities.

The group strive to ensure that inclusion is paramount in their organisation and that people with a learning disability are active at all levels including the management committee

Monitoring information

Activity	Yearly totals
No of volunteers over the year	12
No of volunteer hours	4,628
Personal visits to centre for activities	5908

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Employment, Learning & Skills in Halton

Samaritans
46 Arpley Street, Warrington, WA4 1LX
01925 235000

£4,000

Access & availability

- 24 hour a day help line – The Samaritans we fund, are a local branch of a national support organisation.
- The service is primarily a telephone contact service – however there is limited scope for people to visit the centre on an appointment service
- Samaritans also have a 5 strong prison team who support the Listener Scheme in Risley Prison, attending fortnightly evening support meetings and occasional suicide meetings.

Aims and objectives

Samaritans are a local branch of a national organisation and a charity in their own right. They provide a confidential emotional support for people who are experiencing feelings of distress or despair, including those, which may lead to suicide. The service is provided entirely by volunteers who are carefully selected, trained and supported.

Monitoring information

Activity	Yearly totals
Listening calls	13,854
Volunteer hours per year	4160
No of volunteers over the year	56
Personal visits to centre	8

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Halton's Children & Young People
Employment, Learning & Skills in Halton

Warrington Community Law Centre
The Boultings, Winwick Street, Warrington, WA2 7TT,
01925 258360
 (Not funded 2008/2009)

£15,000

Access & availability

- Telephone advice or to make an appointment for clients and agencies was available during office hours
- Provision of legal advice and representation at possession hearings at Runcorn Court.
- Surgeries were provided from 2 sites: at Runcorn & Widnes Age Concern. Runcorn on Wednesday Morning and Widnes on Thursday Morning

Aims and objectives

The Law Centre provides support at Runcorn and Warrington County Court for people threatened with eviction because of rent or mortgage arrears.

They will also advise people from Widnes who will have repossession hearings at St Helens County Court.

The Law Centre runs general advice sessions at Runcorn and Widnes Age Concern to advise people who:

- Are at risk of eviction or tenancy problems including disrepair
- Are experiencing potential or actual homelessness and landlord harassment.
- Have housing linked benefit issues, and those in urgent need of advice in other areas of general law.

The funding received from the Legal Services Commission does not cover the full cost of cases so the funding received from HBC covers:

- Casework completion
- Post Hearing support to ensure that clients understand the decisions of the court and the actions to be taken by themselves to retain tenancy or home ownership.

The Law Centre has also worked with Halton Housing to try to establish referral protocols and attends the Homeless Forum and Community Service Meetings.

Monitoring information

Activity	Yearly totals
Number of people contacted with information prior to court case	73
Number of cases resolved which prevents court cases	8
Number of court session attended	20
Number of people seen at court sessions	42
Number of new cases opened	3
Number of cases closed	1

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Halton's Children & Young People

Widnes & Runcorn Cancer Support Group
21-23 Alforde Street, Widnes, Cheshire, WA8 7TR
0151 423 5730

£13,000

Access & availability

- The centre is open Monday to Friday between the hours of 10.00am to 3.00pm
- Busom Buddies group meets on the first Wednesday of each month at Trinity Church Hall, Peelhouse Lane, Widnes for patients with breast cancer.
- Outreach Service, know as the Hand in Hand group, at The Old Police Station on the 2nd Wednesday of each month at 7.30pm. Open to any patient or carer from any part of Halton with any type of cancer
- Out of hours answer phone service.

Aims and objectives

To provide support services for the people of Halton who are living with cancer
 To extend those services to the Carers and families of those living with cancer
 To provide information and advice about Cancer for the general public in Halton Borough Council

Services provided include information, advice, listening, sign-posting, emotional and psychological support. Counselling is available by appointment. There are currently three Self-Help groups which meet. The HUG club meets weekly, Bosom Buddies and Hand in Hand are outreach groups which meet monthly.

Services also include:

Complementary therapies, Beauty Therapies, Art Therapies, The Bowen Technique and Reiki Healing sessions for patients and carers

Online support for those unable to attend the centre

The organisation now has a Respite caravan in Wales for service user.

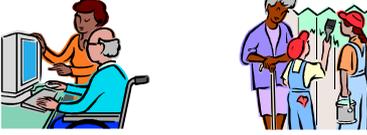
Monitoring information

Activity	Yearly totals
Counselling hours	170
Listening hours	1429
Information centre - patients	115
Volunteer hours per year	3,722
No of volunteers over the year	46
Information phone calls	108
Listening phone calls	438
HUGS club	1062
Hand in Hand	131
Busom buddies	387
Therapies and workshops	516

HBC Priorities met by organisation
A Healthy Halton
A Safer Halton
Halton's Children & Young People
Employment, Learning & Skills in Halton



Local news provided weekly to **174** residents of Halton who are registered blind



A minimum **29,232** Volunteer hours per year in service delivery
The economic value of this contributions is ***£ 380,009**




A total of **3730** face to face counselling hours have been provided covering issues ranging from:-

- * Relationships
- * Debt
- * Isolation
- * Cancer
- * Homelessness
- * Health

If this service was paid for it would cost at least **£88,700**

** "The economic value of volunteering is calculated on an average wage rate of £13.00 based on the 2006" Annual Survey of Hours & Earnings
Source - Volunteering England*

£52,681 of debt written off for Halton Residents



£7.7 million debt handled for

What did Halton get for its **£307,148 in 2007/08**

Organisations have organised training for **264** individuals & Participation rate for various activities **8,759**



25,679 people have accessed information and advice




Free Holistic therapies for people who have cancer including:
Bowen Treatment & Reiki
Massage & Reflexology
Beauty Treatments
If this service was paid for it would cost **£11,910**

Organisations have dealt with a total of **14,447** Telephone enquires



Respite breaks in caravans have been accessed for **58** weeks estimated cost benefit of **£29,000**



1,441 Home visits to Halton Residents who are registered blind



£3.24million in Benefit gains including:
Welfare
Rights
Civil Claims



HBC provided funding for **285** volunteers to be involved in voluntary Organisations services




13,854 Calls to Samaritans

Other activities supporting the

Voluntary Sector in 2007/2008

As part of the support provided by the Council to the Voluntary Sector, a series of training events were organised in 2007/2008

First Step to winning Contracts

Voluntary Sector organisations were invited to a series of short training events. The training was delivered by a Contract Manager from the Local Authorities Social Services team at the offices of Halton Voluntary Action, our local CVS.

The course content aimed to:

- ❑ De-mystifying the Pre Qualification Questionnaire (PQQ)
- ❑ Give 'Top Tips'
- ❑ Sharing samples of acceptable policy documents
- ❑ Explaining how to get yourself known to Social Services

This was delivered to small groups of 6 – 8 people to allow them to go through the PQQ, discuss what each section means, and gave the opportunity for everyone to ask questions.

We ran 3 sessions last year in September/October 2007 and a further session April 2008.

Next Steps to winning Contracts

Following on from the First Steps to Contracting we ran a Next Steps course several times this looked at Next Step to winning Contracts, this course focused on the Invitation to tender (IT) document

This is the main document that is evaluated in areas of:

- ❑ Costs submitted
- ❑ Organisational structure
- ❑ Action / implementation plans of the contracts etc

Tips were provided on how to complete the IT Document.

The IT document is sent to the successful organisations after they have completed a PQQ and have been short-listed, and it is important that all the relevant information is included. This will help you to win the contract. Again the training was limited to small groups to allow discussion.

The evaluation forms from these sessions were all very positive and praised the quality and relevance of information provided

"This was very useful and timely for me. Thank you"

"Very helpful – amazing amount of info and in a very short space of time"

"Managed a small group well, a very interactive and informative session"





On the 27 November we held an event at the Stadium called Find.....

The event was to give to opportunity to find out about:

- Funding
- Information / Advice / Support
- Your Perfect Partner - ship
- Volunteers (or become a volunteer)
- How to use the Media
- What's Happening in Halton
- And much more

It was aimed at Voluntary & Community Sector Organisations and Statutory agencies who are keen to work together in partnership, network and provide a service to the community

There were 40 stalls from various statutory & voluntary sector agencies plus others who offer services in Halton.

They offered a range of information from how to access funding, how to get information into the paper, how to get or become volunteers to making vital links with other agencies to forge new partnerships.

There was a presentation from Halton Voluntary Action giving feedback from a feasibility study into voluntary organisation sharing premises

The stall holder were also encouraged to network, and from their evaluation most found the event useful and made new contacts. They would also like a stall at the next event

Comments

The majority of the comments were very positive, ranging from “Very useful & busy” “Very organised, welcoming “ “This was a good opportunity to speak to other organisations who can work in partnership with us” & “Excellent !!! Thanks for organising”

Of the visitors 66 people signed in 38 evaluation forms completed

All found the event useful and would attend a similar event next year nearly everybody found out some new piece of information

The comments from the visitors were very positive:

“It’s been very useful in terms of networking & finding opportunities”

“Lots of useful information and helpful people. Hope to have built some good links to work with in the future”

“Best funding event I have been to in a long time”

“Very helpful to have so many agencies in one place – and brilliant when people say “I can’t help you but over there can, or speak to.

“I have found it very useful & reassuring that there is so much on offer for the residents in Halton. I have gathered a lot of information, which I will pass around.



Other Events

Throughout the year there have been several smaller events

Informal Reception

In May we had our annual informal reception where the Council and Mayor say 'Thank You' to the groups to whom we award Core Funding.

This event is a recognition for the hard work and dedication of the staff and volunteers from their organisations.



Halton 4 Community – funding finding website

The Voluntary Sector budget also contributes to the Halton 4 Community web portal, which provides funding searches and can be accessed through the Council site.



Looking for Funding?

Check out the link on
Halton Borough Council's Website

Halton 4 Community

This is a free funding database which can
help you search for funding for your project

Log onto - www.halton.gov.uk
Look for the Halton 4 Community Link

REPORT TO: Employment Learning and Skills Policy and Performance Board

DATE: 17th November 2008.

REPORTING OFFICER: Strategic Director of Environment

SUBJECT: City Employment Strategy

WARD(S): Borough-wide

1. PURPOSE OF REPORT

1.1 To update the Board on progress made by the Liverpool City Employment Strategy partnership.

2. RECOMMENDED: That

2.1 **The Board gives consideration as to the progress made on the Liverpool City Employment Strategy.**

3. SUPPORTING INFORMATION

Background

3.1 The City Employment Strategy (CES) concept as developed by government is that local consortia are formed of public, private and voluntary sectors which will work together to target those wards with the highest levels of worklessness i.e. worklessness above 25% of working age population. In Halton, the Department of Work and Pensions have identified - Windmill Hill, Castlefields, Riverside, Halton Lea, Grange and Kingsway. The six local authorities in Merseyside submitted a joint business plan to the Department of Work and Pensions that was successful and the area is now one of the national pilots.

Recent Progress

3.2 There is general acceptance that the partnership has tended to focus too much on process rather than delivery. To a large extent this has been imposed on the partnership as it has sought additional European Social Fund resources (not available to Halton) with which to implement the delivery plan. With the creation of the formal Board, more direction and drive is starting to be put in place. As a result, a number of key actions are being progressed/implemented including –

- Commissioning of an additional £465,000 of business start up activity.
- Recruitment of a small executive team.
- The North West Development Agency has confirmed £3m of funding to support the programme of which £194,000 is for Halton.
- Pilot advice programme to small and medium size enterprises to help them develop fair recruitment and human resource procedures.
- Development of an on line information system for personal advisers that operates down to ward level so that the information they give people is always up to date.

- Over £10m of additional European Social Fund has been secured.
 - Pilot programme of employment advice in prison prior to release.
 - Potential roll out of parent direct across the area (Halton already has this)
 - Development of a common framework for child poverty activity with a view to potential joint purchasing.
- 3.3 Looking to the future, the potential to expand the CES Board into a full 'Employment and Skills' Board is being explored as part of the sub-region Multi Area Agreement. This would ensure a seamless approach from addressing worklessness through to the higher level skills issues in the area. A key part of this is exploring the potential for joint commissioning arrangements where the local board would pool funding from local authorities, learning and skills council and department of work and pensions. Such a co-ordinated arrangement would remove duplication from the system and could produce improved outcomes.

Issues and Next Steps

- 3.4 The Board is yet to decide on how to fully engage the private sector. This programme is configured around meeting business need but private sector representation on the Board is very light. Part of this is tied up with wider private sector involvement in the sub regional governance arrangements.

4. POLICY IMPLICATIONS

- 4.1 Being part of a city region consortium City will help the Council and the LSP achieve targets within the Community Strategy and Corporate Plan, most notably under the Employment, Learning and Skills Theme.

5. OTHER IMPLICATIONS

- 5.1 No other implications.

6. IMPLICATIONS FOR THE COUNCIL'S PRIORITIES.

6.1 Children and Young People in Halton.

Young people that are not in employment, education or training are a key target group within the CES strategy.

6.2 Employment Learning and Skills in Halton

The CES will increasingly enable joint working across the 6 local authorities all aimed at reducing worklessness and unemployment. A key element of this will be the agreement of best practice provision across the area.

6.3 A Healthy Halton.

Supporting people who are on incapacity benefits back into work is a key action within the CES. As such, the Board at its first meeting agreed to extend membership to cover health. Discussions are to take place with the Strategic Health Authority and the Merseyside Health Commission.

6.4 A safer Halton

No implications identified at this time

6.5 Halton's Urban Renewal

Whilst the CES seeks to enable workless/unemployed people into work, the urban renewal work that is underway in Halton (and elsewhere in the partnership area) is critical in attracting business and jobs to the area. Increasing the number of jobs is a fundamental activity that must take place if the CES is to succeed.

7. RISK ANALYSIS

- 7.1 There are a number of risks associated with this programme, but they are considered acceptable and manageable at this time. The key risks are
- Potential delays in finalising any enabling measures that are allowed

8. EQUALITY AND DIVERSITY ISSUES

- 8.1 Equality and diversity are key aspects in the CES plan with a number of key groups being identified for priority actions.

9. LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT

- 9.1 None under the meaning of the Act.

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8.1 Equality and diversity are key aspects in the CES plan with a number of key groups being identified for priority actions.

9. LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT

9.1 None under the meaning of the Act.

REPORT TO: Employment, Learning and Skills PPB

DATE: 17 November 2008

REPORTING OFFICER: Strategic Director, Health and Community

SUBJECT: Public Art

WARDS: All

1.0 PURPOSE OF THE REPORT

1.1 To present the draft Public Art Strategy for comment by the PPB (attached as Appendix 1).

2.0 RECOMMENDATION: That

- (1) The PPB comment on the content of the draft strategy.
- (2) The PPB considers a recommendation to Executive Board.

3.0 SUPPORTING INFORMATION

3.1 The PPB has previously received a presentation from consultants employed by the Council, funded by the Arts Council, to develop an approach to public art in Halton.

3.2 At that presentation, the value of public art was discussed. It was recognised that Halton had no overall approach to public art, tending to be re-active to opportunities, but probably missing funding opportunities to develop public art.

3.3 The brief of the consultants was to produce a practical, working document, which considered planning and funding issues.

4.0 POLICY IMPLICATIONS

4.1 The report is currently at draft stage. The PPB are asked to suggest any changes and then recommend a report to Executive Board that can be adopted as Council policy.

5.0 OTHER IMPLICATIONS

5.1 The strategy suggests the creation of a post to kick-start the development of public art. The Arts Council have indicated that they will fund a part-time post for 2 years. As such there is no financial risk to the Council.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children and Young People in Halton

Public Art through workshops and involvement offer the opportunity to acquire and develop many skills.

6.2 Employment, Learning and Skills in Halton

Opportunities will be developed for Halton's Cultural Industries, and employment opportunities for local artists/designers.

6.3 Halton's Urban Renewal

Public Art will make a strong contribution to the continued regeneration of the Borough, and will attract visitors into Borough.

7.0 RISK ANALYSIS

7.1 In not moving forward, external funding from Arts Council would be lost.

8.0 EQUALITY AND DIVERSITY ISSUES

8.1 None.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

9.1 None



ART in PUBLIC PLACES - A STRATEGY FOR HALTON CONSULTATION DRAFT

SPECIFIC PROJECT SUGGESTIONS

The identification of specific live projects at an early-enough stage of development (and with amenable stakeholders) is seen as very important in the establishment of any integrated public art strategy across Halton. This section maps a number of key areas for consideration and investigations, and then looks at the central consolidation through marketing of a number of pilots acting as a multiple focus. Given the time constraints, this project list should not be seen as exhaustive however.

Initial Pilot Cluster

Generally, the use of a rolling programme of artist placements and design team collaborations can be used throughout Halton's regeneration portfolio, with the individual areas developing their own particular piloted approach to suit particular development plans and client and community needs. To initiate this, it is suggested that the current programmes either side of the river at Widnes Waterfront and Castlefields provide an ideal joint marketing opportunity. Following on from these, other projects would be Halton Lea and Runcorn Old Town, both of who already have public art referred to in their draft SPD's, and are likely to reference in any future public art Guidance Note.

Windows on the Waterfront

Complimenting these pre-existing 'live' projects, is a future relationship to other major programmes developed on the back of the 'Windows on the Waterfront' initiative from the Mersey Waterfront Regional Park - which has identified 11 key Mersey locations – or 'windows' as focal points for future development and investments. As part of this, the focus of the new Mersey Crossing (planned for completion in 2014) provides the ultimate flagship, and further makes the case for the development of a consolidated waterside strategy. Current identified opportunities within this developing Regional Park strategy include:

- Pride in our Promenades – Enhancing and extending public access along promenades
- Coastal Places, Open Spaces – Environmental improvements, interpretation, arts and access projects.
- Promoting the Place & Engaging People – Community engagement, marketing and communications, including 'Peoples' Panels' who will debate issues affecting their local waterfront area.
- Linking the Waterfront – Access and public transport links within the Regional Park Zone, linking the 11 waterfront 'windows' with each other and surrounding parts of the Northwest.
- Mersey Way - Another long-term proposal is to create a continuous multi-user trail, making the entire 135km coastline fully accessible to the public by 2020.

Consolidating these in the medium to long term should be a major signed-up priority. There is clearly the need for some form of joined-up partnership or protocol operating between the different pilots - linking through to one centralised marketing and evaluation profile and identity,

as well as the development of a growth and training programme to draw upon. An enhanced role for a Halton wide Public Art Steering Group, although some form of additional facilitation would be required – be it consultancy in the short term and a new post in the longer term.

Mersey Crossing Gateways

As well as projects directly related to both the old and new bridges themselves (such as public art lighting for example), allied to the wider Mersey Crossing project are a number of potential gateway sites – either associated directly with the bridges, or linked to the new and improved rail and road network that runs up to them. Potential locations, and preliminary gateway project ideas are as follows:

- Widnes Loops Junction gateway
- Mersey Crossing Visitor Centre – suggested off Widnes Loops Junction and located at South Widnes / Spike Island
- Tolling Plaza at Ditton Interchange
- Fiddlers Ferry Power Station public art lighting
- Landmark to south eastern tip of Wigg Island / Wigg Island Bridge
- Gateway to Astmoor Junction
- Gateway to Silver Jubilee South Junction / Runcorn Railway Station
- Central Gateway adjacent to Weston Link
- Major Southern Gateway to River Weaver / M56 Junction 12 (and possible collaborative project with Weaver Regional Park)

Widnes & West / South Bank

In addition to key gateways, with regards to overall regeneration projects, on the Widnes side of the Mersey, it is suggested that the Mersey Waterfront consideration should include the Wards of Hale, Ditton, Riverside & Halton View. Key projects currently picked up in Action Plans here include:

Halebank

Halebank is currently an isolated residential area adjoining a mixed quality employment area, home to a variety of small businesses. There is a need for regeneration within the Area particularly in relation to the redevelopment of vacant and derelict sites, improving housing in the area, providing community facilities and improving the overall living and working environment. Halebank opportunities include:

- Real opportunities for eco-village feel
- Lead artist placements in any masterplan teams to explore sustainable communities plan.
- Short-term creative reuse of Ditton Station / Long term creative industries or community part-use of redeveloped station building
- Environmental arts projects within Woodland and greenway walkways and cycleways
- Other public transport related commissions and residencies

Southern Widnes

Southern Widnes is the old Victorian heart of Widnes where an unhealthy mixture of heavy industry and poor quality housing has largely disappeared. The UDP directs large-scale retail and leisure development to the Town Centres and allocated sites. Therefore, any retail, food and drink or leisure provision within this Action Area should be to serve the local community only, in the interests of sustainability. The Action Plan concludes that is an area in need of investment in its social and physical environments. Southern Widnes opportunities include:

- Exploration of participatory and live-arts festivals, built around community engagement

and tourism investment is needed

- Water-based recreation explored in some way – perhaps water taxis along the Sankey to view the bridge and/or Houseboat pavilion design Competition
- That the design for a new railway station could provide both a design collaboration opportunity as well as possible community hub base – including creative industries.
- That the location of Spike Island provides the best location for a Mersey Crossing viewing station or visitor centre – with perhaps the opportunities of an international design competition being explored.
- Public realm projects exploring linkages along the waterfront and into Widnes core – and the Transpennine Trail.

Widnes Waterfront

The declining employment area used to be a major location for the chemical industry in Widnes, leaving behind a legacy of contaminated land. The nature and design of new development should take advantage of the waterside location beside the St. Helens (Sankey) Canal and Mersey Estuary. The Action Plan concludes that a significant improvement should be made to the waterside environment. Widnes Waterfront opportunities include:

- The large and wide band of vacant land and the disused chemical tip, adjacent to the Mersey Estuary provide opportunities to explore a truly international environmental commission.
- The Tanhouse Lane intersection with the new greenway and riverside boulevard provide potential gateway points.
- The actual crossing of the Sankey Canal and Fright Line from Tanhouse Lane provide a major design opportunity for some form of bridge crossing. Other crossing points also exist elsewhere.
- The development of a linear programme along Riverside Park – with immediate linkage to Spike Island, but beyond that linking into the Transpennine Trail, the Pride in our Promenades initiative and (in the long term) the planned Mersey Way.
- Collaborations with local businesses resident or relocating to the area.
- Artist residencies creating links to past and into Widnes town centre.
- Initial Landmark commission.

Runcorn & East / North Bank

On the Runcorn side of the Mersey, it is suggested that the Mersey Waterside considerations should include the Wards of Heath, Mersey and Castlefields / Norton Priory and Daresbury. Key projects previously picked up in Action Plans here include:

Castlefields / Norton Priory

The Castlefields Regeneration Programme has been chosen as one of RENEW Northwest's five Exemplar Learning Projects for 2007. The Castlefields Partnership consists of Halton Borough Council, Liverpool Housing Trust, CDS Housing, Northwest Development Agency, The Housing Corporation and national regeneration agency, English Partnerships. The partnership is committed to working together to achieve lasting, sustainable improvements to Castlefields. This 3-year action plan includes over 50 projects. Within this, current Castlefields / Norton Priory opportunities include:

- New opened cycleway/pedestrian link through Castlefields.
- Phoenix Park, Youth Activity Park and drop-in centre
- Consultation events, including Party in the Park event, with environmental artists helping map opportunities.
- A commissioning project for treatment to 2 subways
- An arts competition for the refurbishment to new footbridge
- Artist placements within the redevelopment of existing Village Centre by McColl architects

- The developed strategy being | developers coming into the area.

Runcorn & Weston Docklands

Whilst Runcorn Docks continues as a freight handling facility, other parts of the area have been in decline due to increased carriage of goods by road. The legacy of previous uses includes large worn out buildings with few services, and large areas of derelict land. Provision is made for the commercial dock to continue and where possible enhanced; however should this not be commercially possible other compatible uses would be considered. Runcorn & Weston Docklands opportunities include:

- On an area of land adjoining the Dukesfield housing area there is an opportunity for building a new education building for Halton College. Alternatively this area would suit waterside housing.
- Advantage should be taken of the location of the Weaver Navigation within the area, both commercially and as a leisure and tourism facility – with possible collaborative links between the Mersey Waterfront and Weaver Valley Regional Parks.
- Public art interventions or architectural competitions built around the focus on Bridgewater House and the former Bridgewater Locks.

Runcorn Old Town Canal Quarter

Architects Allford Hall Monaghan Morris (AHMM) have been selected by Urban Splash and Halton Borough Council to develop the £30m proposals for the four hectare Canal Quarter site which will transform Runcorn Old Town. AHMM have been working up proposals for the site, which has included further consultation with local people, to prepare a planning submission for an exciting mix of bars, shops, apartments and offices - as well as a new library and swimming pool.

Links to Other Strategic Live Projects

Taking this further, such potential artist commissioning should be built around actual 'live' capital projects, currently planned (or aspired to) as part of the wider regeneration, and collaborating with selected (and amenable) design teams. Projects need to be engaged as early as possible (but ideally pre-planning) and include:

- Building Schools for the Future programme (Wave 6) - indicative capital investment estimated to be in the region of £90m to £100m, with Halton likely to replace or refurbish its secondary school provision. These currently include the 8 secondary schools, 3 special schools offering secondary provision and 2 Pupil Referral units offering secondary provision.

Other Generic Areas of Opportunity

Many projects that link into the overall Strategic Frameworks could be engaged either directly or indirectly through a collaborative arts approach. Typical core themes, include:

- River footpath / cycleways / countryside linkages – possible links to Sustrans and their 'Art in the Travelling Landscape' community programme.
- Related projects built around the notions of 'Exercise, Exploration and Fresh Air' – Exploratory projects to get out on the streets, parks and greenways to investigate and engage with the surroundings and community.
- Green Space Projects – Neighbourhood green and park art projects and strategic linkage explore with stakeholders Cabe Space and Groundworks.
- Project links to Halton parks holding the prestigious Civic Trusts 'Green Flag Award' - Rock Park, Wigg Island Community Park, Runcorn Hill Park and Local Nature Reserve, Victoria Park, Hough Green Park and Pickerings Pasture Local Nature Reserve.
- Public Transport / Bus Operators – development of artist placements alongside transport providers.

- Housing & Street Layouts – Artists to work with design teams to investigate the physical design of the streetscape.
- Live and participatory arts commissions within identified Halton wards to develop their aspiration as a cultural and leisure amenity with evening activities.
- Safe and Secure Neighbourhoods – Links to Street Warden Scheme and Neighbourhood Police schemes – collaborative artist residencies and linkage, with particular emphasis on engaging anti social behaviour and health / drugs issues
- Links to local businesses - collaborations and residencies to embed the programme and create buy-in.
- Education & Training programmes - through both Artist and Creative Industry educational programmes but also CPD for professionals.
- Business Development programmes allied to Creative Industries.
- Community / adult learning generally
- Public Realm Design awareness programmes – linked through collaborative residencies to designated Design Teams, Stakeholders and community groups
- General programmes built around issues to do with Sense of Place, Local history and Memory – but with very much a forward-looking project focus of aspiration.

Artists Taking The Lead

The London Organising Committee for the Olympic and Paralympic Games has recently announced a formal role for the funded arts sector in a Cultural Olympiad. As such, all four Arts Council's will be asked to support something called 'Artists Taking the Lead', through which artists will be challenged to lead a celebration of the excellence, diversity, innovation and internationalism of the arts across the UK. As a part of this, twelve artists' commissions – presumably public art in some form - will be "responding to and celebrating our local and national cultural life in each of the nine English regions and in Northern Ireland, Scotland and Wales" and will create "great art in iconic and unexpected places". Each commission will encourage collaboration across art forms, aspire to a legacy beyond 2012, and have the creative energy of children, young people and communities at its heart.

With this in mind, 8 Creative Programmers have already been appointed so far by DCMS for the Cultural Olympiad – including Deborah Lander for the North West.

ACTION PLAN

Specific Project Suggestions

Immediate project recommendations, could look to particularly to engage with existing Partnership Stakeholders (either collaboratively, or as part of a joined-up cluster) through a series of centrally marketed pilot projects.

In the short term, these pilots should concentrate around Widnes waterfront and Castlefields; in the medium term around Runcorn Old Town and Halton Lea; and in the longer term around other Action Areas as identified above – but with particular emphasis being towards the Mersey Crossing, and all the connective networks of transportation and Borough profile that can be planned-in around that between now and 2016.

SHORT TO MEDIUM TERM SUGGESTIONS

Short to medium term programme suggestions are highlighted in this section. An indicative suggested budget is also illustrated for discussion purposes only.

Generic Recommendations

Integral to any *Art in Public Places* strategy for Halton should be a fundamental sign-up to the aspirational development of the core principles of welcoming:

- Development of exemplar Public Art cluster projects with diverse artists, partners and communities
- A joined up approach to 'bridge' Halton and focus on creative programmes to readdress

the Waterfront and Widnes / Rip.

- Centralised Advocacy and Marketing strategies and budgets
- Innovation, Risk, Experimentation
- Critical Debate and Advocacy Processes
- Appropriate and Robust Processes
- Skills and Capacity building between artists, clients and professionals
- Research and Development - including paid design time for artists and other creatives
- Embedded documentation and evaluation programmes

Short Term Action 2007 - 2008

Based on a notional central budget of £60k over the first year, it is suggested that a portion of that budget be dedicated to attempting to kick off the Guidance Note and a related marketing and advocacy profile of the two separately-funded public art clusters of Widnes Waterfront and Castlefields. As such, critically it will be the need to influence future brief development and to establish in the minds of the client body, the value that the role of artists can provide. In the medium term, projects such as Runcorn Old Town and Halton Lea should be targeted, along with other ones as identified in Section 11. In simple terms, the most practical way this can be achieved is by:

- Detailed debate and engagement with all stakeholders.
- Setting up a wider Working Group cluster, based on existing exemplar projects and partners.
- Expansion of the terms of the Public Art Steering Group.
- Initiating a wider facilitated creative forum or workshop with invited stakeholders, practitioners and community representation.
- Establishment of agreed core Partnership Aims and Objectives to Public Art – that are adopted in a Public Art Guidance Note.
- Commission a further detailed Delivery Action Plan either in-house or by consultant commission – informed by the Steering Group.
- Creation of funding pots to enable both a centralised public art advocacy and marketing strategy, and to create initial project feasibility.
- Resulting from the Action Plan, set aside portion of existing budget for the Steering group to help agree seed-funding feasibilities of new residency programmes with identified stakeholders.
- Marketing & Evaluation budgeted for, established and programmed
- Regular funding bids budgeted for, established and programmed

Short Term Budget

A suggested budget breakdown is made as follows:

Short-term (suggested 1 Year over 2007 and 2008) - Expenditure @ £60,000 + VAT / Source: Halton BC (target £40k) and Arts Council England (target £20k):

- Arts Consultant or 1-year part-time post – budget @ £20,000
- Engagement with Stakeholders – budget included in work by engaged consultant.
- Public Art Steering Group – budget @ £2,000 for invitee attendance fees over 3 events over 1 year.
- Creative Network workshops – budget @ £3,000 for 2 events over 1 year.
- Partnership Aims and Objectives to Public Art – budget included in work by engaged consultant.
- Funding pot to enable small project feasibility – budget @ £5,000 over 1 year.
- New residency programmes – budget @ £20,000 for 2 x £10,000 3-6 month residencies
- Marketing & Evaluation – budget @ £5,000
- Funding Bids – budget included in work by engaged consultant.
- Other projects, subject to funding bid approval and other Stakeholders
- Contingency – budget @ £5,000

Medium Term 2008 - 2011

In the Medium-Term the emphasis should be to look to begin to embed more strategic and sustainable practices. Following successful stakeholder discussions and funding bids, it should be possible to begin to grow the range of the commissioning and residency programme, whilst still keeping the funding and delivery of these within their individual project frameworks. To augment that however, is the need for a centralised fund to act as a hub for these public art project clusters, and enables it to buy-in stakeholders, cross boundaries, seed-fund new feasibility and jointly market and evaluate ongoing projects. As such, suggested outputs are:

- The creation of a curatorial and/or project manager role in support of the Arts Development Officer, Planning or Regeneration Teams.
- Continued quarterly facilitation of the Public Art Steering Group
- Establishment of a wider Public Art forum that includes all interested stakeholders.
- Continuation of recurring Network Events and Workshops - to enable participants to understand and develop awareness of the diverse stakeholder influences on their organisations. Presentations and facilitation would include artists, as well as wider design teams.
- Top up to the funding pot to enable small public art feasibility development.
- Establishment of a Section 106 / % For Art or new Planning Tariff draw-downs to feed into the non-project fund.
- Negotiation of Stakeholder Service Level Agreement to secure further Public Art investment.
- Establishment of a formal public art policy through SPD or other means following consultation.
- Using ongoing management of projects, begin to investigate potential new stakeholders and other funding streams to develop new project feasibilities.
- Set up a regular on-line bulletin or website be commissioned to which Stakeholder organisations are invited to contribute any issues they wish to disseminate and debate.
- Continue to seed-fund feasibilities for new programmes
- Build on marketing budget and look to produce a joined-up marketing programme of publications and new media – including a regular on-line bulletin or website commissioned. Stakeholder organisations to be invited to contribute any issues they wish to disseminate and debate information and list opportunities.
- Evaluate existing and new programmes using the new Ixia Open Space Evaluation Toolkit (with nominated Officers trained to use this system).
- Following successful stakeholder discussions and funding bids, begin to grow the range and scope of the commissioning programme.

Medium Term Budget

A suggested budget breakdown is made as follows:

Medium Term (suggested 3 Years over 2008 and 2011) - Expenditure @ £100,000 per annum / Source: Halton BC (target £50k), Arts Council England (target £20k) and Other (target £30k):

In the Medium-Term look to begin to embed more strategic and sustainable practices such as:

- Full-time 3-Year Project Officer role in support of the Art Development / Planning @ £35,000 scale - assuming office recruitment and staffing costs can be absorbed in-kind.
- Public Art Steering Group – budget @ £2,000 for attendance fees over 3 events over 1 year.
- Creative Network events and workshops – budget @ £5,000 for 2 event over 1 year.
- Public art feasibility – budget @ £5,000 for 5 x £1,000 commissions over 1 year.
- Residency programmes – budget @ £30,000 for 3 x £10,000 3-6 month residencies
- Marketing & Evaluation – budget @ £8,000
- Funding Bids / Stakeholder Contributions – budget included in work by engaged Officer
- Development of Mersey Crossing / Mersey Way / Mersey Waterfront funding bid – budget included in work by engaged Officer

- On-line bulletin or website @ £
- Contingency @ £10,000
- Other projects, subject to funding bid approval and other Stakeholders

Short to Medium Term Suggestions - Action Plan

The total cost of the short to medium term (2007 to 2011) is anticipated as being around £360k, with around £80k being identified as potentially coming from Arts Council England over the 4 years.

Of course there is a strong argument for a project-based approach to public art commissioning but whilst this provides an interesting diversity of project approaches, it also acts as a divide and rule mechanism to maintain the piece-meal approach to commissioning.

What is needed is a consolidated joined-up approach that both identifies the need to bridge a number of issues – be they project and stakeholder collaboration, new creative and learning networks, or indeed increased linkage between Runcorn and Widnes – with the Mersey Crossing as the flagship to that.

LONG-TERM SUGGESTIONS - 2011

Looking to the longer-term sustainability of any integrated public art programme within Halton, this section sets out some of the ultimate programmes that could be possible up to the end of the UDP in 2016.

Suggested Programme Considerations

In the Long-Term, start to feed-back the (hopefully) ongoing programme of arts engagement activity, such as:

- Final delivery of a major permanent public art commission and related festivals programme allied to the completion of the Mersey Crossing, Mersey Way and Mersey Waterfront Regional Park – envisaged in 2015.
- Development of a self-sustaining and ongoing public art programme and cluster-based delivery strategy as part of a wider Art in Public Places in Halton.
- Creation and funding of a permanent public art delivery model or agency – including permanent posts.
- Establishment of a Section 106, new Planning Tariff and Service Level Agreement and other grant and stakeholder revenue and project streams.
- Provision of support and advocacy for Stakeholders to understand and manage creative opportunities in Halton more fully.
- Establishment of Action Learning and Community Engagement programmes to enable Stakeholders to continue to learn from one another using a process that promotes sustainability and “cross-fertilisation” of creative ideas and experiences.
- Support and ongoing use of empirical research and evaluation in public art.
- Support the development and delivery of short, tailored CPD programmes for artists and providers.
- Continuation, improvement and additional programmes to short and medium term.

Long Term Legacy

In many ways, the commissioning, action research and advocacy carried out in years 2007 to 2011, as well as any support consultancies or posts created to help facilitate it, will determine the potential scope and sustainability of any long-term programme.

There is no doubt that stand-alone project funding for public art programmes are generally easier to achieve than more elaborate long-term funds for centralised support – and needing complex in-house officer or agency support. That is not to say it is impossible, merely that a strong argument has to be made to potential funding stakeholder, and that it needs to be backed up by clear evaluated data that needs to be collected right from the start.

Based on the indicated scale of the short and medium term programmes, to make such an approach work, an annual revenue stream of between £150,000 to £250,000 minimum would probably need to be established to support a range of outputs. At least 50% of this would probably have to be generated out of Section 106, Percent for Art of Planning Tariffs.

ART in PUBLIC PLACES - A STRATEGY FOR HALTON CONSULTATION DRAFT

COMMISSIONING CODE

Public Art Steering Group & Facilitator

The key to this Public Art Commissioning Code is the acceptance and valuing of the need and role of the Halton-wide Public Art Steering Group, ideally with some form of facilitated central role – be that externally funded consultancy, fixed-term or salaried post. The existing model for the Widnes Waterfront is a useful starting point for considering the Steering Group, but this needs to be enhanced, with more interested parties and champions invited in.

The continuation of the facilitation role of **beam** in developing the Widnes Waterfront public art programme and Halton-wide public art strategy is clearly fine for the short-term, but is not sustainable in the longer term. In addition, a project-by-project approach of different teams – albeit with enhanced funding and the benefit of a potential public art Planning Guidance Note – would not build legacy for Halton, but would merely provide a continuation of the previously occurring piecemeal approach to public art commissioning.

Clearly what is needed is some form of centralised base within Halton BC to be able to assist in the coordination of project development (but not delivery), and to provide some form of strategic focus for a range of clustered pilot projects that will doubtless begin to develop over the next few years. Project funding for these is not seen as a problem necessarily, however revenue funding to deal with enablement, support and legacy-building, certainly are.

The funding for such a support post has precedents elsewhere – such as the Northumberland and Tees Valley Regeneration based public art posts seconded part-time to Commissions North / Arts Council England NE. More locally, Arts Council England NW has a special relationship with Liverpool Biennial and its own Public Art Managers – however, this is currently only built around the Liverpool Biennial and Capital of Culture programme.

The funding for strategic programmes built around issues such as research and development, evaluation, maintenance and marketing will prove more tricky, but are deemed the most essential ingredient to help raise the overall quality of public art within Halton and make it truly sustainable.

Selection of Projects

A statement of how projects meet a set of established Funding Criteria for Commissions must support all projects and should ideally be considered initially through the vehicle of a facilitated Public Art Steering Group. Such an enhanced Steering Group should be established to ensure that all projects, which are considered and recommended for approval, and take account of the following:

- Illustrate huge quality and innovation in the arts
- Represent value for money
- Have realistic targets and timescales
- Are appropriately budgeted and offer market rates to artists and project managers

- Can demonstrate support for the project including community support/consultation – if appropriate
- Offer a distribution of projects across Widnes Waterfront and wider Halton.
- Have taken account of any relevant planning regulations, bye-laws, listed building or Site of Special Scientific Interest status (SSSI)
- Have taken account of physical ownership, copyright, health & safety and maintenance issues
- Guarantee reasonable public access to the commission location/site, including any private sector scheme or development to which the Innovation Fund has committed financial support.
- Incorporate appropriate and effective evaluation which will be publicly accessible for research purposes

Artist Selection Methods

The Steering Group could help teams select artists from both direct appointments and through open and closed competition. An outline project proposal should be prepared to indicate which selection method is proposed, and the reasons for the method of Artist Selection used. Selection panels should be properly briefed and clear guidance be given on their responsibilities and the extent of their influence. A number of alternative mechanisms are usually used to achieve this:

- Limited Design Competitions - An invitation to a minimum of three or four artists to respond to the brief in the form of a proposal. This could include a maquette or model of the proposed work, drawings, site plans and budgets. A decision will be made on quality of past or potential work and performance at the interview.
- Open Competitions - A Call for Artists advertised in the art press, slides or portfolios are submitted to the selection panel. This may precede a limited competition. A decision will be made on quality of past or potential work and performance at interview.
- Solicited Appointment - An approach is made directly to an artist, usually preceded by research and studio visits. It is most usual for this approach to take place with the advice of a specialist consultant or the Steering Group in order to ensure that the needs of both the client and artist are met.
- Competitive Interviews - Artists invited to attend interview and make presentations of past work to the Steering Group. A decision will be made on quality of past or potential work and performance at interview.

Project Briefs

For any projects project-led by external agencies and funded by respective Halton Teams, responsibility for drawing up project briefs should lie with the relevant Project Manager but should ideally be presented to the Steering Group for discussion and approval.

Artist Briefs

The Steering Group can taken account of both the Public Art Policy and Good Practice Guidelines for Commissioning taken from Artists information sheets from Arts Council England, The Artists Information Company and other agencies as identified on a project-by-project basis (possibly as conditions on funding). It is suggested that the Artist's brief should normally consider:

- Who the commissioner is, their mission and normal areas of work.
- Background to the project including principles established by the feasibility
- Vision for the project
- Site details - factors to be considered

- Technical brief
- Timescale
- Selection criteria and panel
- Selection procedure
- Outline of contract stages and sample contracts
- Budget - is this global, does it include VAT
- Ownership and copyright - including designs, models etc.
- Requirements of artists in responding to the brief
- Indemnity and Public Liability insurance requirements - during development and post completion
- The artist's role in consultation
- Life cycle and Decommissioning factors

Project Management

It is assumed that projects can normally be monitored through the various area-based Regeneration Teams, Landscape Services or the Arts Development Teams (subject to resources and priority). They can also be managed via the employment of an external Project Manager or Lead Artists. A pool of such Project Managers and Lead Artists can be sought via an application and artist selection process set out above, and these can be selected to form an Approved Suppliers List, in accordance with any Halton Borough Council Financial Regulations. Project Managers or Lead Artists can be selected for one-off projects or for a programme of work based on these lists - according to their availability and suitability to the particular project or stakeholder.

Artist Agreements and Contracts

Artist's contracts can be issued having regard to standard guidelines adopted by the Steering Group, which should be based on the standard Halton Artist Contract (modified in 2007 for use on Widnes Waterfront) as well as recommendations of Arts Council England and The Artists Information Company. These will need to also be in compliance with Halton Borough Council's Contract Standing Orders and Financial Regulations. In certain cases where standard contracts are required for minor scale built environment work, it is suggested that a standard JCT Minor Works Contract, with Contractors design (MWD) be the favoured standard.

Tendering Procedures

It is suggested that full-tendering procedures might be adopted for all projects valued in excess of £50,000. For projects with a value less than £50,000 procurement could follow standard agreed tendering procedures in all instances where appropriate and in order to demonstrate value for money. However, where three tenders are not available (owing to the specialist nature of a commission) a waiver could be sought subject to the agreement of the Steering Group. This information is subject to the standard terms of Halton Borough Council of course.

Eligibility for Funding

The following areas of work are suggested to be eligible for consideration for funding under any public art programme within Halton, provided that they are part of a solicited or invited commission:

- Speculative Research and feasibility studies for projects
- Artist's design proposals
- Artist residency programmes (and associated costs)
- Artist's fees, travel and subsistence expenses
- Transport, site preparation and installation costs
- Promotion and marketing costs
- Project management fees (for externally placed project management)

- Community participation progr: projects
- Speculative project Seed-funding – See Section 6.5
- Project documentation and evaluation – See Section 6.6
- Maintenance or after-care endowment (for Halton Borough Council-owned property/land only)

Innovation & Incubator Fund

Whilst the remit of this report is not about getting comprehensively engaged in the complex and specialised world of facilitating creative industries, artist incubators and live-work studios, there is nevertheless, a potential programme relationship that can be developed and refined with regards this consideration, by using highly creative and proactive methods. Acting as chief advocate, through parallel arts intervention within Halton, it is suggested that the active allocation of a variety of artist and creative industry seed-funding, can be made (subject to project fund granting and availability) through a R&D Innovation & Incubator Fund, released to a variety of programmes as proposed by the Facilitator and agreed with the Steering Group.

A sub group to the bigger Steering Group, could be established to select projects for support and to oversee the management and distribution of such a Fund. This group could meet approximately four times each year and will be coordinated by any appointed Facilitator. Membership of the group could be drawn from key cultural, regeneration, community and academic organisations as well as having representation from Halton BC, Arts Council and other stakeholders.

In terms of sustainably funding this, it is suggested that a regular project levy be imposed by the application of Section 106 or otherwise, to help fund an ongoing programme of artist and creative seed-funding through the Innovation & Incubator Fund.

Evaluation & Monitoring Fund

Linked to models of good sustainable practice as well as the developing brief from DCMS to integrate higher levels of evaluation into all Culture-in-Regeneration initiatives, it is suggested that all public art programmes set up ought to aim at eventually becoming self-sufficient. In order for this to happen, methods to highlight and evaluate good practice must be developed in parallel to the on-going programme. This undertaking would fit with all current suggested models being advocated by DCMS and Arts Council.

Such an evaluation programme could help to work strategically with partners such as DCMS and Arts Council to help deliver their aims within the context of artists engaging with regeneration and the built environment – and working locally but with a national perspective. It is likely to be something they are particularly interested in – with current exemplars by IXIA under its Open Space Evaluation Model being the suggested initial model for consideration. Details of this model are included in the Appendix.

As ‘action research’ it could help explore and develop best practise procedure for the future on such issues as evaluating the economic benefit of:

- Artist as creative catalyst through temporary works
- Artist as spatial planner, master planner and lead artist.
- Artist as collaborative design team member.
- Artist as community facilitator
- Artist as fabricator – designer-maker
- Integration of the arts as part of a cultural masterplan
- The value of Culture Tourism
- Commissioning and employing artists in temporary installational programmes
- Creative consultation and community involvement
- Development of localised public art strategies
- Contracting artists and consultants

- Engaging artists in the built environment, and major capital builds generally
- Advocacy & presentations
- Development of steering groups
- Seed funding R&D
- Artist and professional CPD workshops and seminar delivery
- Production of Information Services
- Website and publication production
- Production of marketing guidelines and leaflets
- Development of evaluation and appraisal methods
- Development of maintenance and decommissioning programmes

It is suggested that as per the other described funds, a project levy be imposed by the Steering Group to help fund an ongoing period of evaluation. The outcome of such work is also likely to have practical benefits to the marketing and advocacy programme.

Maintenance & Decommissioning Fund

Often forgotten about, the important issues of maintenance and decommissioning need to be considered at the outset, with a contingency created to deal with the hypothetical typical life of a commission – be it a 1-week temporary installation project or a 30-year permanent sculpture. It is suggested that based on experience a figure or percentage be agreed at the outset of all projects and an endowment levied and kept in trust to deal with maintenance and decommissioning issues that are deemed over and above the normal everyday duties of Halton BC. Note that the ‘normal’ level of local authority maintenance might not be considered acceptable, and precedents might be set to even consider an out-sourcing of this service to an external body, much like bus shelters often are today, and public art was years ago, when maintained by Liverpool Architecture & Design Trust (LADT) on behalf of Liverpool City Council.

Whether it be through poor design or workmanship, latent defects, wear and tear or pure wanton vandalism, it is clear that a budget needs to be set aside from somewhere for a degree of maintenance – particularly in the first 12 months and then increasing as the project begins to enter the mid to late term of its pre-designated lifespan.

Documented research by Public Art Online, lists a number of recommendations with regards to the decommissioning of public art. These recommendations range from quite basic ideas – e.g. making sure that all contracts include items such as life expectancy, review periods and maintenance agreements – to more detailed discussion of criteria to be considered by decommissioning review panels.

In summary, a number of issues are recommended for consideration and incorporation, namely:

- For all new commissions, issues of maintenance and decommissioning should be addressed by the contract at the outset
- For bodies responsible for existing artworks, there should be a policy defining the principles of maintenance and decommissioning criteria
- The policy should include an agreed process of assessment which would decide the future of public art works in accordance with the maintenance and decommissioning criteria.

It is suggested that as per the other described funds, a project levy be imposed by the Steering Group to help fund an ongoing period of maintenance, leading ultimately one day, to decommissioning.

Marketing & Advocacy Fund

The practice of justifying the benefit of art and culture in regeneration (particularly commercial developments) is notoriously difficult to prove factually – particularly where clients and

stakeholders are ill informed or (worse) lack interest or motivation. In addition to this, public art often generates extremes of public reaction, rather than a comfortable middle ground of consensus. Because of this, the local media outlets of local papers and television often showcase public art in a trivial manner to debate the worth of local tax payers funding fine art – often with highly destructive results. Because of this, it is important that stitched-on to any public art public realm strategy is a sophisticated and regular advocacy and marketing system to pre-empt such bad press. Some initial suggestions to help address this are as follows:

- Newsletter - Cultural updates and press releases should be forwarded on a regular basis for the Widnes Waterfront, Castlefields and other area-based and Halton-wide newsletters. In addition to this, 3D visual representations of physical work (permanent or temporary) could be illustrated on an extended enhanced version of the Widnes Waterfront 3D model to show the Mersey Crossing and Waterfront Regional Park and wider context.
- Website - Either as an add-on to the main Halton or area-based website (perhaps most sensibly in the short-term) or as a bespoke site, there are major opportunities to start to showcase best practice in public art – both locally and wider. In terms of new media arts, there is also the added potential of looking to feature related initiatives such as use of media work and community web networks, facilitated by artists, to further raise the profile and explore and illustrate ideas virtually.
- Wider advocacy - Marketing press releases with associated illustrative visualisations ought to be more widely circulated on a regular basis to Local TV, Radio and Press, Arts Council England, DCMS, NWDA, Mersey Partnerships and Environment Agency etc. A budget for a marketing and PR programme is important, ideally under a stand alone budget, or alternatively as a strap-on to the main development one run by Widnes Waterfront.

It is suggested that as per the other described funds, a project levy be imposed by the Steering Group to help fund an ongoing programme of engagement, advocacy and marketing.

Commissioning Code – Action Plan

A number of key issues come out of this section and these are summarised briefly as follows:

- Public Art Steering Group be enhanced to liaise with Area Teams responsible for public art clusters – including the appointment of a designated central Facilitator.
- Funding draw-downs from Section 106 or otherwise be agreed to create designated funds for targeted areas of enabling and supporting work.
- Supplementary Project Levies be implemented to cover seed-funding, evaluation, ongoing maintenance / decommissioning and marketing

The key to the successful establishment and sustainability of such a programme would be centred around the further enhancement and authority of the Steering Group, and its ability to solicit sustainable interest and funding from other stakeholders – public and private sector. Another key task of such a group, would be as a vehicle to help engage more directly with the executive levels of Halton BC itself, and those of key strategic stakeholders drawn from both regeneration, community, design and cultural organisations. It is important that this Steering Group does not just compose of Halton BC employees, but looks to wider regional and national stakeholders and identified champions.



ART in PUBLIC PLACES - A STRATEGY FOR HALTON CONSULTATION DRAFT

Planning Guidance Note:

- Make recommendations for securing public art work
- Provide guidelines for the development of Public Art projects in Halton to ensure quality of concept design and execution of public artwork - through a Planning Guidance Note
- Concentrate on the areas of both banks of The Mersey and Castlefields (up to Norton Priory) as pilot areas
- Identify the expertise needed (both internal and external) and clarify the roles and responsibilities of all those involved
- Outline a Commissioning Code of Practice
- Signpost funding opportunities for development
- Include an Action Plan, which provides mechanisms for effective project delivery. The Action Plan would guide future development and would include specifically recommended actions for the next three years.

Core Principle

At a most fundamental level, it is suggested that Halton adopts the basic standard of Article 27.1 of the 1948 Universal Declaration of Human Rights as a first principle, which simply states that:

“Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits”.

Definitions

Culture

In addition, the illustrative (but not exhaustive) Department of Culture, Media and Sport (DCMS) document ‘Guidance on Integrating Cultural and Community Strategies: Creating Opportunities’ defines lists the areas of ‘culture’ as including:

- Performing and Visual Arts
- Craft
- Fashion
- Digital, Film & Published Media
- Tourism, Festivals, Attractions
- Design
- The Built Heritage
- Architecture
- Landscape - Parks & Open Spaces
- Countryside & Wildlife Habitats
- Water Environment
- Sports
- Recreation

- Children's Play
- Playgrounds & Play Activities
- Informal Leisure Pursuits
- Language
- Museums, Libraries & Archives
- Archaeology

Public Art

National Public Art Think-Tank Ixia's definition of public art is:

"The practice of public art is diverse - the term conflates activities that include art, craft and design within the public realm. The spectrum of artistic practice represented by the term encompasses art commissioned as a response to the specifics of the public realm, craft commissioned as part of the designed environment and process based practice that does not rely on the production of an art object. As a result public art is difficult to define".

It goes on to say that:

"The process of commissioning public art is complex, and by necessity involves a number of partners. Issues of collaboration are at the centre of many public art commissions. As a consequence the process can be protracted and challenging. The commitment and resources required on the part of all creative partners and project facilitators is often under-estimated".

Further to that, the Northwest Development Agency's (NWDA's) public art funding guidelines definition of public art is:

Public art encompasses all the art forms, including the visual arts, performance, music, video and new media. The prime requirement is that projects or events are publicly accessible and site specific, designed for a particular place at a particular time. Projects may be permanently or temporarily sited and locations can include the interiors of buildings, the spaces around them, parks and waterways as well as the rural environment. Increasingly, public art is moving into new technologies and includes the use of light and projected images.

Artists should have as much freedom as possible to respond to sites and possibilities in their own way; briefs should be open, not prescriptive. Their work may mirror and interpret the environment of the place and this can sometimes include exploring difficult or sensitive issues.

Increasingly public art overlaps into the related disciplines of architecture, urban design, community participation and regeneration. This collaboration does not necessarily have to result in a 'work of art'. Artists working alongside other professionals and designers can contribute their conceptual and practical skills to the creation of buildings, other structures and public spaces.

Public art can have a part to play in the regeneration of communities. It can involve a process that encourages local people to embrace new ideas and skills, develop a sense of ownership and to engage in decisions about their locality.

Artists

Ixia defines artist working within public art more specifically as:

- Members of design teams, working collaboratively and contributing to the use and form of developments through research, reflection and propositions in relation to context
- Working to creatively engage with communities in order to explore and articulate issues of significance

- Working as commentators and process based public art producing either permanent, temporary or

Benefits

As regards to the wider benefits to the community, Ixia sees these as:

- Generating pride in an area
- Increasing sense of ownership
- Developing cultural identity
- Changing an image
- Engaging with local communities
- Creating distinction, character and identity
- Contributing to quality of life, through good design and high quality surroundings

Arts Council England hold similar aspirations, and also believe passionately that the role of art and artists should be ever more integral to that process – and in particular need not be slavish to the social and regeneration agendas, but could deliver against their aims and target audience, whilst proactively enhancing, exploring, engaging, challenging and provoking both ‘people’ and ‘place’ in an ongoing process.

National Policy

Similar themes are duplicated in the aims of objectives of many key Stakeholders and as such are recognisable across a range of other regional and local strategies and policy - percolating down in related formats into many of these, be they NWDA’s Regional Economic Strategy, Strategic Frameworks or Quality of Life Indicators etc. As such, key factors of any public art programme can look to consider the wider perspectives of:

- Sustainable Environments
- Community Engagement
- Children & Young People
- Arts and the Creative Economy
- Collaboration & Partnerships
- Innovation & Best Practice
- Support & Training
- Evaluation & Evidence

Local Policy & Regional Initiatives

The sign-up from key representatives within Halton BC is key to the integrated development of any integrated arts and cultural strategy for the public realm. Of course, all partners have already signed up to the joined-up principles of Sustainable Communities and their holistic ‘Quality of Life’ aspirations for residents - and this can also be the accepted starting point for any justification for the integrated role for artists and culture in any future regeneration programmes. In summarising local policy and strategic initiatives, the key issues that crop up repeatedly are the:

- Sustainable Communities agendas
- Flagship Mersey Crossing and its associated transport infrastructure
- Environmental, tourism, leisure and cultural potential of the Mersey Waterfront Regional Park and associated greenspace
- Housing regeneration programme
- Business, Skills and Education development
- Development of People and Jobs

- Building Infrastructure
- Quality of Life Issues

Consultation & Engagement

There is a need for a clear single process and understanding of how to feed general community information into Halton's public art programme. As such, it is felt that there is a need for effectively more community workers on the ground – and these could be provided by an additional role for artists to take up this mantle.

Core Wish List

A number of key issues are suggested. These included a wish-list for certain generic considerations to be addressed within the future mix - namely:

- Clustered yet independent public art pilots - centrally marketed with a Halton 'brand'
- Early engagement of artists, and artist-led projects generally
- Artist involvement in key strategic projects
- More public art partnerships – including community, business and design teams
- More joined-up and creative thinking over strategies, masterplans and budgets
- Achieving a balance of scale of work, including holistic 'small is beautiful' approaches
- Welcoming a range of commissioning practice and opportunities
- Exploring site-specific notions of 'time', 'place' and 'local distinctiveness'
- Temporary arts programmes - running in parallel rather than just gateway pieces
- Growth of resources to help integrated arts facilitation and delivery
- Pilot of community arts involvement groups – to be part of any Area Forums or Citizens Panels.
- Building relationships to and a database of local artists and creative industries around Halton
- Creating indirect outputs of skills development – such as attending basic design courses
- Development of art as a tool for community engagement and training
- Art treated as integral to the design process and not treated as an optional extra
- Artists exploring direct community focused approach to feed into ongoing regeneration designs
- Holistic artistic programme engaging both design professionals and local residents
- Innovation around the creation of a Section 106 or any new Planning Tariff arts spending strategy – potentially linked to any future developed SPD's

Artistic Vision

As far as more specific issue-based priority areas, although not exhaustive, these are identified as:

- Clustered public art pilots (such as Widnes Waterfront and Castlefields) centrally marketed and geographically linked to the core Halton Waterfront
- Programmes to explore notions of improved navigation around the neighbourhood – including to and from the waterfront.
- Artistic focus to concentrate on how good the area will be in 15 – 20 years
- Feeding-into all Environmental improvements
- Programmes deliberately built around issues of 'Image and Identity' and issues of relatedness to the identity of 'Place' – connecting people back to place via art or making art that responds to place that attracts people.

- Parallel programmes built around 'red' focus – and perhaps targeting minority, special interest and hard to reach groups.
- Strategic capacity building with the developer/design teams to free up budgets for art and people.
- Role of artists working directly within these design teams if possible to have artist involvement as early as site identification.

Public Service Agreements

Following the 2007 Pre-Budget Report and Comprehensive Spending Review, 30 Public Service Agreements's (PSA's) have been agreed. A number of PSA's have specific relevance to the cultural sector and are linked to below:

- PSA 7 - Improve the economic performance of all English regions and reduce the gap in economic growth rates between regions.
- PSA 21 – Build more cohesive, empowered and active communities.
- Includes a variety of indicators, including those to assess community cohesion, sense of belonging, culture and social capital.
- PSA 22 – Deliver a successful Olympic Games and Paralympic Games
- PSA 10 & 11 – Raise the educational achievement of all children and young people
- PSA 12 – Improve the health and wellbeing of children and young people.
- PSA 4 – Promote world class science and innovation in the UK.

NWDA

The Agency believes strongly that public art can contribute to the achievement of the Regional Economic Strategy objectives – and this is the justification for any potential funding. They believe that in particular public art can help to:

- Renew and transform urban and rural areas, both developed and regenerating.
- Restore the environmental deficit through regenerating areas of dereliction and by investing in the highest quality environmental assets.
- Project a positive image, reinforcing strong regional brands and countering negative stereotypes.
- Promote high standards of design, landscaping and architecture by creating or adding to distinctive public spaces, environments and buildings.
- Encourage further investment, tourism and employment.

Local Partnership Board & Specialist Strategic Partnerships

The Community Strategy has been underpinned by the State of the Borough Review - a major research project that looked at the social, economic and environmental conditions in the borough, identifying needs and underlying causes. The partnership identified five key strategic priorities, which aim to make Halton a better place to live and work:

- A Healthy Halton
- Halton's Urban Renewal
- Halton's Children & Young People
- Employment Learning & Skills in Halton
- A Safer Halton

Percent for Art

According to recent consultation documents, the Council will seek all new development (including change of use), within the centre, to allocate 1% of their total construction costs towards the enhancement of public art. This will be required to be either directly provided on or off site; or via a commuted sum towards the provision of public art in the defined area. All public art must be demonstrated to be provided within a publicly accessible or visible locality where appropriate, maintenance and other revenue implications will be taken into account when provision relates to a specific work of public art.

The term 'Percent for Art' refers to a widely used funding mechanism for public art projects. Percent for Art schemes should encourage the artist or craftsman to be involved at the very beginning of the design process. This ensures a cohesive and fully integrated scheme. It can also be cost effective as the artist can work within existing capital budgets. In order to use it effectively, it should be employed in the context of a wider public art strategy adopted by an authority. It should not be viewed as the only way of encouraging commissions.

Suitable policy wording is important. The following wording has been advised by Robert Carnwath QC on behalf of the Arts Council of England and has been adopted by many local authorities as a way of encouraging voluntary participation:

"The local planning authority will, in appropriate cases, encourage the provision of new works of art as part of schemes of development and, in determining an application for planning permission, will have regard to the contribution made by any such works to the appearance of the scheme and to the amenities of the area."

It is also helpful to produce a guidance note for developers about public art and Percent for Art and how it benefits them and how to go about developing a public art commissioning plan for their development.

Once the principle has been established and accepted, assistance should be made available to those who wish to commission work. One way of doing this is to set up a resource which can give advice on every aspect of commissioning: budgets, contracts, examples of projects and how to identify artists. The need for access to professional expertise in the form of a public art consultant or internal officer post should also be recognised and information made available as to who can undertake this sort of work.

Funding From Existing Projects and Programmes

Rather than be seen to be starting from scratch, it was recognised that a significant number of existing exemplar schemes, projects and organisations exist. These needed to be logged and exploited more fully in terms of looking for potential project-based funding contributions to come from them. Particular programmes, projects and/or organisations listed for immediate consideration were:

- Widnes Waterfront
- Halebank
- Southern Widnes
- Castlefields / Norton Priory
- Runcorn Old Town / Urban Splash / English Partnerships
- Halton Lea
- Runcorn & Western Docklands
- Halton Building Schools for the Future
- Mersey Crossing
- Mersey Partnership / Mersey Waterfront Regional Park
- Environment Agency Flood Defence Works (Widnes)

COMMISSIONING CODE

Public Art Steering Group

The key to this Public Art Commissioning Code is the role of the Halton-wide Public Art Steering Group facilitated by a specialist – either externally consulted or internally appointed.

Selection of Projects

A statement of how projects meet a set of established Funding Criteria for Commissions must support all projects and should ideally be considered initially through the vehicle of a facilitated Public Art Steering Group. Such an enhanced Steering Group should be established to ensure that all projects, which are considered and recommended for approval, and take account of the following:

- Illustrate huge quality and innovation in the arts
- Represent value for money
- Have realistic targets and timescales
- Are appropriately budgeted and offer market rates to artists and project managers
- Can demonstrate support for the project, including community support/consultation – if appropriate
- Offer a distribution of projects across Widnes Waterfront and wider Halton.
- Have taken account of any relevant planning regulations, bye-laws, listed building or Site of Special Scientific Interest status (SSSI)
- Have taken account of physical ownership, copyright, health & safety and maintenance issues
- Guarantee reasonable public access to the commission location/site, including any private sector scheme or development to which the Innovation Fund has committed financial support.
- Incorporate appropriate and effective evaluation which will be publicly accessible for research purposes

Artist Selection Methods

The Steering Group could help teams select artists from both direct appointments and through open and closed competition. An outline project proposal should be prepared to indicate which selection method is proposed, and the reasons for the method of Artist Selection used. A number of alternative mechanisms are usually used to achieve this:

- Limited Design Competitions - An invitation to a minimum of three or four artists to respond to the brief in the form of a proposal. This could include a maquette or model of the proposed work, drawings, site plans and budgets.
- Open Competitions - A Call for Artists advertised in the art press, slides or portfolios are submitted to the selection panel. This may precede a limited competition.
- Solicited Appointment - An approach is made directly to an artist, usually preceded by research and studio visits. If appropriate, this approach could take place with the advice of a specialist consultant or the Public Art Steering Group in order to ensure that the needs of both the client and artist are met.
- Competitive Interviews - Artists invited to attend interview and make presentations of past work to the Steering Group.

Artist Brief

The Halton Public Art Steering Group can help provide advice on Artist Briefs. However, it is suggested that the Artist's brief should normally consider:

- Who the commissioner is, their mission and normal areas of work.
- Background to the project including principles established by the feasibility
- Vision for the project
- Site details - factors to be considered
- Technical brief
- Timescale
- Selection criteria and panel
- Selection procedure
- Outline of contract stages and sample contracts
- Budget - is this global, does it include VAT
- Ownership and copyright - including designs, models etc.
- Requirements of artists in responding to the brief
- Indemnity and Public Liability insurance requirements - during development and post completion
- The artist's role in consultation
- Life cycle and Decommissioning factors

Project Management

It is assumed that projects can normally be monitored through the various area-based Regeneration Teams, Landscape Services or the Arts Development Teams (subject to resources and priority). They can also be managed via the employment of an external Project Manager or Lead Artists. A pool of such Project Managers and Lead Artists exists in Halton BC's Approved Suppliers List.

Artist Agreements and Contracts

Artist's contracts can be issued having regard to standard guidelines adopted by the Halton Public Art Steering Group, which should be based on the standard Halton Artist Contract as well as recommendations of Arts Council England and The Artists Information Company. These will need to also be in compliance with Halton Borough Council's Contract Standing Orders and Financial Regulations. In certain cases where standard contracts are required for minor scale built environment work, it is suggested that a standard JCT Minor Works Contract, with Contractors design (MWD) be the favoured standard.

Tendering Procedures

It is suggested that full-tendering procedures might be adopted for all projects valued in excess of £50,000. For projects with a value less than £50,000 procurement could follow standard agreed tendering procedures in all instances where appropriate and in order to demonstrate value for money. However, where three tenders are not available (owing to the specialist nature of a commission) a waiver could be sought subject to the agreement of the Steering Group. This information is subject to the standard terms of Halton Borough Council of course.

Eligibility for Artist Funding

The following areas of work are suggested to be eligible for consideration for funding under any public art programme within Halton, provided that they are part of a solicited or invited commission:

- Speculative Research and feasibility projects
- Artist's design proposals
- Artist residency programmes (and associated costs)
- Artist's fees, travel and subsistence expenses
- Transport, site preparation and installation costs
- Promotion and marketing costs
- Project management fees (for externally placed project management)
- Community participation programmes linked to projects
- Speculative project Seed-funding
- Project documentation and evaluation
- Maintenance or after-care endowment (for Halton Borough Council-owned property/land only)

Innovation & Incubation

Whilst the remit of this Planning Guidance Document is not about getting comprehensively engaged in the complex and specialised world of facilitating the development of creative ideas and creative industries more widely, it is identified that some times there is a valid case for open-ended temporary commissioning – either as residencies, action-research or research and development of feasibilities.

Evaluation & Monitoring

Linked to models of good sustainable practice as well as the developing brief from DCMS to integrate higher levels of evaluation into all Culture-in-Regeneration initiatives, it is suggested that all public art programmes set up ought to aim at eventually becoming self-sufficient. In order for this to happen, methods to highlight and evaluate good practice must be developed in parallel to the on-going programme. Current exemplars by IXIA under its Open Space Evaluation Model is one suggested model for consideration.

Maintenance & Decommissioning

Often forgotten about, the important issues of maintenance and decommissioning need to be considered at the outset, with a contingency created to deal with the hypothetical typical life of a commission – be it a 1-week temporary installation project or a 30-year permanent sculpture. It is suggested that based on experience a figure or percentage be agreed at the outset of all projects and an endowment levied and kept in trust to deal with maintenance and decommissioning issues that are deemed over and above the normal everyday duties of Halton BC.

Marketing & Advocacy

The practice of justifying the benefit of art and culture in regeneration (particularly commercial developments) is notoriously difficult to prove factually – particularly where clients and stakeholders are ill informed or (worse) lacking in interest or motivation. In addition to this, public art often generates extremes of public reaction, rather than a comfortable middle ground of consensus. Because of this, the local media outlets of local papers and television often showcase public art in a trivial manner to debate the worth of local tax payers funding fine art – often with highly destructive results. Because of this, it is important that stitched-on to any public art public realm strategy is a sophisticated and regular advocacy and marketing system to pre-empt such bad press.

Conclusion

Expectation and scope for the role and benefit of engaged public art within Halton clearly already exists. In addition, there are various major regeneration programmes ongoing, and all are at a relatively early stage, as to provide a real opportunity to implement something really creative and sustainable. In meeting this expectation, the range and commitment of both Halton BC and their wider Stakeholders means that if it can be made to work with a genuine sense of collaboration and with early successes, it is very likely to become embedded and sustainable over time.

Once this fundamental connection is accepted, then the whole point and purpose of any integrated community arts programme seems clearer - after its justification becomes stitched-in holistically to the wider 'Quality of Life', 'Sense of Place' and 'Liveability' agendas. These are of course no-longer buzz-words, but established essentials. As such, the simple key to the establishment of a truly sustainable programme of engaged public art in Halton is the recognition and sign-up to this basic public art philosophy by all of the core Partnership members.

REPORT TO: Employment, Learning and Skills PPB

DATE: 17 November 2008

REPORTING OFFICER: Strategic Director, Health and Community

SUBJECT: Arts Policy and Strategy Review

WARDS: Borough-wide

1.0 PURPOSE OF THE REPORT

- 1.1 To ask the PPB to consider the content of the draft Arts Policy and Strategy Review, attached as Appendix 1.

2.0 RECOMMENDATION: That

- (1) The PPB comment on the content of the draft strategy.
- (2) The PPB considers a recommendation of endorsement to Executive Board.

3.0 SUPPORTING INFORMATION

- 3.1 The Council produced its Cultural Strategy in 2001. At the time it was one of the first in the country and held up as an example of good practice.
- 3.2 Subsequently it became a requirement to produce a cultural strategy as part of the Best Value regime, but this requirement was removed in 2006, accepting that culture should be embedded in the community strategy.
- 3.3 In 2007, Culture and Leisure Services undertook an assessment (Towards an Excellent Service (TAES)) that was externally validated by the IDeA.
- 3.4 TAES highlighted that the Cultural Strategy had not been refreshed since 2001. As the authority had developed a separate sports strategy, and given that there was no longer a Best Value requirement. TAES suggested that an Arts Strategy be developed. It was argued that it would be good practice to have a clear strategic approach that could inform work streams.
- 3.5 Culture and Leisure Services were able to employ a consultant, funded by the Arts Council to help produce an Arts Strategy.
- 3.6 The document attached is a result of the consultants work. Whilst it needs some refinement, and the action plan needs populating, it was felt appropriate to get an early steer from the PPB.

4.0 POLICY IMPLICATIONS

4.1 The intention is for the Arts Policy and Strategy Review to move to formal adoption by the Council.

5.0 OTHER IMPLICATIONS

5.1 None at this stage.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children and Young People in Halton

The strategy proposes a range of participatory activities for children and young people.

6.2 Employment, Learning and Skills in Halton

The strategy encourages building local talent in the creative industries sector.

6.3 A Healthy Halton

The strategy proposes arts projects in health care settings and the promotion of healthy lifestyles through dance.

6.4 A Safer Halton

The strategy promotes diversionary programmes for children and young people, projects to counter drug and substance misuse and projects that tackle specific issues of offending behaviour.

6.5 Halton's Urban Renewal

The strategy proposes projects contributing to community regeneration and public art to promote a sense of identity and place, contributing to the quality of urban design.

7.0 RISK ANALYSIS

7.1 The lack of a strategy is a weakness in any inspection or assessment.

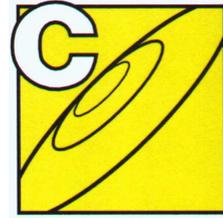
8.0 EQUALITY AND DIVERSITY ISSUES

8.1 None.

**9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE
LOCAL GOVERNMENT ACT 1972**

9.1 None.

Draft Report as at 13.10.08



creative options

ARTS POLICY AND STRATEGY REVIEW

**A report for Halton Borough Council
by Garry Churchill**

October 2008

This project is supported by Arts Council England, North West



ARTS POLICY AND STRATEGY REVIEW

A report for Halton Borough Council

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EXECUTIVE SUMMARY

Introduction

This is an Executive Summary of a review of Halton Borough Council's arts policy and strategy. It is a qualitative review, based on consultation with staff and service users, and an independent appraisal of the work of the arts service. The recommendations are those of Garry Churchill as an independent consultant and are offered for consideration by the Arts Development Team and the Borough Council to help in planning future delivery of arts development in Halton.

The purpose of the report is:

- to recognise and commend good practice
- to understand the relationship between arts development work and the Council's wider corporate objectives
- to identify areas for service development and improvement
- to suggest areas where cross-service working can be strengthened
- to help the Arts Development Team in developing their action plan and business plan for the next phase of arts development work in Halton.

Overview

The Borough of Halton has some important strengths in the arts, including its award-winning venue The Brindley, the successes of the enthusiastic and dedicated arts team in encouraging so many people to take part in the arts in different ways, the role of the arts in local schools and increasingly with younger children in the Children's Centres, and in the growing contribution by independent artists and practitioners attracted to work here.

Interest in the arts has undoubtedly grown since the Borough Council had the confidence and vision to create The Brindley. Nevertheless in an area without a strong local tradition of taking part in the arts, with relatively sparse public transport links across the Borough in the evenings, and the river crossing even now seen as a barrier by some people, there is a continuing challenge in encouraging people to have the confidence to find out what they're good at and what they might become interested in.

While the value of arts and culture in contributing to the quality of life is increasingly understood and accepted, there are still many people who have unequal opportunities to enjoy taking part in and experiencing the arts. The challenge – and the reward – for the Borough Council is to support an arts development programme which encourages people to develop their creativity, and in doing so to achieve some of the other community benefits, as outlined in this report.

Policy

In renewing its arts strategy the Borough Council's aspiration is that:

- the value of arts and culture will be recognised right across the work of the Council
- the importance of arts and culture as a key driver of the quality of life will be acknowledged in corporate strategies

- the Council will support and encourage high quality arts activities which have integrity, and in which imagination, originality and innovation are valued.

The policy of the Council is to develop and support opportunities for everybody in Halton:

- to be able – and encouraged – to take part in and experience high quality arts activity, and
- to be able to share in the social, educational and economic benefits which the arts can offer.

This policy is delivered not only through the Arts Development Team and the work of The Brindley, but also through other services including schools and other services for children and young people, libraries, and the parks and countryside service.

Strategic themes

The arts strategy will:

1. contribute to **community health and well-being**, through arts projects in health-care settings, arts development activities with specific target groups (such as older people) and promoting healthy lifestyles through dance.
2. contribute to **urban renewal and regeneration**, through managing The Brindley as a creative focus for the Borough, through outreach and neighbourhood projects which contribute to community regeneration, and through developing a strategic approach to public art so as to promote sense of identity and pride of place and contribute to the quality of design.
3. support **employment, learning and skills** in the creative sector, through building local talent and nurturing the growth of the independent artists sector and independent arts groups.
4. contribute **opportunities for children and young people**, through formal and informal learning opportunities and a range of participatory arts activities.
5. contribute to **a safer community**, through arts projects which animate the community and promote community cohesion, diversionary programmes for children and young people, and arts projects which contribute to strategies to counter drug and substances misuse or which tackle specific issues of offending behaviours.
6. provide **leadership** and develop **partnerships**, through maintaining and developing a strategic framework for the arts in Halton, developing internal partnerships and collaborations with services of the Council and developing external partnerships and collaborations with other agencies.

The strategy sets out the workstreams to be implemented to deliver each of these themes, and the improvement outcomes that will be expected.

PART 1: INTRODUCTION AND CONTEXT

This section introduces the report and summarises the national and regional context.

1.1 Introduction

This report is the outcome of a review led by consultant Garry Churchill, commissioned by Halton Borough Council, to consult widely across those involved with the arts in the Borough, with service users and with other Council services, and to provide an independent external perspective to help the staff of the Arts Development Team in drawing up a revised policy and strategy to guide their work over the next few years.

Following the introduction this report includes:

- Part 2 – a review of arts activity and provision in Halton
- Part 3 – an updated arts policy and strategic themes and objectives
- Part 4 – the strategy to enable the improvement outcomes to be achieved.

An Appendix includes:

- Proposals for supporting creative industries development
- A summary of national and regional policy for the arts
- Summary of user group consultation comments
- List of consultations.

An Action Plan, not included within this report, has been prepared to guide the delivery and implementation of the strategy set out in this paper.

We are grateful to all who took the time to discuss the arts in Halton and contribute to this review – including all those listed at Appendix 4 – but especially to Sue Davies, Cultural Services Manager, and her colleagues in the arts team Claire Bigley, Ruth Bates (until May 2008), Martin Cox and Louise Hesketh.

1.2 What do we mean by 'the arts'?

The arts are understood within this strategy to encompass:

- the **performing arts**, including music, dance, drama and other performance
- the **visual arts**, including crafts and public art
- the **literary arts**, including literature, poetry, reading, writing and the spoken word
- **media arts**, including film, video, broadcasting, digital creativity and the creative use of communications technology, such as creating material for use on social networking sites.

1.3 National and regional policy for the arts

Overall national policy for the cultural sector is led by the **Department for Culture, Media and Sport** (DCMS). The Department's aim is to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries. DCMS aims to maximise the contribution the arts sector makes to its strategic priorities of:

- children and young people
- communities
- the economy
- delivery.

Most of DCMS's support for the arts is channelled through **Arts Council England**, which works "to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives".

'*Great art for everyone*' is the Arts Council's new national strategy for 2008-2011, with specific priorities for:

- digital opportunities
- contemporary visual arts
- children and young people
- the four-year Cultural Olympiad which began in September 2008 leading up to the Olympic and Paralympic Games in 2012.

Arts Council England North West will be producing a regional edition of the plan, outlining key initiatives and addressing how they will deliver the mission in this region. Between 2008 and 2011 the regional office will be supporting 110 arts organisations in the region with an investment of £72 million over three years; none of these is however based in Halton. Local arts projects can potentially apply to the recently revised Lottery-funded Grants for the Arts open access funding programme, for which about £5m is available annually in the North West.

Further information on national and regional policy on the arts is attached as Appendix 2.

PART 2: REVIEW

This section provides an overview commentary on the arts on Halton.

2.1 Overview: Arts provision in the Borough

The main **strengths** are:

1. The Brindley, as a focal point for arts activity across the Borough
2. the arts development team, and the passion, integrity, commitment and resourcefulness which they bring to their programme of work
3. the role of the arts in the Borough's schools and increasingly in the Children's Centres, with the educational value of the arts firmly on the agenda of the Children & Young People's Service
4. the way in which many other Council services use the arts, in partnership with the arts team, as a way of helping them deliver their services
5. the growing contribution of independent practitioners, many of whom have been drawn here by the leadership of the arts team and The Brindley
6. the commitment by the Borough Council to using the arts as one of the means by which the quality of life is improved for all residents, contributing to corporate objectives such as educational aspiration and achievement, health and well-being and urban renewal.

The main **weaknesses** are:

1. the relatively small and under-developed scale of professional arts activity other than that directly managed or supported by the Council
2. limited inward investment in the arts, and a limited range of independent partners, meaning there is a considerable dependence on the continuing support of the Borough Council
3. a dependence on artists and arts organisations from further afield to complement the contribution made by locally-based artists
4. limited availability of suitable venues other than The Brindley, especially for specialist facilities such as dance and film/video/media work
5. limited involvement in the creative industries, with a small-scale and under-supported presence locally, although there is scope for stronger links with the further education sector and for help through business support initiatives.

The strategy will build on the existing strengths, and seek to make progress in addressing some of the perceived weaknesses.

The work of the arts development team has enabled many people to take part in creative activities, and the bold stroke of setting up The Brindley has provided an enormous boost to local cultural opportunities, but this needs to be understood within a local context of relatively low levels of activity and a lack of critical mass caused in part by limited local traditions of cultural engagement.

While Halton Borough Council is ambitious and determined to improve opportunities for local people, it is constrained by the relatively small size of the Borough, and a degree of weakness caused both by the physical division by the River Mersey and its ambiguous identity as being aligned to the greater Merseyside conurbation while retaining some residual affinity with the old identities of Cheshire and Lancashire.

2.2 Commitment by the Borough Council

Within Halton Borough Council there is understanding and support at both political and management levels for the role of culture. There is a recognition that the arts provide opportunities to achieve a range of corporate objectives. However there are some people within the Council who feel that they do not know enough about the work of the arts team, which has perhaps been rather modest in drawing attention to its achievements.

For example, there have been arts projects which have involved some of the young people who are typically difficult to engage through more traditional approaches, such as projects addressing domestic violence, binge drinking and teenage car crime. Dance projects have been supported through the Healthy Living Programme. It is reported that murals in subways have reduced vandalism.

Ten Green Bottles was a project led by Arcane Dance Company, which devised and toured workshops and performances to secondary schools highlighting the dangers of binge drinking. The project was funded by the Drugs Action team, the Healthy Living Programme and Halton Strategic Partnership.

One recent neighbourhood project used graffiti art to promote community engagement by young people:

"Young people in Runcorn had something to spray as they took up graffiti lessons on the Palace Fields estate.

*"Budding Banksys interested in honing their street art skills enjoyed the two-week **graffiti art workshop** backed by Riverside Housing, Arena Housing, Four Estates, Halton Borough Council's Neighbourhood Management Project and Area Forum.*

"Liverpool-based Zap Graffiti taught the skills of street art to around 13 youngsters ranging from ages seven to 13 during the summer holidays. They also learned about the history of graffiti and the positive and negative aspects of street art.

"Children from the four estates of Palace Fields, Murdishaw, Hallwood Park and Halton Brook initiated the project when they put forward suggestions about how to tackle illegal graffiti in the area in the form of a DVD film shown to bosses from Runcorn's neighbourhood services.

*"Mark Browne, community initiatives officer for Riverside Housing, said 'There has been a very positive response from the local community to the completed artwork. It really does brighten up the area. And because local kids have produced the art themselves we're hoping that other youngsters will take pride in it to make sure that it's not defaced.'*¹

¹ Source: www.24dash.com, social housing and public sector news website.

2.3 The Brindley

Since its opening in 2004 The Brindley has been a great success from a number of perspectives:

- it has raised aspirations and become symbolic of a confident future for the Borough, winning awards and raising the reputation of Halton across the region and beyond
- it has provided a creative focus for the Borough, and a focus for audience development
- the venue itself is generally liked by users and is one of the best venues of its scale in the North West region
- arts development work and professional performances and exhibitions are well integrated, so the venue is much stronger than in places where the venue and the arts development work are separated
- the programme serves many different market niches while maintaining an integrity in the originality and quality of work it presents
- it has created new audiences through its programme offering and participatory events
- the wide range of classes and workshops provide structured opportunities to take part regularly for children, teenagers and older people
- the 'Open' project encourages new participation and has opened up new opportunities for people
- there is some evidence that it is beginning to attract audiences from further afield who are attracted by the programme, the venue itself and its location, and its attractiveness as an alternative proposition to attending large scale venues in Liverpool or Manchester.

Several people who were consulted declared that "The Brindley is the best thing that has happened to Runcorn".

At the same time it is clear that:

- there is a continuing reluctance by some people in the Borough, especially from the north bank of the river, to travel to Runcorn
- access by public transport, while excellent during the day from all parts of the Borough, is weak in the evenings
- there is a continuing challenge in raising the profile of the venue locally and regionally.

While The Brindley is a magnificent achievement, it is not possible for one single venue to meet all the Borough's needs. In particular:

- *there is a continuing demand for a more informal music venue and for rehearsal spaces*
- *any plans for managed workspaces or artists' studios for fledgling creative industries would need to be developed at other locations*
- *there will continue to be a need for arts activities distributed around the Borough in community locations for people who are unable or reluctant to travel to The Brindley.*

2.4 Arts development work

The Borough has a team of arts development officers who command respect from service users, artists and practitioners and external stakeholders for their commitment and integrity and are well connected with regional and national developments in their fields. They are experienced, imaginative, creative and resourceful, and have initiated a wide range of work for many different target user groups. User comments on the team are overwhelmingly positive (see Appendix 3). Core services including advice, information, support of voluntary and professional artists and arts groups, grants schemes and help in securing funding from other sources are all highly valued.

The work of the arts development team is well integrated with the programming of workshops, classes, performances and exhibitions at The Brindley, while still having a distinct identity through a range of collaborations and off-site projects. With specialisms in dance, drama and music the current team offers a range of expertise and contacts, and all the current officers have extended beyond their own core strengths to cover other areas of work.

Although some local authorities have moved away from the model of having an arts team based around areas of artform expertise, in favour of the posts being structured around the target user groups, there is no reason why the present model should not continue to serve Halton well given that the officers as a team focus on the Council's corporate priorities, and this will be more explicit in a new strategy with a renewed focus on outcomes.

Now that the venue has become well established there is the opportunity for the arts team to give more attention to development work which takes place in other locations, such as children's centres and community centres, although there are few other specialist spaces, and other Council venues are often under pressure for space or availability. With recent market research data available, it will be possible now to plan specific targeted interventions in neighbourhoods or localities where it is clear that there are flat spots or low levels of participation.

2.5 Other Council services

The Arts Development Team has excellent links across many other Council services, providing advice and contacts to services which use the arts as part of their delivery. Much of the collaboration is however informal or even casual, with other services not always sure of what the Arts Development Team can offer or of the limitations of the Arts Development Team, which occasionally gives rise to a degree of misunderstanding.

It would be desirable to consider how better sharing, information exchange, collaboration and forward planning could be put in place but without another tier of meetings which would be burdensome for all concerned.

- **Schools and Children's Centres:** The Borough has the highest proportion of schools holding the *Artsmark* award of all local authorities in England. This is a remarkable achievement and reflects the support available, led by the Arts Education Development Officer. It is evidence that both arts teaching in the curriculum and the provision of extra-curricular activities is meeting the standards of this nationally accredited scheme.

Schools in the Borough have benefited from the work of professional artists and practitioners enriching the opportunities they provide, through projects such as writers' residencies and workshops by dance artists. They are networked through the Arts Education Network.

The arts team has growing links with the children's centres, providing expertise and advice on professional practitioners for activities such as early years dance and movement programmes and helping facilitate dance projects.

Arts programmes with early years children are emerging and with the new national Early Years Framework there will be opportunities for more planned and structured use of activities such as dance and movement, arts and crafts and music. However if the programmes in children's centres continue to develop they would need more support from the arts team which may present difficulties in terms of capacity.

- **Youth work:** Arts activities are not at present strongly embedded in youth work, despite the interest in the **H208 Festival of Youth Culture**, and there is scope to strengthen the 'cultural offer' to children and young people especially with the Government's goal (now being piloted in ten places across England) of ensuring that five hours of cultural activities, including sports and arts, should be available in and out of school to all young people.
- **Parks:** Arts events are used as one of the ways of animating the Borough's attractive parks, open spaces and countryside sites, with arts as part of community events and artists engaged to encourage participation and use of the sites through activities such as music, theatre, circus skills and pottery workshops.
- **Libraries:** Many library initiatives promote reading, writing, poetry and literature, such as the events for the **National Year of Reading, National Storytelling Week** and other activities. Libraries are used as venues for reading groups and for arts activities such as exhibitions at Kingsway and elsewhere, regular classes in writing at Halton Lee and in arts, crafts and media at Widnes, and with the expected use of the newly refurbished community space at Halton Lea library. Arts form one of the strands of opportunities in adult learning, with a range of courses at Kingsway and other venues.

- **Splash:** Out-of-school programmes of diversionary activities for children and young people have included some arts activities, such as the making of a CD which emerged from a DJing and rap project. However the planning of the programme is not as strongly linked to the Arts Development Team as is often found in unitary boroughs.
- **Community Centres:** Most of the centres are used for some community-based arts activities, especially for activities organised by local groups. Murdishaw for example is one of the venues for the *Fit 2 Dance* programme, and Ditton has an extensive range including also painting, pottery, dance and drama. The community centres provide a channel for reaching people who may not be users of The Brindley, through the local contacts, expertise and resources of the centres, especially for initial engagement.

There has been a pattern through the Touring Network of using some of the community centres as venues for small-scale professional touring performances but this has been inconsistent. The centres would like to have more programmed events and more arts development activities but there are constraints on scheduling flexibility because of the regular weekly events at the centres. Meanwhile better communications are needed across the Borough so that the activities of the community centres are more generally known. Although there is some demand for locally based performances the Borough Council would find it difficult to resource these in addition to using the specialist facilities at The Brindley.

- **Social Services:** The contribution that the arts can make to providing high quality experiences for people receiving social care is increasingly understood. A current initiative is a proposed pilot project to be commissioned as part of social care for adults with dementia, in partnership with local community groups, the Library service and perhaps jointly with a neighbouring local authority.
- **Drugs Action Team:** There is a history of arts collaborations, such as Ten Green Bottles (page 8) and recently a DVD project about overdose prevention, entitled 'High Risk' and made with service users from Ashley House.

2.6 External partnerships

The arts service is well connected locally and across the region. The individual officers are active in various professional fora which gives them a national context for their work.

- **Regional and Sub-regional:** Halton has links with Arts Council England at a regional level and with the Merseyside authorities through membership of the Merseyside Arts Partnership. From April 2009 there may be fresh opportunities for alliances on specific issues with the two new unitary Cheshire authorities as well as with those unitary boroughs such as Warrington which do not readily fit into either Greater Merseyside or Greater Manchester (a NoMoM group – Not Merseyside or Manchester?).

- **Health:** The Merseyside Arts Partnership is focusing on a co-ordinating role for arts and health work across Merseyside as an inter-authority initiative, supported by Arts Council. One of the objectives is to develop a strategic influence with the Primary Care Trusts.

Locally the PCT in Halton (and St Helens) has supported some issue-based arts work and there has been a history of projects, but these have not together been systematically evaluated for their impact and have not so far been strategically embedded within the health sector although some projects are continuing.

*The **Scribes and Scribblers** creative writing group was initially set up to help people who were suffering from long term illness and were frequent attendees at GP surgeries. The group is now autonomous and meets regularly at The Brindley. It has published several volumes of writing including 'Worsley to Top Locks' with the support of a grant from the Heritage Lottery Fund.*

***Time for Me** is a project for women with mild to moderate post-natal depression, set up by the arts team with the health visitor service, and now run in partnership with Sure Start, health workers and the Children's Centres.*

***Recharge** is a project for people over 50 suffering from limiting conditions and long term illness, and aims to reduce isolation through talking part in arts activities. The project continues on a largely self-managing basis with support from Healthy Living staff.*

Recent research and proposals prepared for Halton Borough Council include the recommendations that there should be a renewed dialogue with the Halton and St Helens PCT and with the Healthy Living Programme, and that the possibility of setting up a part-time Arts for Health post be explored. The consultants' view was that "*Halton Borough Council Cultural Services cannot be the sole driver of Arts for Health programmes, and all arts for health related work should be jointly developed with a strategic partnership and shown to be delivering on the strategies for well-being and health development across the borough*"².

- **Heritage:** There are good arts links with Norton Priory Museum and Walled Gardens. There may be scope to develop links in future with the Catalyst Science Discovery Centre.

***Norton Priory** regularly works with artists and uses arts-based activities to help animate the site and as part of its community programmes in partnership with many different groups such as Age Concern, Day Centres, Children's Centres and others. Artists were engaged for example to work on a project about perceptions of disability through the ages. Creative writing has formed part of a programme for 'gifted and talented' young people devised with the schools curriculum advisers. There are weekly painting classes.*

Norton Priory provides a temporary exhibition space which is in great demand, and includes exhibitions curated by artists and with international work. There are also artists working on the site, with the Kitchen Gallery, an independent project sited in the Walled Garden, raku ceramics in the Mushroom House, and artists' studios.

The Arts Development Team works closely with the staff of Norton Priory including contributing to the Heritage Access project, advising on arts projects and collaborating as partners.

² Source: *A Framework Report for the Delivery of Arts for Health in Halton 2008 onwards*. Nicky Duirs and Phil Burgess, May 2008.

2.7 Independent practitioners

- **Support for professional artists:** Artists and practitioners have been attracted by the excellent facilities at The Brindley and the supportive and encouraging environment promoted by the arts development team. Practical assistance with issues such as rehearsal space, marketing of events and links with schools has helped develop the viability of a professional freelance career for a number of artists and groups including Arcane Dance Company and Halton Actors in Residence (HAiR).

The artistic reputation developed regionally and nationally by groups such as HAiR's performance at the Kendal International Women's Festival has reflected positively on Halton and contributed to an external perception of it as a Borough where artists and their work are nurtured and can flourish. There is potential for growth in the small but emergent independent arts sector, such as through the Loose Project.

*The **Loose Project** has its origins as a music collective in 1996/97. It has been building the case for an informal music and rehearsal venue which they had identified as a gap since the closure of the Queens Hall and the Queens Hall Studio when The Brindley opened in 2004.*

Plans have been developed to re-open the Studio as a music venue and also as a base for Feedback magazine and other arts and community organisations. In 2008 with the support of the Borough Council £600,000 was secured from the Big Lottery Community Assets Fund.

It is planned to open in June 2009.

- **Networking:** The artists and practitioners who live or work in Halton tend to know each other informally but are not necessarily well-networked together – there is no direct equivalent of the Halton Sports Partnership, although there is now a Cultural Partnership and there are some sector groups such as the visual artists' collective Markmakers (which has about 17 members, all professional practitioners). The views of those we have consulted suggest there is perhaps not a strong enough range of professional practitioners across the arts to develop an artists' forum at present, but there is scope to encourage networking and information flows through electronic communications.

*This might include reviving the dormant **Raw Arts website** (www.rawcreativity.co.uk) as a platform and showcase for local independent practitioners, to strengthen its value as a resource, and linked to a regular e-circular to channel information, news, commissioning opportunities etc. The Raw Arts website will be complemented by the planned Cultivate website of the Halton Cultural Partnership which will provide an opportunity for local groups to have a profile.*

- **Support for voluntary sector arts groups:** Local voluntary sector arts groups are supported and encouraged by the Council including using the facilities at The Brindley where appropriate, such as by the Halton Music Society, a voluntary group which promotes professional classical music recitals. There is no strong desire from this sector though for improved networking or demand for more active interventions by the Borough Council. As noted above, the website planned by the Halton Cultural Partnership will give space for local groups to have a profile.

- **Building a career in the creative industries:** While the encouragement and advice of the arts team has been valued it is clear that there are few other sources of practical support for those wishing to develop a career in the creative industries. Moves to establish more opportunities for music training and accreditation are to be welcomed. There is scope for Riverside College to develop stronger links with the arts infrastructure of the Borough, given its role in offering courses to post-16 year olds in performing, visual and media arts.

Riverside College provides education for most of the 16+ age group in Halton. There are A level and BTEC courses in a wide range of arts and media subjects. Advanced courses include a foundation diploma in art and design (with Chester University) and a foundation degree in theatre, applied drama and creativity which started in September 2008 (with Edge Hill University).

Specialist facilities include a drama studio, dance studio, recording studio and rehearsal spaces, and some use is made of The Brindley for public performances and events such as the launch in June 2008 of its own record label Indie Fire.

There are approximately 150 students per year taking Vocational Performing Arts courses and 100 taking Vocational Visual and Media Arts, as well as A level students. The College holds an industry week to promote links with the creative industries. There is scope for more regular dialogue between Riverside College and the Halton Arts Development Team and for stronger working links.

2.8 Constraints and opportunities

The role of local authorities in the arts is discretionary, not mandatory, and therefore the arts tend to be vulnerable, especially when budgets are under pressure. However an arts strategy which both responds to and stimulates local need and demand is essential as part of the community leadership role of local authorities.

The arts are intrinsically valuable, and this has been reaffirmed in recent statements by both Arts Council England and by the Department for Culture Media and Sport, after a decade in which the arts have been promoted largely for their instrumental benefits in delivering some of the great policy themes such as social inclusion, educational progress and economic development. The arts policy needs to recognise both the value of facilitating access to high quality arts provision for all people in the borough, and the importance of utilising the opportunities presented by the arts to help achieve other things.

Local authority arts services vary widely, because unlike most other local government services they are not highly specified by central government. They are therefore an opportunity to build on local strengths and characteristics, and to make a strong contribution to distinctiveness of place. This very diversity has however made it difficult to establish national performance indicators which do justice to the wide variety of approaches.

Some **general constraints** on local authority arts services include:

- the continuing restrictions on local authority finances and the need to find 'efficiency' savings year on year
- the priority being given in use of Lottery funds to planning for 2012 and the Olympics

- the relative weakness nationally for the arts, compared with other cultural services, in terms of an under-developed performance measurement framework, reflecting the great diversity of approaches across the country.

Some **specific constraints** having a local effect include:

- despite its acknowledgement of the value of the arts Halton Borough Council is a relatively small authority with many pressing demands on its budgets
- the independent arts sector in the borough is small and relatively fragile
- the limited investment in Halton by the Arts Council, following the expiry of the funding towards the Brindley, with no regularly funded organisations in the borough, and Arts Council three-year spending plans fixed for 2008-2011
- the challenge of securing the sustainability of work of proven value when fixed term project funding expires.

There are also significant opportunities for developing the arts during the next few years, including:

1. For **young people**:

- interest by the Arts Council in promoting the *Artsmark* award to schools³, and the *Arts Award* as an accredited award for young people's individual achievements⁴
- interest by Government in promoting the concept of 'cultural entitlement' for all young people
- the chance to build on strong and growing interest in dance development, especially with young people
- the opportunity to develop a more coherent policy for youth arts as Halton develops an integrated approach to supporting young people.

2. For **the wider community**:

- opportunities to use arts activities in social care situations such as in improving the quality of life of older people
- opportunities through the arts to improve the quality of life for people with disabilities or health or mental health issues
- opportunities to build on the important role of volunteers on whom the organisation of so many community activities depends.

3. For investment in **the physical infrastructure**:

- scope to incorporate public art into major new capital investments, especially with infrastructure projects such as Widnes Waterfront, Runcorn Canal Quarter and the £390m Mersey Gateway new bridge
- opportunities arising through the ambitious *Building Schools for the Future* programme, with an estimated £90-100m for Halton (as part of Wave 6 of the BSF programme), with the chance to influence conceptual thinking about the community role of new schools as well as arts interventions in their design.

³ As noted earlier, Halton has an outstanding record of achievement in the number of local schools gaining the *Artsmark* award.

⁴ The Brindley is an approved centre for the young people's *Arts Award*, and the officers in the Arts Development Team have had training as assessors. A pilot project will see a number of young people working for the Bronze level award by April 2009.

2.9 Building on current achievements

The arts matter, to the people of Halton and to the Borough Council, for the contribution they make to social, educational, economic and environmental aspects of quality of life.

With an increased emphasis for local authorities on *outcomes*, rather than *outputs*, the next phase of arts development in the Borough will need to establish more consistent evidence about *impact* and *'value added'*, especially in helping to achieve:

- **equality**, with the arts contributing to efforts to 'close the gap' and raise the level of aspirations and achievements
- **cohesion**, building sense of place and contributing to pride of place, helping to unify the Borough despite its different neighbourhood traditions, and improving the cultural opportunities available to all people living here.

PART 3: ARTS POLICY

This section sets out an updated arts policy and strategic themes for discussion by Halton Borough Council.

3.1 The purpose of a policy and strategy

The arts policy and strategy provides a framework to assist in achieving the Council's overall mission and corporate objectives. The policy and strategy is intended to guide future planning and allocation of resources and to assist in negotiations both internally and with external partners.

An Action Plan has also been drawn up providing more detail about proposed implementation, and allocations of staff and financial resources are agreed in the internal Service Plans and individual Work Plans.

A more user-friendly summary of the policy and strategy will be prepared for a wider public including for use on the Council's website and for other public information and advocacy purposes.

3.2 The corporate policy context

The Borough Council's **vision** is that:

"Halton will be a thriving and vibrant Borough where people can learn and develop their skills; enjoy a good quality of life with good health; a high quality, modern urban environment; the opportunity for all to fulfil their potential; greater wealth and equality, sustained by a thriving business community; and safer, stronger and more attractive neighbourhoods".

The Council's **key priorities**, as set out in the Corporate Plan, are:

1. a healthy Halton
2. Halton's urban renewal
3. employment, learning and skills in Halton
4. children and young people in Halton
5. a safer Halton
6. corporate effectiveness and business efficiency.

These provide a **framework for the arts strategy** through the following themes, reflecting the Council's key priorities:

1. a healthy community
2. urban renewal and regeneration
3. employment, learning and skills
4. arts opportunities for children and young people
5. a safer community
6. leadership and partnerships

with a focus throughout on **improvement outcomes**.

3.3 Aspiration and Policy

The Council's **aspiration** for the arts is that:

- the value of arts and culture will be recognised right across the work of the Council, both through the work of the Arts Development Team and through other services
- the importance of arts and culture as a key driver of the quality of life will be recognised and represented in corporate strategies
- the Council will support and encourage high quality arts activities which have integrity, and in which imagination, originality and innovation are valued.

The **policy** of the Council is to develop and support opportunities for everybody in Halton:

- to be able – and encouraged – to take part in and experience high quality arts activity, and
- to be able to share in the social, educational and economic benefits which the arts can offer.

This policy is delivered through key services provided by the Arts Development Team:

- strategic leadership of arts development across the Borough
- partnerships with professional and voluntary sector providers, regional bodies and other agencies
- managing The Brindley and its programme, including outreach, as the Borough's flagship arts venue
- commissioning, managing or supporting arts development work
- providing information, advice, support and networking to the arts sector, other services of the Council and to external partners
- a grants scheme for funding community arts projects and development work.

Arts are also provided or facilitated through other Borough Council services including:

- libraries
- schools, children's centres, the work of the curriculum advisers and other services for children and young people
- parks and countryside.

3.4 Strategic themes and objectives

The strategic objectives are grouped around six themes, with clear objectives and a focus on outcomes:

Theme	Objective	Outcomes
1. A healthy community	To contribute to community health and well-being through: <ul style="list-style-type: none"> arts projects in health-care settings arts development activities with specific target groups (such as older people) promoting healthy lifestyles through dance. 	<ul style="list-style-type: none"> More use of social and cultural approaches as an alternative to medical or pharmacological interventions. Engaging new users and increased participation by target groups. Increased participation in activities such as dance.
2. Urban renewal and regeneration	To contribute to urban renewal and regeneration through: <ul style="list-style-type: none"> managing The Brindley as a creative focus for the Borough and for its role in wider community regeneration outreach and neighbourhood projects which contribute to community regeneration developing a strategic approach to public art, to promote sense of identity and pride of place and contribute to the quality of design and urban renewal/regeneration. 	<ul style="list-style-type: none"> Sustainability and viability of The Brindley. Increased participation in target neighbourhoods. Environmental and public realm improvements.
3. Employment, learning and skills	To support employment, learning and skills in the creative sector through: <ul style="list-style-type: none"> building local talent nurturing the growth of the independent artists sector and independent arts groups. 	<ul style="list-style-type: none"> Capacity building and a stronger independent sector. Economic benefits with the growth of a sustainable pool of arts organisations and artists.
4. Arts opportunities for children and young people	To contribute opportunities for children and young people through: <ul style="list-style-type: none"> formal and informal learning opportunities a range of participatory arts activities. 	<ul style="list-style-type: none"> Increased participation by children and young people. Increased aspirations and achievements.

continued...

<p>5. A safer community</p>	<p>To contribute to a safer community through:</p> <ul style="list-style-type: none"> • arts projects which animate the community and promote community cohesion • diversionary programmes for children and young people • arts projects which contribute to strategies to counter drug and substances misuse • arts projects which tackle specific issues of offending behaviours. 	<ul style="list-style-type: none"> • Joined-up approach to reaching target audiences, working with other services to focus on identified priority areas. • Increased community cohesion. • More positive attitudes and reduced anti-social behaviour by young people.
<p>6. Leadership and partnerships</p>	<p>To provide leadership and develop partnerships through:</p> <ul style="list-style-type: none"> • maintaining and developing a strategic framework for the arts in Halton • developing internal partnerships and collaborations with services of the Council • developing external partnerships and collaborations with other agencies. 	<ul style="list-style-type: none"> • Effective application of people and financial resources to achieve strategic outcomes. • Effective partnerships internally and externally including the arts having a voice in the LSP.

The specific workstreams to support these objectives and achieve these outcomes are set out on the following pages.

PART 4: STRATEGY

This section sets out more detail about the strategies to deliver on each of the themes.

4.1 Theme 1: A healthy community

The arts service will contribute to community health and well-being through:

- arts projects in health-care settings
- arts development activities with specific target groups such as older people
- promoting healthy lifestyles through dance.

Improvement outcomes will include:

- more use of social and cultural approaches as an alternative to medical or pharmacological interventions
- engaging new users, through increased participation by target groups
- increased participation in activities such as dance.

Specific workstreams will include:

1. **Arts and health**, including:
 - More arts projects in partnership with the Drugs and Alcohol Action Team (such as a recent video project devised by young people with The Brindley).
 - Take part in sub-regional initiatives through the Merseyside Arts Partnership to develop arts and health work as an inter-authority initiative, supported by Arts Council.
 - Explore the scope for establishing a part-time co-ordinator to develop arts in health opportunities in partnership with the PCT.
 - Explore further collaborations relating to the key priorities of mental health, ageing, young people's issues (including teenage pregnancy, sexual health and drugs awareness), men's health and training for arts and health staff.
2. **Active lifestyles**, including:
 - Offer a range of youth dance programmes.
 - Maintain the dance development programme, at The Brindley, at off-site locations and with other services e.g. Children's Centres.
 - Continue to develop programmes such as Fit 2 Dance and Years Ahead projects (for the over 50s).
3. **Audience development**⁵, including:
 - Devise and implement joint initiatives with Sports Development (the Active People survey provides data on areas of low take-up).
 - Devise and implement specific initiatives to encourage first-time audiences at The Brindley.
 - Devise and implement specific initiatives to engage more young adults, including different marketing aimed at the needs of different age groups.

⁵ **Note:** 'audience development' means engaging people in activities as participants as well as audiences, at The Brindley and at other locations, with the objectives of involving new users, from a broader range of people, and of attracting more frequent and varied participation by people who are already users.

- Devise and implement specific initiatives to encourage new involvement through arts development outreach projects.
 - Further develop joint projects with libraries and with e.g. The Reader Organisation (at Liverpool University).
4. **2012 Olympics:**
- Work with other services and authorities and the North West Olympics Co-ordinator to develop a cultural programme related to the 2012 Olympics.

4.2 Theme 2: Urban renewal and regeneration

The arts service will contribute to urban renewal and regeneration through:

- managing The Brindley as a creative focus for the Borough and for its role in wider community regeneration
- outreach and neighbourhood projects which contribute to community regeneration
- developing a strategic approach to public art, to promote sense of identity and pride of place and contribute to the quality of design and urban renewal/regeneration.

Improvement outcomes will include:

- sustainability and viability of The Brindley as a creative focus
- increased participation in target neighbourhoods
- environmental and public realm improvements.

Specific workstreams will include:

1. **The Brindley**, including:
 - Carry out market research (specific and local, not generalised) to understand the views of users and non-users, to help shape audience development strategies.
 - Use market research data (e.g. ACORN data and findings of Active People survey) to target people in areas where there are currently low levels of participation.
 - Promote the venue more strongly beyond the Borough both to enhance the reputation of the Borough and to help the venue's sustainability by contributing to earned income.
 - Audience development work (as Theme 1.3).
2. **Outreach work**, including:
 - Devise and implement development work, with other cultural services in the borough, through specific interventions in neighbourhoods or localities where there are low levels of participation, e.g. the 'super output areas' identified in the work on Neighbourhood Management (such as the pilot project in the West Bank area of Widnes).
3. **Public art**, including:
 - Work to achieve a strategic influence with the Council's Environment Department (which includes Planning, Economic Regeneration, Major Projects and Highways); this may include the possibility of a specialist post on a part-time or freelance basis to provide expert advice.
 - Advocate for the adoption and implementation of the Planning Guidance Note and Commissioning Guide.
 - Seek to influence the Building Schools for the Future (BSF) programme with conceptual thinking about the community role of new schools as well as arts interventions in their design.
 - Seek to influence major infrastructure projects such as Widnes Waterfront, Runcorn Canal Quarter, the Mersey Gateway new bridge and new health facilities planned for the Borough.

4.3 Theme 3: Employment, learning and skills

The arts service will support employment, learning and skills in the creative sector through:

- building local talent
- nurturing the growth of the independent artists sector and independent arts groups in the Borough.

Improvement outcomes will include:

- capacity building and a stronger independent sector
- economic benefits with the growth of a sustainable pool of arts organisations and artists.

Specific workstreams will include:

1. Supporting professional and voluntary **artists and practitioners**, including:
 - Continue to offer a small grants and a small training grants programme.
 - Offer advice and assistance to artists, for example (i) to young bands, linking them to other sources of support and to promoters, and assist initiatives such as Loose Music and the Queen's Hall Studio project, and (ii) to visual artists and crafts makers and link them to other sources of support and to venues.
 - Improve networking for artists and arts groups, specifically by reviving and re-launching the Raw Arts website, and extending its range as a platform and showcase for local independent practitioners, to strengthen its value as a resource, including as a source of information to assist other Council services, providing a directory of artists and arts groups (with supporting information such as examples of work undertaken and names of independent referees). Complement this with a regular e-circular to practitioners to channel information, news, commissioning opportunities etc.
 - Strengthen support for the voluntary sector through the development of a DVD and website by the Cultural Partnership to make the voluntary sector more visible.
 - Build on existing links with neighbouring initiatives e.g. Cheshire Artists Network and Open Studios for the benefit of local artists and venues.
2. Supporting the **creative industries**, including:
 - Develop signposting and advice on progression routes.
 - Consider strategic alliance with agencies (such as ACME or CRISP) or with other local authorities, to counter the limited capacity.
 - Develop more formalised links with Riverside College: to collaborate on structured and planned workshops and artists' residencies, placements and practical experience to help local students considering a career in arts, crafts or media work, including technical support work; to facilitate opportunities for more advanced students to gain experience in working on community projects; and to maintain more regular contact between arts team and college staff, contributing the arts team's knowledge of the industry and the arts professions.
 - Offer work experience and mentoring for emerging artists and practitioners.
 - Look at possible opportunities through Building Schools for the Future to establish creative studios which could host artists in schools and act as incubator spaces for emerging creative businesses.

4.4 Theme 4: Arts opportunities for children and young people

The arts service will contribute opportunities for children and young people through:

- formal and informal learning opportunities for children and young people
- a range of participatory arts activities for children and young people.

Improvement outcomes will include:

- increased participation by children and young people
- increased aspirations and achievements.

Specific workstreams will include:

1. **Early years** work, including:
 - Develop the role of the arts team as a resource able to provide specialist advice to staff in CYPANs and the Children's Centres, and advising them on use of artists who are potentially available to deliver work.
 - Work through CYPANs and the Children's Centres to reach families with family learning and inter-generational work.
2. Supporting **education**, including:
 - Develop the role of the arts team as a resource able to provide specialist advice to curriculum advisers, headteachers and schools, advising them on use of artists who are potentially available to deliver work, contributing to CPD and INSET for teachers, and supporting the work of the Arts Education Development Officer in encouraging schools to apply for the *Artsmark* award and helping them to meet the standards of the programme, especially in areas such as dance where support is especially needed.
 - Plan workshops, residencies, exhibitions and performances which support schools' curricular needs, and the needs of the new Diploma in Creative and Media Studies, both through the programme of The Brindley and through links with artists and arts organisations.
3. Supporting **youth arts**, including:
 - Help to develop a Council-wide Youth Arts Policy as a statement of entitlement and service availability, working with the integrated Youth Service and with young people.
 - Work with the Borough's other cultural services towards the 'five hour offer' and the extended school day.
 - Pilot projects to promote the Young People's *Arts Award* as an accredited award, with the Positive Activities group.
 - Develop further opportunities through which young people can devise their own programming, building on the experience of H208 which included work run and managed by young people.
 - In response to young people's interest, develop film/video/media work, both at The Brindley and in conjunction with venues such as Riverside College with specialist facilities and equipment, and at new school buildings planned through BSF as part of wider community use and access.
 - Support proposals to establish a dedicated youth facility in Widnes which could increase the creative opportunities available to young people in the northern part of the borough.

4.5 Theme 5: A safer community

The arts service will contribute to a safer community through:

- arts projects which animate the community and promote community cohesion
- diversionary programmes for children and young people
- arts projects which contribute to strategies to counter drug and substances misuse
- arts projects which tackle specific issues of offending behaviours (such as vehicle crime).

Improvement outcomes will include:

- a joined-up approach to reaching target audiences, working together with other services to focus on identified priority areas
- increased community cohesion
- more positive attitudes and reduced anti-social behaviour by young people.

Specific workstreams will include:

1. **Community engagement**, including:
 - Support neighbourhood projects which promote a sense of local community.
 - Reach non-committed audiences through community animation projects in parks, open spaces and public spaces in town centre locations.
 - Assist community centres in their work of engaging local communities, including off-site and outreach work such as events, projects and community learning initiatives.
 - Discontinue attempts to provide a borough-wide Touring Network but make specific provision for rural communities (such as Prestonbrook) by buying into the Cheshire touring circuit.
2. **Diversionary programmes** for children and young people, including:
 - Devise and implement projects which promote positive images and roles for young people.
 - Devise and implement projects which tackle specific offending behaviours e.g. vehicle crime by young people.
 - Integrate arts and creative activities into Splash programmes to offer out-of-school creative opportunities.
 - Continue to offer out-of-school creative opportunities for children and young people at The Brindley.

Arts projects in partnership with the Drugs and Alcohol Action Team and with the PCT (see Theme 1) will also contribute to the theme of a safer community.

4.6 Theme 6: Leadership and partnerships

The arts service will provide leadership and develop partnerships through:

- maintaining and developing a strategic framework for the arts in Halton
- developing internal partnerships and collaborations with services of the Council
- developing external partnerships and collaborations with other agencies.

Improvement outcomes will include:

- effective application of people and financial resources to achieve strategic outcomes
- effective partnerships internally and externally including the arts having a voice in the LSP.

Specific workstreams will include:

1. **Advocacy**, including:
 - Consistent advocacy and profile-raising by the arts team.
 - Implement an improved website.
 - Promote and encourage artistic quality and integrity through the work of the arts team and their imagination, originality and innovation.
 - Work on evidence systems and PIs to ensure that impact and outcomes can be demonstrated and communicated.
2. **Working together internally**, including:
 - Ensure that the contribution the arts make to achieving corporate objectives is recognised in e.g. LAA.
 - Further development of cross-service working, and with improved planning mechanisms.
 - Develop the arts team's offering as an in-house consultancy resource including sharing information, contacts, ideas and advice with other services.
 - Develop the working relationships with the four CYPANs.
3. **Working together externally**, including:
 - Play an active role in Merseyside Arts Partnership and ensure Halton is able to benefit from sub-regional initiatives.
 - Explore the potential for links with other nearby local authorities, e.g. St Helens, Warrington and the two new Cheshire authorities, for joint work on e.g. health, creative industries and in other areas where co-operation or joint action would be beneficial to Halton.
 - Maintain and develop the relationship with Arts Council England North West.
 - Maintain and develop the links with other regional and national networks, support structures and professional bodies.
 - Support Norton Priory Museum in its ambitious expansion plans which will offer enhanced arts opportunities as well as strengthening the Borough's heritage offer.

APPENDIX 1: CREATIVE INDUSTRIES

Introduction

As part of this review we were asked to consider the growth potential of the creative industries sector and to make some suggestions about what an appropriate and realistic role would be for Halton Borough Council.

Context

The creative industries are a growing sector of the economy:

- The creative economy accounts for over 7% of UK employment⁶.
- Creative employment has grown strongly over the long run – by 3.2% p.a. from 1981 to 2006, compared with 0.8% p.a. for the broader UK economy⁷.
- Self-employment and small businesses are characteristic of much of the sector: for example, in the designer fashion, the film, video and photography and the music and performing arts industries, small UK owned firms (0-9 employees) make the most significant contribution to turnover and employment⁸.

Creative Industries Partnerships

In the North West, digital and creative industries are one of the development priorities set out in the Regional Economic Strategy. Arts Council England has worked with the North West Development Agency and other partners to build a network of three new Creative Industry Partnerships:

- in Cheshire (CRISP – www.cheshire.gov.uk/arts/arts_creative.htm)
 - in Lancashire (Creative Lancashire – <http://www.creativelancashire.org>)
- and also in Cumbria, working alongside the established industry agencies of:
- ACME on Merseyside (www.merseysideacme.com) and
 - Creative Industries Development Service (CIDS) in Manchester (www.cids.co.uk).

However in terms of regional planning, Halton and some of the other unitary authorities fall outside the remit of sub-regional bodies covering either Merseyside, Lancashire or Cheshire, and are not covered by one of the sub-regional creative industries development agencies.

Competitive advantages and disadvantages in Halton

The creative industries tend to gravitate towards larger cities, for the benefits of critical mass, larger pool of skilled workforce, more support structures, wider choice of physical infrastructure, and access to markets.

⁶ Source: *Beyond the creative industries: Mapping the creative economy in the United Kingdom*. Peter Higgs, Stuart Cunningham and Hasan Bakhshi. NESTA, 2008.

⁷ Ibid.

⁸ Source: *Creative Industry Performance: A statistical analysis for the DCMS*. Frontier Economics, London, 2007.

Halton's main advantages in developing creative industries include:

- The Brindley as a focal point for creative practitioners and cultural activities in the Borough
- the support of a dedicated team of arts development officers with artform specialisms, an advantage not shared by many of the neighbouring authorities
- a range of opportunities for freelance and commissioned work supported by the Borough Council.

There are also some aspects of the local economy which could be turned to Halton's advantage in building a cluster of creative industries:

- the older parts of the town centres include low cost buildings which could potentially be adapted to become affordable managed workspaces or studios
- Halton is generally a low cost area
- there are excellent communications to Liverpool and Manchester.

There is potential, demonstrated by the high level of interest amongst young people (see the note in Part 2 about arts courses at Riverside College), and by the small but growing number of practitioners returning or relocating to Halton attracted by opportunities at The Brindley and in arts development, community and education work who find the context in Halton more supportive than in some other areas.

However the Borough does not have an economic development strategy focus on creative industries as a specific growth area, and is not covered by one of the sub-regional creative industries development agencies.

Potential to support Creative Industries in Halton

Within available resources, action that could be led by the Council includes:

1. Information and advice:

- 1.1. Provide information and advice to practitioners and would-be practitioners, both on the website and through individual surgeries.
- 1.2. Compile and circulate an occasional newsletter (only by e-mail) to artists and practitioners to inform them of news, opportunities, commissioning opportunities, freelance work opportunities etc., and information on who to contact in various services and other bodies.
- 1.3. Advise and support independent projects which aim to increase opportunities for practitioners, such as the Loose Music Collective in its plans to develop the Queen's Hall Studio as a music venue, rehearsal space and base for independent practitioners.

2. Training and skills development:

- 2.1. Support local artists and practitioners through mentoring and shadowing opportunities, working with and alongside more experienced workers.

2.2. Develop more formalised links with Riverside College including:

- help develop placements and work experience for local students considering a career in arts, crafts or media work, including technical support work
- facilitate opportunities for more advanced students to gain experience in working on community projects
- maintain more regular contact between arts team and college staff, contributing the arts team's knowledge of the industry and the arts professions
- Riverside College to become an active member of the Halton Cultural Partnership.

2.3. Assist emergent groups by providing discretionary low cost access to rehearsal facilities and technical support at The Brindley.

3. Promotion and marketing:

3.1. Refresh and promote the currently dormant *Raw Arts* website (www.rawcreativity.co.uk) to extend its range as a platform and showcase for local independent practitioners, to strengthen its value as a resource, including as a source of information to assist other Council services, providing a directory of artists and arts groups (with supporting information such as examples of work undertaken and names of independent referees).

3.2. Profile locally based artists and practitioners through use of website and directory to make it easier for other Council services (e.g. Children and Young People's Service) and for independent agencies to contact them so that they could be considered for freelance or sessional work.

3.3. Work with Norton Priory Museum to promote the availability of the studios, exhibition opportunities and supporting facilities on that site.

4. Employment opportunities:

4.1. Engage locally based artists and practitioners to work on arts projects in the Borough, through the arts team and also in schools, youth work, early years work and other settings.

4.2. Promote opportunities for artists, crafts makers, photographers and film/video workers to show their work at The Brindley, libraries and other public venues.

4.3. Commission new work such as choreography, stage works, music and visual arts, crafts, and media work, for The Brindley and other settings.

5. Specialist interventions:

5.1. Consider the cost and potential benefits of either (i) buying into an existing creative industries support structure, such as ACME or CRISP, or (ii) commissioning a joint programme with one or more neighbouring authorities (e.g. Warrington).

APPENDIX 2: NATIONAL AND REGIONAL POLICY FOR THE ARTS

DCMS

Overall national policy for the cultural sector is led by the Department for Culture, Media and Sport (DCMS). The Department's aim is to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries.

DCMS aims to maximise the contribution the arts sector makes to the strategic priorities of Children and Young People, Communities, the Economy and Delivery.

Specific aims are to:

- broaden access for all to a rich and varied artistic and cultural life
- ensure that the artistic activity we fund aspires to be world class
- ensure that everyone has the opportunity to develop artistic talent and to achieve excellence in the arts
- develop the educational potential of all the nation's artistic and cultural resources
- raise standards of artistic and cultural education and training
- ensure an adequate skills supply for the arts and cultural sectors
- reduce the number of those who feel excluded from society, by using the arts.

Objectives for the period 2008-2011 are:

- Opportunity: encourage more widespread enjoyment of culture, media and sport
- Excellence: support talent and excellence in culture, media and sport
- Economic impact: realise the economic benefits of the Department's sectors
- Olympics: deliver a successful and inspirational Olympic and Paralympic Games with a sustainable legacy.

In February 2008 DCMS, in partnership with BERR and DIUS, published *'Creative Britain: New Talents for a New Economy'*, a strategy document for the Creative Industries, which sets out 26 commitments through which the Government will take action to support the creative industries. The creative industries are seen as an important growth area nationally and regionally.

National initiatives

Some recent and current initiatives and opportunities which may potentially impact on Halton include:

1. The **'Five Hour Offer'**: plans announced by Government in February 2008 that all children should be offered at least 5 hours of high quality arts and culture per week both in and outside of school (the *'Find Your Talent'* project), to be piloted initially in ten locations (in the North West these are Bolton Borough Council and the 'Liverpool City Region' Partnership serving three Merseyside neighbourhoods).

2. **Youth Dance:** a strengthened commitment to youth dance, with the appointment of the dancer and choreographer Wayne McGregor, to be the Government's first Youth Dance Champion, the publication in 2008 of a national Dance Review which set out ambitions to increase young people's participation in dance, an audit of dance in schools, and an expanded role for Youth Dance England. Government is committed to increasing access to dance for more young people, both in and out of school.
3. **The National Performance Framework:** the launch in March 2008 of '*A Passion for Excellence: an Improvement Strategy for Culture and Sport*', published by the Local Government Association, outlining a framework for improvement in the cultural sector in local government to support the development of the National Performance Framework.
4. The **Cultural Olympiad:** a £40 million fund to support cultural, artistic, educational and sporting activities among young people and communities across England leading to the 2012 Olympic and Paralympic Games has been launched.
5. **Voluntary arts:** an enhanced interest by the Department for Culture Media and Sport in amateur participation in the arts, with the release in July 2008 of the findings of the first ever national survey of amateur arts groups across England.
6. **Creative Partnerships:** Creative Partnerships, the Government's flagship creativity programme for schools and young people, funded by the Department for Culture, Media and Sport and the Department for Children, Schools and Families, is being rolled out more widely and some schools in Halton will now be participating in the programme.

Arts Council England

Arts Council England works "to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives". With new leadership nationally, and following the publication early in 2008 of the report '*Supporting excellence in the arts – from measurement to judgement*', commissioned by the Secretary of State for Culture from Sir Brian McMaster, the Arts Council has reviewed its national and regional priorities. '*Great art for everyone*' is the Arts Council's new national strategy for 2008-2011.

Specific national priorities are:

1. **digital opportunities**, including research, strategic innovation and capacity and skills-building
2. **visual arts**, to strengthen the contemporary visual arts including a national network of venues and development agencies providing high-quality visual art programmes, which includes enhancing Liverpool's reputation as a visual arts centre of excellence, both nationally and internationally
3. **children and young people**, with opportunities to experience high quality arts, to develop their own artistic skills and cultural understanding and to encourage the development of their other talents
4. the Olympic and Paralympic Games, including the four-year **Cultural Olympiad** which began in September 2008 leading up to the Games in 2012.

Arts Council England North West will be producing a regional edition of the plan, outlining key initiatives and addressing how they will deliver the mission in this region. ACENW works with the NWDA and other agencies to support the

development of the **digital and creative industries** which are one of the development priorities set out in the Regional Economic Strategy.

Investment plans for the next three years were announced in February 2008, with the North West regional office supporting 110 arts organisations in the region with an investment of £72 million between 2008 and 2011. A newly revised Lottery-funded Grants for the Arts open access funding programme was launched in May 2008, with about £5m available annually in the North West.

Amongst specific contributions to the work of local authorities are:

1. The Arts Council is involved in supporting the development and delivery of **Local Area Agreements**, including supporting the development of performance indicators. Engagement with the arts is recognised as contributing to cohesive communities within the new performance indicator framework (NI11).
2. Arts Council also publishes two national datasets broken down to LAA level that can be used for local targets: **Young People's Arts Awards**, an accredited award for individual young people recognising their efforts in the arts, and **Artsmark**, an award to schools based on their delivery of both curricular and extra-curricular opportunities in the arts.

Culture Northwest

The regional cultural consortium, established in 1999, has been a research, networking and advocacy organisation, working strategically through collaboration to champion the role of culture across the region and to build and drive the Regional Cultural Strategy.

Specific priorities in the current action plan are:

- establishing the North West as an international leader
- building citizenship through culture
- driving health improvement through cultural activity
- encouraging and enhancing partnerships across the region
- driving awareness of regional distinctiveness
- maximising cultural contributions to life-long learning
- building capacity within the cultural sector

Amongst current initiatives which impact on Halton are:

1. Culture Northwest is leading the regional programme for the Cultural Olympiad.
2. Culture Northwest works in partnership with local authorities on Regional Commentaries and Local Area Agreements to advocate the benefits of culture.
3. The Northwest Culture Observatory brings together resources to build the evidence base of evaluation and research.

However the (then) Culture Minister Margaret Hodge announced in July 2008 that the regional cultural consortia are to be wound up by March 2009, and that there will be a duty on the regional offices of the four key cultural sector support bodies (Arts Council, Sport England, English Heritage and the Museums Libraries and Archives Council) to collaborate on regional cultural policy and planning. [refer to notes from Howard of RCC meeting ??]

APPENDIX 3: CONSULTATION WITH SERVICE USERS

Service users were consulted for their views on what the arts service offers and their experiences as users. This was done on the basis of individual responses being non-attributable but contributing to an overview report. This is presented here.

Advice

People thought it was straightforward and easy to find out what help and advice was available, by phone and by literature.

"Very professional. Helped open up new ideas for me."

One artist commented of an officer:

"Such energy and enthusiasm... always a joy to work with [X]"

Support

Service users have benefited from practical support. This has included people being helped to develop initial ideas into fully formed projects.

One commented:

"I don't have a career in the arts but The Brindley has been very supportive in my personal artistic development mainly via Open and in the writing competitions it runs"

Another commented that support and encouragement from the arts officers had

"raised my profile as a person involved in all aspects of amateur drama production"

"[X] has worked really hard to develop the professionalism of local artists and has supported them and advocated them outside of the Borough."

None of those consulted had sought or received any help or support from Business Link in trying to develop the business aspects of their work as artists or practitioners.

Exhibitions at The Brindley

Artists who have exhibited at The Brindley were notably warm in their praise for the venue and for the support they had received.

"It gave me a personal boost and now that I have started freelance again it has provided me with a good piece for my portfolio. The Brindley were very generous both in terms of support and via an arts board funding bid."

"Extremely useful – one of the few good galleries in Cheshire."

*"A perfect place to show the work. It gave my confidence a boost."
"A fantastic job – well displayed."*

"A more professional venue than some others in the sub-region – one of the best non-city venues, with a high profile."

"Showing at The Brindley was extremely useful. It is one of the few good galleries in the Cheshire area that promotes a professional approach to venue, presentation, press coverage etc."

Marketing

The view was expressed by a number of users that marketing is under-invested and therefore potential is not being fully realised.

"Events do not seem to be advertised widely in Runcorn and Widnes... people often say they weren't aware of anything being on e.g. Halton Poet of the Year."

"Maybe publicity could reach out a bit wider."

"Maybe afforded a larger budget for advertising in local press. A lot of emphasis is on internet access (which is good)... but more publicity would be useful."

The point was made that events are not widely advertised, and that not everyone has ready access to the internet, or is accustomed to using the internet as a primary source of local "what's on" information. It is understood however that local paid-for advertising is not necessarily an effective use of limited resources and is not necessarily effective in broadening the audience.

At this stage in The Brindley's development it could be helpful to have the advice of an independent marketing expert to consider how to make best use of limited financial and human resources while trying to achieve the broader audience development objectives.

Appreciation

There was considerable appreciation for the work of individual officers.

"[Officer X] is a real jewel in Halton's crown and they are extremely lucky to have such an experienced and dedicated member of staff."

"The team were very open to new ideas and taking a risk... They presented the work in a professional way and helped at every step."

APPENDIX 4: LIST OF CONSULTATIONS

Halton Borough Council

Elected members:

- Cllr John Swain, Executive Board member and Chair of the Cultural Partnership

Cultural and Leisure Services:

- Howard Cockcroft, Operational Director, Cultural and Leisure Services and Community Safety

Arts Team:

- Sue Davies, Cultural Services Manager
- Claire Bigley, Drama Development Officer
- Ruth Bates, Dance Development Officer
- Martin Cox, Music Development Officer
- Louise Hesketh, Visual Arts Development Officer

The Brindley: venue staff

- Claire Jones, Venue Manager
- Pat Kershaw, Administration Manager
- Graeme Scragg, Technical and Production Manager
- Peter Bentham, Marketing/Sales and Information Manager

Community Development Team:

- Nicola Goodwin, Community Development Manager
- Lynda Holland, Voluntary Sector Co-ordinator
- Ian Atherton, Community Centres Manager
- Pauline Sinnott, Senior Community Development Officer
- Ditton Community Centre: Ken Neale, Centre Co-ordinator
- Murdishaw Community Centre: Mark McGinchey
- Grangeway Community Centre:

Sports Development:

- Sue Lowrie, Sport and Recreation Manager

Library Services:

- Paula Reilly-Cooper, Library Services Manager
- Janette Fleming, Reader Development Officer

Education:

- Ann Brian, Arts Education Development Officer
- Gill McGough, Advisory Teacher for Dance and PE/Sports
- Elaine Mullen, Extended Schools Development Worker (Widnes area)
- Val Armor, Service Delivery Manager (CYPAN4), and Angela Nicol, Play Development Worker, Children and Young People's Area Network (CYPAN4)
- Rebecca Tandy, Early Years Consultant
- Roger Harrison, Headteacher, St Gerard's RC Primary School (and Small Schools Arts Cluster)
- Paul Langford, KS2 Consultant for Literacy
- Dave Williams, Head of Halton Youth Service (Connexions)
- Andy Page, Education Business Partnership Manager

Other services:

- Ian Grady, Head of Strategic Policy and Partnership
- Richard Rout, Performance Management Officer
- Aileen Dunn, Substance Misuse Advocacy Manager, Drugs Action Team
- Ian Collins, Parks and Countryside Service
- Bill Morton, Parks and Countryside Service
- Stacy Murray, Adult Learning & MIS Team Leader, Adult Learning & Skills Development, Economic Regeneration

User groups and artists

- Arcane Dance: Jo Rhodes
- Alexis Butterworth, freelance dance artist
- Halton Actors in Residence: Louise Nulty and Jacky Pilton
- Ruth Spencer, freelance dance artist
- Markmakers (visual arts group): Claire Weetman
- Halton Cultural Partnership: meeting 7 July 2008
- Scribes and Scribblers (4 members, leader Evelyn Hayes)
- Steffan Jones-Hughes, artist
- Ian Bellard, artist
- Shaun Smyth, artist
- Beth Barlow, artist
- Roy Hayes, artist
- Loose Music Collective: Jaki Florek (e-mail)
- Centre 8 (11 members)
- Fit 2 Dance (3 members)
- Halton Youth Theatre (16 members and parents)

Other organisations and individuals

- Ian Banks, Public Art Consultant
- Nicky Duirs, Arts & Health Strategy Consultant
- Norton Priory Museum: Ellen Fenton, Learning & Community Manager
- Riverside College: Gary Lamb, Manager, Creative and Performing Arts; Maxine Mealey, Programme Area Leader, Creative Arts; Daniel Brady, Programme Area Leader, Vocational Performing Arts
- Arts Council England North West: David Gaffney, Officer, Regional Partnerships

APPENDIX 1: ACTION PLAN

Theme 1: A healthy community

The arts service will contribute to community health and well-being through:

- arts projects in health-care settings
- arts development activities with specific target groups such as older people
- promoting healthy lifestyles through dance and other art forms.

Improvement outcomes will include:

- more use of social and cultural approaches as an alternative to medical or pharmacological interventions
- engaging new users, through increased participation by target groups
- increased participation in arts activities

Workstream	Action	Timescale	Target/PI	Partnership links	Resources
1: Arts and health	a) More arts projects in partnership with the Drugs and Alcohol Action Team (such as a recent DVD project 'High Risk')		•	• Drugs and Alcohol Action Team	
	b) Take part in sub-regional initiatives through the Merseyside Arts Partnership to develop arts and health work as an inter-authority initiative, supported by Arts Council.		•	• Merseyside Arts Partnership • ACE	
	c) Explore the scope for establishing a part-time co-ordinator to develop arts in health opportunities in partnership with the PCT.		•	• PCT • St Helens Council	
	d) Explore further collaborations relating to the key priorities of mental health, ageing, young people's issues (including teenage pregnancy, sexual health and drugs awareness), men's health and training for arts and health staff.		•	• PCT	

2: Active lifestyles	e) Offer a range of youth dance programmes.		•	<ul style="list-style-type: none"> Arts Education PE & Sport 	
	f) Maintain the dance development programme, at The Brindley, at off-site locations and with other services e.g. Children’s Centres.		•	<ul style="list-style-type: none"> Children’s Centres Community Centres 	
	g) Continue to develop programmes such as Fit 2 Dance and Years Ahead projects (for the over 50s).		•	<ul style="list-style-type: none"> Community Centres Social Services 	
3: Audience development	h) Devise and implement joint initiatives with Sports Development in areas of low take-up.		•	<ul style="list-style-type: none"> Sports Development 	
	i) Devise and implement specific initiatives to encourage first-time audiences at The Brindley.		•	•	
	j) Devise and implement specific initiatives to engage more young adults, including different marketing aimed at the needs of different age groups.		•	•	
	k) Devise and implement specific initiatives to encourage new involvement through arts development outreach projects.		•	<ul style="list-style-type: none"> PCT 	
	l) Further develop joint projects with libraries, especially Get into Reading – dementia work		•	<ul style="list-style-type: none"> Libraries The Reader Organisation Social Services 	
4: 2012 Olympics	m) Work with other services and authorities and the North West Olympic Creative Programmer to develop a cultural programme related to the 2012 Olympics.		•	<ul style="list-style-type: none"> Merseyside Arts Partnership Olympics Creative Programmer 	

Theme 2: Urban renewal and regeneration

The arts service will contribute to urban renewal and regeneration through:

- managing The Brindley as a creative focus for the Borough and for its role in wider community regeneration
- outreach and neighbourhood projects which contribute to community regeneration
- developing a strategic approach to public art, to promote sense of identity and pride of place and contribute to the quality of design and urban renewal/regeneration.

Improvement outcomes will include:

- sustainability and viability of The Brindley as a creative focus
- increased participation in target neighbourhoods
- environmental and public realm improvements.

Workstream	Action	Timescale	Target/PI	Partnership links	Resources
1: The Brindley	a) Carry out market research (specific and local, not generalised) to understand the views of users and non-users, to help shape audience development strategies.		•	• Research & Intelligence • Arts Council	
	b) Use market research data (e.g. ACORN data and findings of Active People survey) to target people in areas where there are currently low levels of participation.		•	• Sports Development • Research & Intelligence	
	c) Promote the venue more strongly beyond the Borough both to enhance the reputation of the Borough and to help the venue's sustainability by contributing to earned income.		•	•	
	d) Audience development work (as Theme 1.3).		•	•	
2: Outreach work	e) Devise and implement development work, with other cultural services in the borough, through specific interventions in neighbourhoods or		•	• Community Development • Other cultural	

	localities where there are low levels of participation, e.g. the 'super output areas' identified in the work on Neighbourhood Management (such as a pilot project in the West Bank area of Widnes).			services	
3: Public art	f) Work to achieve a strategic influence with the Council's Environment Department (which includes Planning, Economic Regeneration, Major Projects and Highways); this may include the possibility of a specialist post on a part-time or freelance basis to provide expert advice.		•	<ul style="list-style-type: none"> • Environment Services • Planning Dept • ACE • Merseyside Arts Partnership 	
	g) Advocate for the adoption and implementation of the Planning Guidance Note and Commissioning Guide.		•	<ul style="list-style-type: none"> • Environment Services • Planning 	
	h) Seek to influence the Building Schools for the Future (BSF) programme with conceptual thinking about the community role of new schools as well as arts interventions in their design.		•	<ul style="list-style-type: none"> • BSF programme • Schools • Education 	
	i) Seek to influence major infrastructure projects such as Widnes Waterfront, Runcorn Canal Quarter, the Mersey Gateway new bridge and new health facilities planned for the Borough.		•	<ul style="list-style-type: none"> • Planning • Major Projects Dept 	

Theme 3: Employment, learning and skills

The arts service will support employment, learning and skills in the creative sector through:

- building local talent
- nurturing the growth of the independent artists sector and independent arts groups in the Borough.

Improvement outcomes will include:

- capacity building and a stronger independent sector
- economic benefits with the growth of a sustainable pool of arts organisations and artists.

Workstream	Action	Timescale	Target/PI	Partnership links	Resources
1: Artists and practitioners	a) Continue to offer a small grants and a small training grants programme.		•	• Funding Section • Community Development	
	b) Offer advice and assistance to artists, for example (i) to young bands, linking them to other sources of support and to promoters, and assist initiatives such as Loose Music and (ii) to visual artists and crafts makers and link them to other sources of support and to venues.		•	• Arts organisations • Merseyside Arts Partnership	
	c) Improve networking for artists and arts groups, specifically by reviving and re-launching the Raw Arts website, and extending its range as a platform and showcase for local independent practitioners, to strengthen its value as a resource, including as a source of information to assist other Council services, providing a directory of artists and arts groups (with supporting information such as examples of work undertaken and names of independent referees). Complement		•	• I.T.	

	<p>this with a regular e-circular to practitioners to channel information, news, commissioning opportunities etc.</p>				
	<p>d) Strengthen support for the voluntary sector through the development of a DVD and website by the Cultural Partnership to make the voluntary sector more visible.</p>		•	• Cultural Partnership	
	<p>e) Build on existing links with neighbouring initiatives e.g. Cheshire Artists Network and Open Studios for the benefit of local artists and venues.</p>		•	• Cheshire Artists Network and Open Studios	
2: Creative industries	<p>f) Develop signposting and advice on progression routes.</p>		•	•	
	<p>g) Consider strategic alliance with agencies (such as ACME or CRISP) or with other local authorities, to counter the limited capacity.</p>		•	• ACME, CRISP etc. or another authority	
	<p>h) Develop more formalised links with Riverside College: to collaborate on structured and planned workshops and artists' residencies, placements and practical experience to help local students considering a career in arts, crafts or media work, including technical support work; to facilitate opportunities for more advanced students to gain experience in working on community projects; and to maintain more regular contact between arts team and college staff, contributing the arts team's knowledge of the industry and the arts professions.</p>		•	• Riverside College	
	<p>i) Offer work experience and mentoring for emerging artists and practitioners.</p>		•	• Cultural Partnership	
	<p>j) Look at possible opportunities through Building Schools for the Future to establish creative studios which could host artists in schools and act as incubator spaces for emerging creative businesses.</p>		•	• BSF Programme	

Theme 4: Arts opportunities for children and young people

The arts service will contribute opportunities for children and young people through:

- formal and informal learning opportunities for children and young people
- a range of participatory arts activities for children and young people.

Improvement outcomes will include:

- increased participation by children and young people
- increased aspirations and achievements.

Workstream	Action	Timescale	Target/PI	Partnership links	Resources
1: Early years	a) Develop the role of the arts team as a resource able to provide specialist advice to staff in CYPANs and the Children’s Centres, and advising them on use of artists who are potentially available to deliver work.		•	<ul style="list-style-type: none"> • CYPANs • Children’s Centres 	
	b) Work through CYPANs and the Children’s Centres to reach families with family learning and inter-generational work.		•	<ul style="list-style-type: none"> • CYPANs • Children’s Centres 	
2: Education	c) Develop the role of the arts team as a resource able to provide specialist advice to curriculum advisers, headteachers and schools, advising them on use of artists who are potentially available to deliver work, contributing to CPD and INSET for teachers, and supporting the work of the Arts Education Development Officer in encouraging schools to apply for the <i>Artsmark</i> award and helping them to meet the standards of the programme, especially in areas such as dance where support is especially needed.		•	<ul style="list-style-type: none"> • C & YP Service • Schools • Arts Education 	

	d) Plan workshops, residencies, exhibitions and performances which support schools' curricular needs, both through the programme of The Brindley and through links with artists and arts organisations.		•	<ul style="list-style-type: none"> • Schools • Riverside College • Arts Education 	
3: Youth arts	e) Help to develop a Council-wide Youth Arts Policy as a statement of entitlement and service availability, working with the integrated Youth Service and with young people.		•	<ul style="list-style-type: none"> • Youth Service • Connexions • Education 	
	f) Work with the Borough's other cultural services towards the 'five hour offer' and the extended school day.		•	<ul style="list-style-type: none"> • Cultural services 	
	g) Pilot projects to promote the Young People's <i>Arts Award</i> as an accredited award, with the Positive Activities group.		•	<ul style="list-style-type: none"> • Youth Service • Connexions • Education 	
	h) Develop further opportunities through which young people can devise their own programming, building on the experience of H208 which included work run and managed by young people.		•	<ul style="list-style-type: none"> • 	
	i) In response to young people's interest, develop film/video/media work, both at The Brindley and in conjunction with venues such as Riverside College with specialist facilities and equipment, and at new school buildings planned through BSF as part of wider community use and access.		•	<ul style="list-style-type: none"> • Riverside College • City Learning Centres 	
	j) Support proposals to establish a dedicated youth facility in Widnes which could increase the creative opportunities available to young people in the northern part of the borough.		•	<ul style="list-style-type: none"> • Youth Service • Connexions 	

Theme 5: A safer community

The arts service will contribute to a safer community through:

- arts projects which animate the community and promote community cohesion
- diversionary programmes for children and young people
- arts projects which contribute to strategies to counter drug and substances misuse
- arts projects which tackle specific issues of offending behaviours (e.g. vehicle crime).

Improvement outcomes will include:

- a joined-up approach to reaching target audiences, working together with other services to focus on identified priority areas
- increased community cohesion
- more positive attitudes and reduced anti-social behaviour by young people.

Workstream	Action	Timescale	Target/PI	Partnership links	Resources
1: Community engagement	a) Support neighbourhood projects which promote a sense of local community.		•	• Community Development	
	b) Reach non-committed audiences through community animation projects in parks, open spaces and public spaces in town centre locations.		•	• Parks & Countryside Service • Cultural Partnership	
	c) Discontinue attempts to provide a borough-wide Touring Network but make specific provision for rural communities (such as Preston Brook) by buying into the Cheshire touring circuit.		•	•	
2: Diversionary programmes	d) Devise and implement projects which promote positive images and roles for young people.		•	•	

for children and young people					
	e) Devise and implement projects which support target groups such as NEET young people		•	• PRU. The Bridge	
	f) Integrate arts and creative activities into Splash programmes to offer out-of-school creative opportunities.		•	• Splash programme	
	g) Continue to offer out-of-school creative opportunities for children and young people at The Brindley.		•	•	

Theme 6: Leadership and partnerships

The arts service will provide leadership and develop partnerships through:

- maintaining and developing a strategic framework for the arts in Halton
- developing internal partnerships and collaborations with services of the Council
- developing external partnerships and collaborations with other agencies.

Improvement outcomes will include:

- effective application of people and financial resources to achieve strategic outcomes
- effective partnerships internally and externally including the arts having a voice in the LSP.

Workstream	Action	Timescale	Target/PI	Partnership links	Resources
1: Advocacy	a) Consistent advocacy and profile-raising by the arts team.		•	• Corporate Communications	
	b) Implement an improved website.		•	•	
	c) Promote and encourage artistic quality and integrity through the work of the arts team and their imagination, originality and innovation.		•	• Artists / Freelancers • Companies	
	d) Work on evidence systems and PIs to ensure that impact and outcomes can be demonstrated and communicated.		•	•	
2: Working together internally	e) Ensure that the contribution the arts make to achieving corporate objectives is recognised in e.g. LAA.		•	• Corporate and Policy Department	
	f) Further development of cross-service working, and with improved planning mechanisms.		•	•	
	g) Develop the arts team's offering as an in-house consultancy resource including sharing information, contacts, ideas and advice with other services.		•	•	

	h) Develop the working relationships with the four CYPANs.		•	• CYPANs	
3: Working together externally	i) Play an active role in Merseyside Arts Partnership and ensure Halton is able to benefit from sub-regional initiatives.		•	• Merseyside Arts Partnership	
	j) Explore the potential for links with other nearby local authorities, e.g. St Helens, Warrington for joint work on e.g. health, creative industries and in other areas where co-operation or joint action would be beneficial to Halton.		•	• Other local authorities, e.g. St Helens, Warrington	
	k) Maintain and develop the relationship with Arts Council England North West.		•	• Arts Council England North West	
	l) Maintain and develop the links with other regional and national networks, support structures and professional bodies.		•	•	
	m) Support Norton Priory Museum in its ambitious expansion plans which will offer enhanced arts opportunities as well as strengthening the Borough's heritage offer.		•	• Norton Priory Museum	

REPORT TO: Employment, Learning & Skills PPB

DATE: 17th November, 2008

REPORTING OFFICER: Chief Executive

SUBJECT: Performance Management Reports
Quarter 2 to 30th September 2008

WARDS: Boroughwide

1. PURPOSE OF REPORT

- 1.1 To consider and raise any questions or points of clarification in respect of the 2nd quarter performance management reports on progress against service plan objectives and performance targets, performance trends/comparisons, factors affecting the services etc. for:
- Economic Regeneration
 - Culture & Leisure

2. RECOMMENDED: That the Policy and Performance Board

- 1) Receive the 2nd quarter performance management reports;**
- 2) Consider the progress and performance information and raise any questions or points for clarification; and**
- 3) Highlight any areas of interest and/or concern where further information is to be reported at a future meeting of the Policy and Performance Board.**

3. SUPPORTING INFORMATION

- 3.1 The departmental service plans provide a clear statement on what the services are planning to achieve and to show how they contribute to the Council's strategic priorities. The service plans are central to the Council's performance management arrangements and the Policy and Performance Board has a key role in monitoring performance and strengthening accountability.
- 3.2 The quarterly reports are on the Information Bulletin to reduce the amount of paperwork sent out with the agendas and to allow Members access to the reports as soon as they have become available.
It also provides Members with an opportunity to give advance notice of any questions, points or requests for further information that will be raised to ensure the appropriate Officers are available at the PPB meeting.

4. POLICY AND OTHER IMPLICATIONS

4.1 There are no policy implications associated with this report.

5. RISK ANALYSIS

5.1 Not applicable.

6. EQUALITY AND DIVERSITY ISSUES

6.1 Not applicable.

7. LIST OF BACKGROUND PAPERS UNDER SECTIONS 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
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QUARTERLY MONITORING REPORT

DIRECTORATE: Environment
SERVICE: Economic Regeneration
PERIOD: Quarter 2 to period end 30th September 2008

1.0 INTRODUCTION

This quarterly monitoring report covers the Economic Regeneration Department second quarter period up to 30 September 2008. It describes key developments and progress against all milestones and performance indicators for the service.

The way in which traffic light symbols have been used to reflect progress to date is explained in Appendix 7.

It should be noted that this report is presented to a number of Policy and Performance Boards. Those objectives and indicators that are not directly relevant to this Board have been shaded grey.

2.0 KEY DEVELOPMENTS

Contracts

A further £70k funding from Riverside College has been agreed towards skills for life activity. This follows a pilot in the 2007/8 academic year.

The Adult Learning and Skills Development Service is a key partner in the Greater Merseyside Local Authority Adult Learning Services Consortium. This consortium has recently secured funding from the Greater Merseyside Learning and Skills Council (GMLSC) to deliver employability programmes across the sub region.

The Family Learning Team has secured new GMLSC funding (£66k) from the Family Learning Impact Fund (FLIF). This project will focus on financial literacy for parents.

Staffing

Discussions related to adult learning tutor contracts have taken place. Agreement in principle has now been reached with unions to change existing tutor contracts to Further Education teaching contracts that have a better fit with the work the tutors do. It is expected that staff will go onto the new contracts in Q3. This will also mean that the tutor posts will be taken out of the job evaluation process.

The Divisional Manager for Business Development has transferred to the

Mersey Gateway team as the Integration & Policy Manager. As part of the Council efficiency drive it is likely that this post will be deleted. At present the division is being looked after by the Divisional Manager for Enterprise and Employment pending final decisions.

The Mersey Gateway workload of the Economic Development Officer continues to increase. The impact this is having on departmental targets is being carefully monitored.

The appointment of a Skills Strategy Officer took place in Q2. This post will take a lead role on developing and implementing sector skills action plans.

The securing of new contracts as detailed above plus further allocations of Working Neighbourhoods Fund require the appointment of additional staff. Job descriptions are being developed and will be subject to grade determination in the near future.

Skills and Learning

Two new partnership websites www.learninghalton.org.uk and www.grapevine.learninghalton.org.uk are now completed and live. Developed through the Employment Learning and Skills SSP and funded by GMLSC, the sites provide a one stop shop website for learning, skills and employment-related information. Further promotion of the site will be done via the LSP and through production of associated marketing and publicity materials.

Following a successful visit by Council for Awards in Children's Care and Education (CACHE), the Adult Learning & Skills Development Division achieved a grade 1 outcome as an accredited CACHE centre. This is the highest grade that can be awarded.

During Q2, Neighbourhood Learning in Deprived Communities contracts were issued to 16 different organisations. These will run from 1 September 08 for a year. This programme is funded by GMLSC with local management by the Council. Following on discussions in the Skills Topic Group, this was the first year that members were represented on the awarding panel.

The new classroom at the Acorn Centre is now complete. This was funded through the Castlefields Children's Centre Campus allocation. The new room means that the Acorn Centre can run classes with larger numbers.

The Employment Learning and Skills SSP has developed the new Halton Employment Programme. This will see a refreshed Halton Employment Charter deliver a 2 week employability programme to unemployed residents. Onto this can be bolted specific training courses that are designed with local businesses to meet their need. This new programme is a key part of the action needed to achieve Local Area

Agreement Employability targets.

Employment

Halton People into Jobs continues to strengthen its outreach activity. During Q2 HPIJ have held neighbourhood outreach events in Castlefields, Ditton, Grange, Hough Green, Kingsway, Norton North and Palace Fields and arranged themed outreach events for the following priority client groups: Carers, Disabled People, Older People, Young People, Young Mums & Lone Parents, in addition to running two Inspiring Women courses.

Working Neighbourhoods Funding has been secured to appoint new Neighbourhood Employment Officers. These will work in partnership with HBC Neighbourhood Management Team and Registered Social Landlords to improve employment rates in Central Widnes, Hallwood Park & Palace Fields and Castlefields & Windmill Hill. Targeting these areas are key if we are to achieve Local Area Agreement targets for reducing worklessness.

The Castlefields Employment Programme continues to develop. Halton People into Jobs hold a weekly job doctor surgery at Castlefields Health Centre and to date 14 residents have been supported. The Castlefields ILM is currently providing paid employment experience for 9 residents with one expected to progress to a job with training by the end of October; a further 4 residents are to start the ILM in October.

Working Neighbourhoods Funding has been secured to develop a new employment support programme. In this a Job Retention Officer will be available to work with local employers to reduce the numbers of people losing work and moving on to incapacity benefits as a result of a health condition or disability.

Enterprising Halton Programme

The programme has handled 88 new business enquiries, supported 22 new business starts that have created an additional 19 jobs and 2 businesses have become VAT registered in Q2. The New Start Centre at The Heath provides incubation space for 5 new starts and was recently visited by Steven Timms, MP, the former Secretary of State for Welfare Reform who was very impressed with the programme and in particular the numbers of additional jobs that have been created by those new businesses. The Employment Learning and Skills SSP has allocated additional Working Neighbourhood Funds expand the programme to provide increased start up resources, establish an aftercare academy for micro-businesses and to develop 'next generation entrepreneurs' in partnership with the Education Business Partnership & Yong Enterprise.

Business Development

The wind up of the ICT Investment for Growth project is nearing completion. Final claims will be prepared in anticipation of practical

completion of the project on December 31 2008. Two members of the team have already left the authority.

A new business led steering group has been constituted encompassing the Widnes Waterfront Programme area including the former Riverview Industrial Area Group. A number of meetings have taken place to identify the group's key priorities and elect a Chair and Executive Committee.

Promotions & Tourism

Key events in Q2 included the Vintage Fair Organ Rally that saw over 50,000 visitors to Victoria Park to mark the 9th rally at the venue. The rally also celebrated the 50th Anniversary of the Fair Organ Preservation Society. The H208 event at Stobart Stadium and Brindley celebrated Youth Culture in Halton and the surrounding districts. Attracting good numbers it was well received, with items coming from the debrief which have been identified as those which may be run next year.

Work has been completed on organisation of Fireworks for 5th November. Following negotiations with Police and Highways, new plans have been instigated for routing and traffic flow out of the event. This should reduce the amount of time it takes for exit.

Good progress is being made on installing new visitor information kiosks at local stations. Discussions are ongoing with Virgin and Runcorn Railway Station and meetings have been held with potential suppliers and providers of the kiosks. A key issue is that the kiosks must be able to integrate with the existing Merseyside network.

EMERGING ISSUES

Work is underway on developing a Self Assessment Report (SAR) for the Learning and Skills Council (LSC) funded activity. The SAR is the key document on which Ofsted inspections are based. The LSC now requires a single SAR to cover all aspects of its adult provision. As such this will now be a corporate SAR. Work will take place in Q3 to ensure the SAR is uploaded onto the LSC portal by 31 December 2008. Production of a corporate SAR may impact on current processes used by other areas of the Council. These processes must be aligned to the existing SAR protocol, agreed across Greater Merseyside.

With the expansion of employment and skills activity there is a need to secure additional dedicated training facilities in both Widnes and Runcorn and will need to be accessible, particularly from areas of high worklessness. Property Services is presently identifying what may be available.

There is a national shortage of level 4 literacy/numeracy teachers. This shortage of suitably qualified staff could impact on achievement of targets.

Timescales for new jobs coming on board in 3MG are still unclear. This makes planning appropriate employability related programmes for logistics slightly problematic. Getting the timing right is key.

The proposed restructuring of the Enterprise and Employment Division is making progress with new job descriptions now being evaluated. The plan is to locate the division together in Rutland House and Property Services is developing plans to enable that to happen from January 2009.

As a consequence of the global economic climate both investment enquiries and conversion have experienced a dramatic decline in the current reporting period. The slowing of the global economy will impact upon the economy of Halton in terms of fewer investment projects, reduced commercial letting and a marked reduction in new business formation. The impact on Halton depends upon the extent of the global slow down and it should be noted that unemployment has risen to 3.5%.

There still remains as issue of where Halton “fits” in terms of applying for tourism funding. An application for European Regional Development Funding for the Lewis Carroll project has recently been turned down by the North West Development Agency even though lottery funding has already been secured. This does seem to be a strange decision and a request has been made to be told of the detailed reasons for refusal.

4.0 PROGRESS AGAINST OBJECTIVES / MILESTONES

Total	24		19		2		3
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All service plan milestones are being reported this quarter. (Those milestones in *italic* text are ‘other’ milestones that are routinely reported in quarters 2 and 4). At the half year stage 19 milestones have been awarded a green traffic light, 2 an amber and 3 a red. For further details, please refer to Appendix 1.

5.0 SERVICE REVIEW

A joint Urban Renewal and ELS PPB topic group was established to look at skills related issues for the logistics sector, in particular, 3mg. The second meeting is due to take place in Q3.

A further meeting of the Town Centre Management PPB Scrutiny Panel took place on August 27 2008. At the meeting the Elected Members made a number of suggestions with respect to the management of the TCM function which will be discussed at a subsequent meeting before

Christmas.

6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS

Total	7		5		1		1
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Generally good progress towards targets for “Key” performance indicators. One indicator has been awarded a red traffic light, Number of Inward Investment Enquiries and another an amber, Contribution to the number of jobs created. For further details, please refer to Appendix 2.

6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS

Total	20		3		1		0
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Of the 20 “Other” performance indicators, 4 have been reported this quarter. Of these 3 have been awarded a green traffic light, the remainder an amber. For further details, please refer to Appendix 3.

7.0 PROGRESS AGAINST LPSA TARGETS

For further details, please refer to Appendix 4.

8.0 RISK CONTROL MEASURES

During the production of the 2008-09 Service Plan, the service was required to undertake a risk assessment of all Key Service Objectives.

Where a Key Service Objective has been assessed and found to have associated ‘High’ risk, progress against the application of risk treatment measures is to be monitored, and reported in the quarterly monitoring report in quarters 2 and 4.

Please refer to Appendix 5.

9.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS

During 2007/08 the service was required to undertake an Equality Impact Assessment. Progress against actions identified through that assessment, with associated High priority are to be reported in the quarterly monitoring report in quarters 2 and 4.

There were no high priority equality actions established for this service.

10.0 APPENDICES

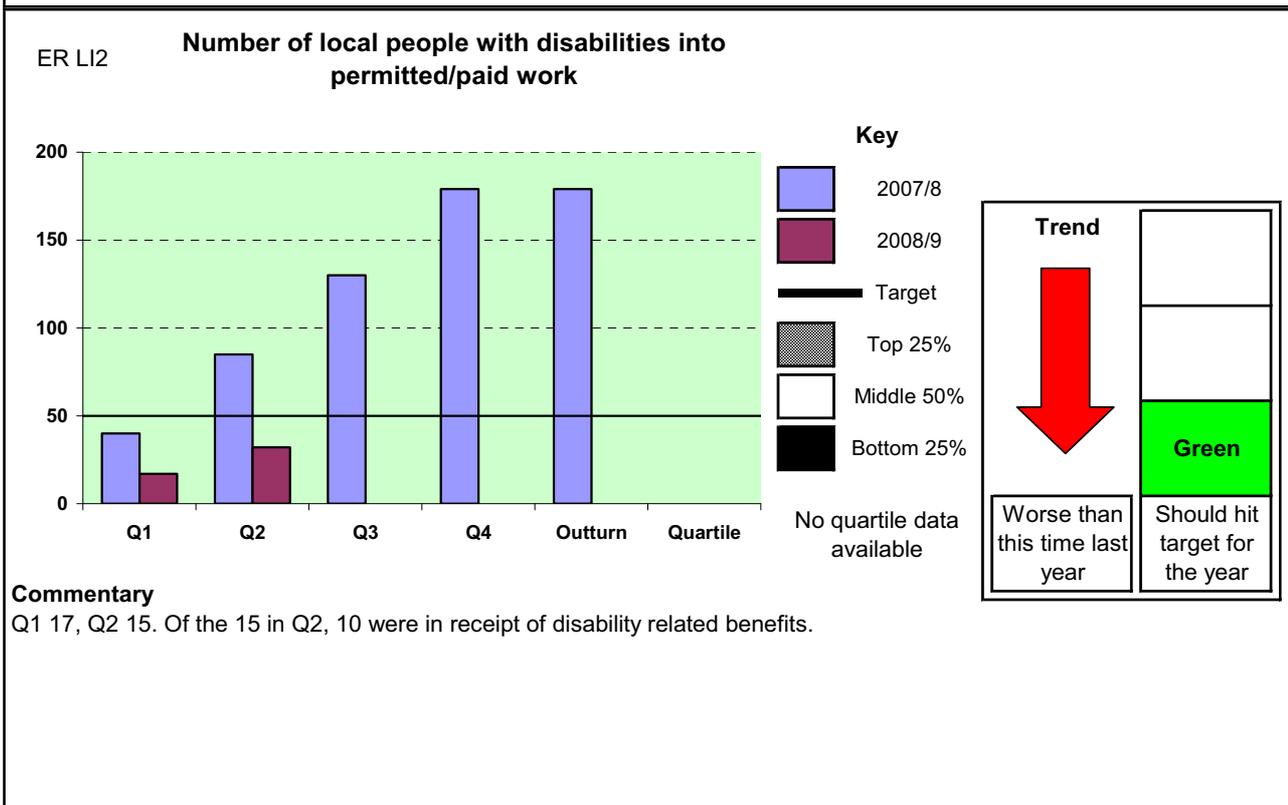
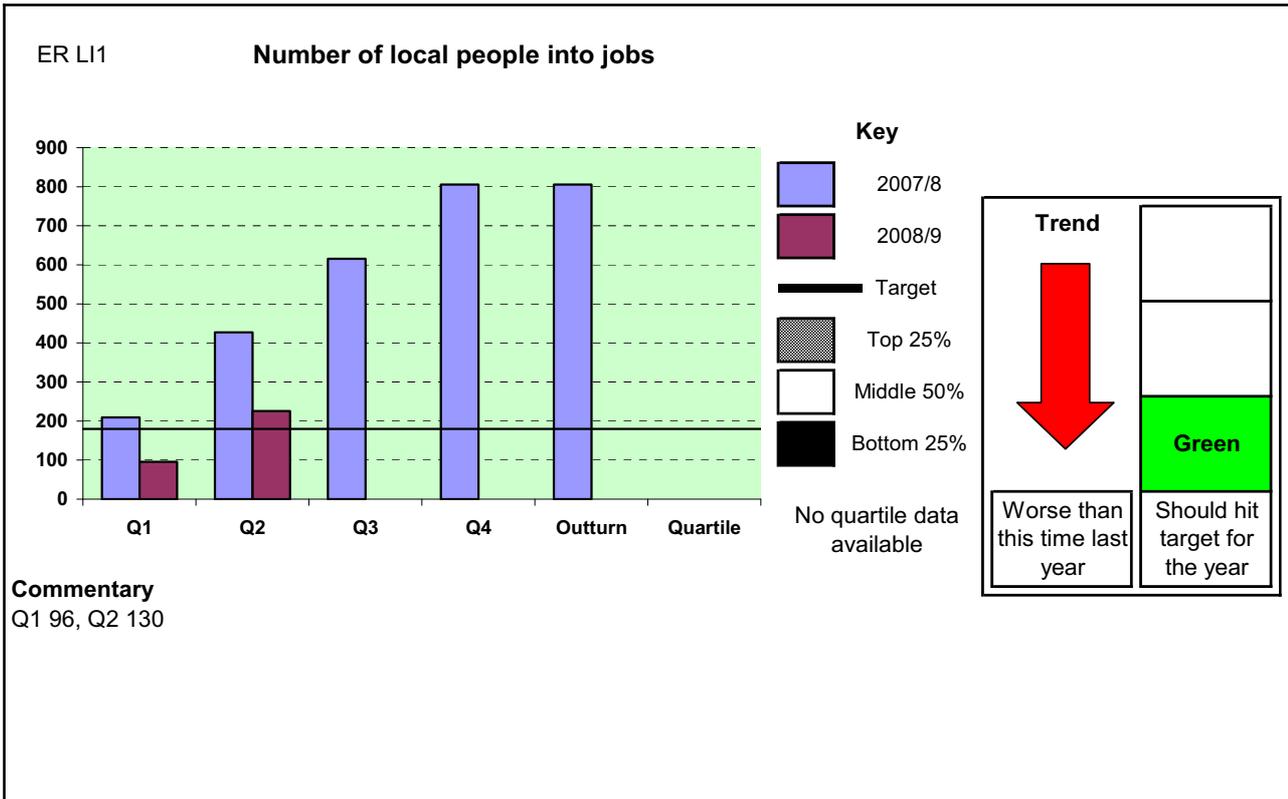
<p>Appendix 1- Progress against Objectives/ Milestones Appendix 2- Progress against Key Performance Indicators Appendix 3- Progress against Other Performance Indicators Appendix 4- Progress against LPSA Targets Appendix 5- Progress against Risk Treatment Measures Appendix 6- Financial Statement Appendix 7- Explanation of traffic light symbols</p>
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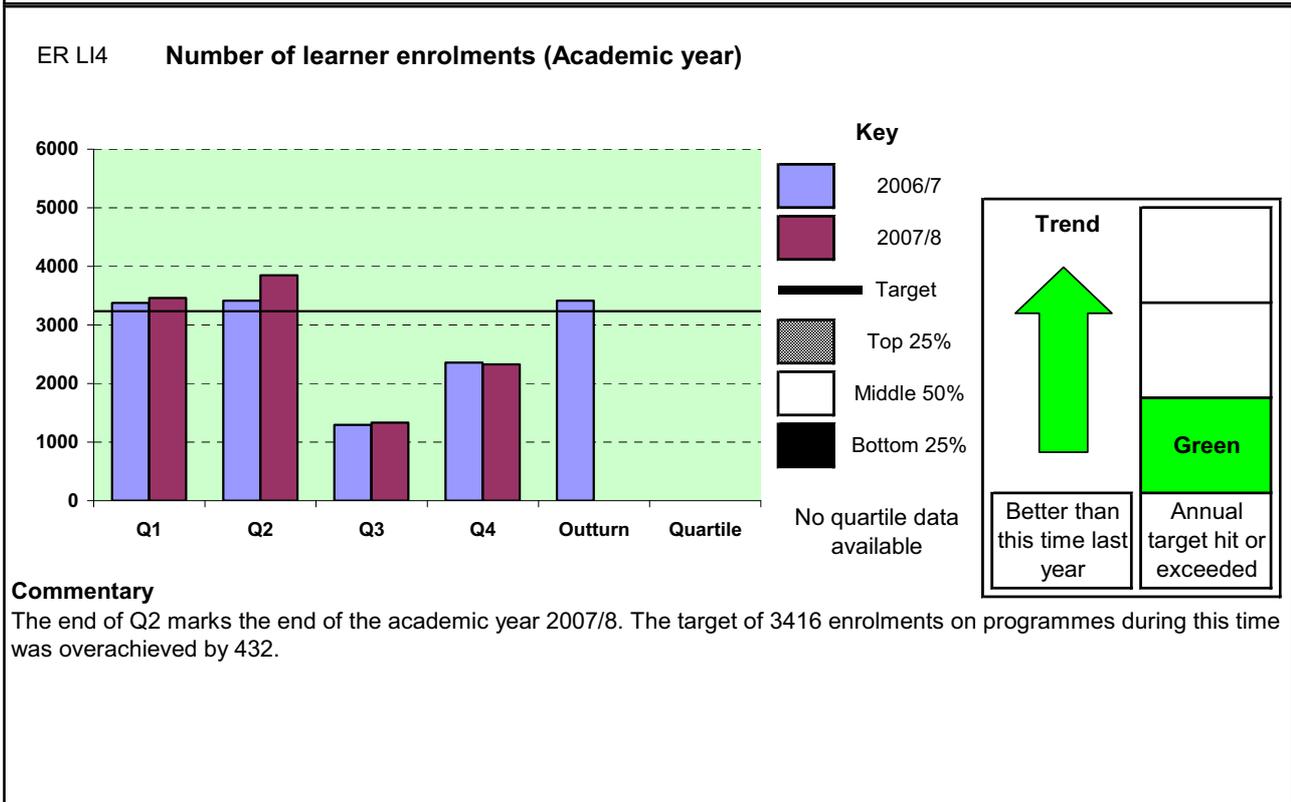
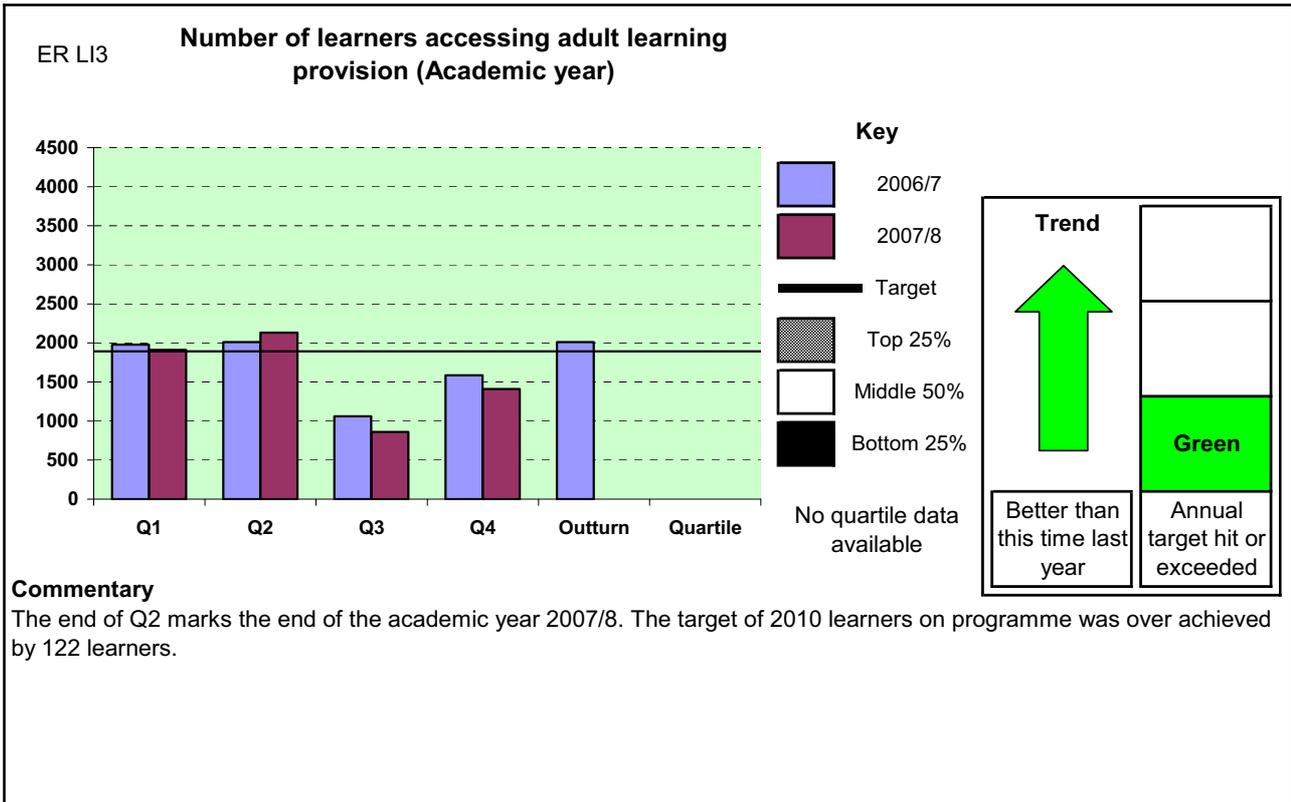
Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
ER 1	To foster a culture of enterprise and entrepreneurship, particularly amongst the low skilled, making Halton an ideal place to start and grow economic activity	Enterprising Halton Competition, Nov 2008		Competition closed 31/8/08. 6 entries currently being judged – winner to be announced at Halton Chamber annual dinner on 15/11/08.
		Secure continuation of Enterprise coaches, Jun 2008		Enterprise coaches operational in priority areas – additional WNF secured to extend service to non-priority areas.
		Enterprise week programme, Nov 2008		With the Enterprise officer leaving and no candidates being considered appointable, there will be no comprehensive programme of events.
		Launch Enterprising Halton DVD, Dec 2008		Discussions in hand with ICDC to produce enterprise portal and video clip but the lack of the enterprise development officer may well mean the deadline is missed.
ER 2	To develop a culture where learning is valued and raise skill levels throughout the adult population and in the local workforce	Completed sector skills plan for logistics with first provision commencing, Sep 2008		Plan completed and logistics handbook at the printers
		Completed sector skills plan for Science with first provision commencing, Mar 2009		Further discussions are taking place around Science. It is expected that a Science Skills group/forum will be established by the end of Q3, once all other existing provision has been considered.

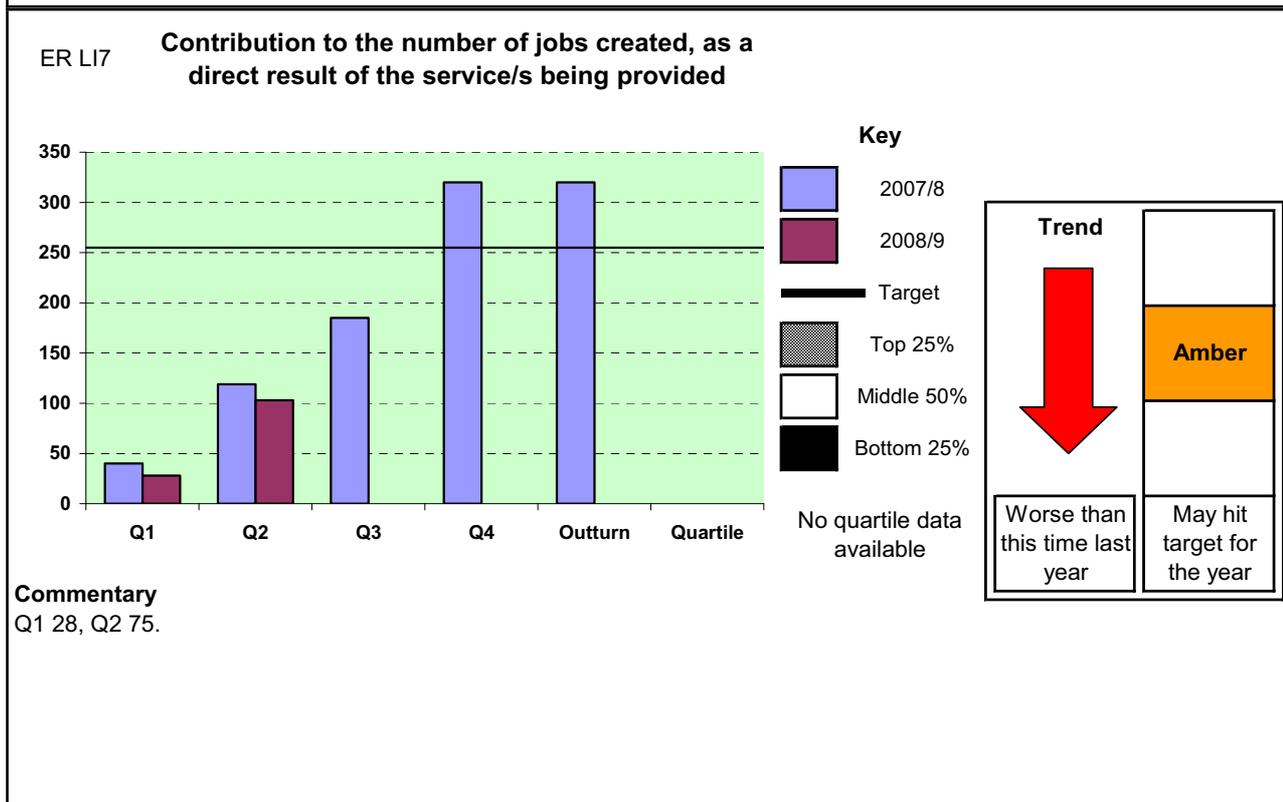
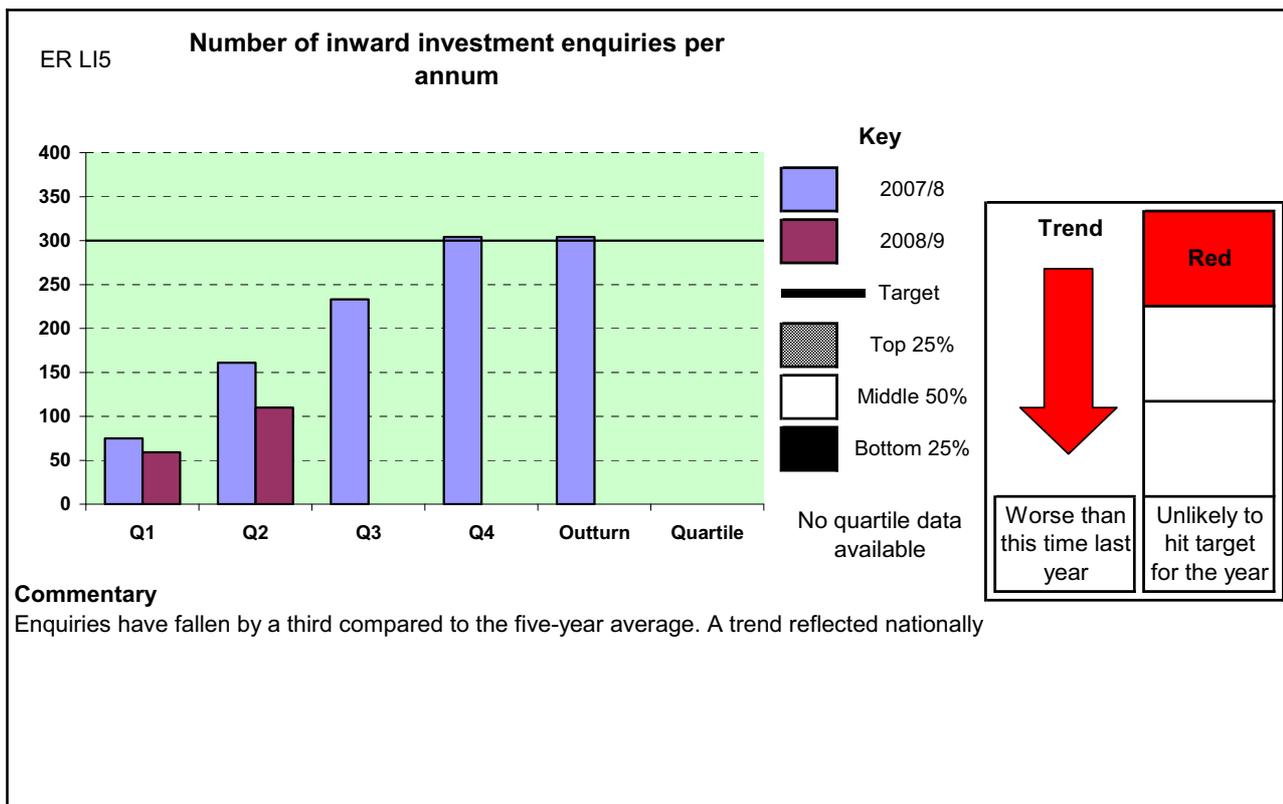
Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		Recruitment of dedicated apprenticeship officer post, July 2008	Refer to comment	Will be completed as part of divisional restructure. Due to emerging issues and circumstances it has been necessary to agree a new milestone achievement date of November 2008
		Halton Learner awards, May 2008		Complete
		Delivery of 5 adult/family learning courses in each CYPAN area, Mar 2009		Programme underway
ER 3	To promote and increase employability of local people, to identify and remove any barriers to employment to get more people into work	Complete reconfiguration of E&E division to embed outreach, Jul 2008		Restructure of E&E delayed but job descriptions now being evaluated. Recommend new target end of November 2008.
		Deliver targeted outreach campaigns (2 in each priority ward), Mar 2009		Scheduled programme of targeted outreach for priority wards & LSOAs. Eight events held during Q2.
		Launch pre-recruitment partnership, July 2008	Refer to comment	Recruitment of staff to the Halton Employment Partnership (the new name for the pre-recruitment partnership) will take place in Q3. Due to emerging issues and circumstances it has been necessary to agree a new milestone achievement date of November 2008.

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		Complete Employment strategy for disabled and carers with launch of disability employment network, September 2008	Refer to comment	The introduction by DWP of new welfare reform measures have impacted on disability related benefits that will require the draft strategy to be re-freshed prior to consultation. Due to emerging issues and circumstances it has been necessary to agree a new milestone achievement date of December 2008.
ER 4	To develop a strong, diverse, competitive and sustainable knowledge based economy	Commence delivery of logistics campaign, Sep 2008		Marketing and PR campaign underway.
		Deliver a new tourism promotion DVD, Nov 2008		Final work underway
		Launch with SOG the Heath new build marketing programme, Jul 2008		Programme completed
		Deliver Major events programme, Mar 2009		On track. Fireworks to take place November 5 th .
		Deliver capital of culture youth event, Jul 2008		Completed – the event was very successful and well received.
ER 5	To create and sustain a thriving business environment	Commence delivery of Widnes Industrial Area Action Plan, Dec 2008		A business led steering group has been constituted and an Action Plan agreed

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		Complete Business Improvement District phase 1 actions (CCTV, security, signage), Mar 2009		All actions associated with the implementation of Phase 1 of the BID programme have either been completed or are ongoing
ER 6	To revitalise the town centres to create dynamic, well designed high quality commercial areas	Deliver a continental market in Widnes, Dec 2008		Market took place in October.
		Launch a weekly Runcorn street market, Sep 2008		Work on required traffic regulation order ongoing. Recommend new target of May 2009
		Deliver gum cleaning programme, Aug 2008		Completed July\August 2008
		Deliver Christmas programme, Dec 2008		On programme









Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter 2	Progress	Commentary
Cost & Efficiency						
ER LI13	Cost per job created and/or safeguarded to which the authorities inward investment promotional activity has made a significant contribution. (£)(Audit Commission ECR18d)	153.15	140			Awaiting data
Quality						
ER LI12	Percentage of business customers using the inward investment services (including aftercare) expressing satisfaction with the services & support provided (Audit Commission ECR18e)	92	85			Awaiting data
Service Delivery						
ER LI6	Inward investment enquiry conversion rate (%)	13.5	11.5	15.5%		The conversion rate is above target but has to be set against a greatly reduce enquiry rate.
ER LI8	Contribution to the number of jobs safeguarded, as a direct result of the service/s being provided	443	400	174		Q1 56 Qtr 2 = 118 jobs
ER LI10	No of day visitors per annum to the borough (Calendar year)	4.261m (2006) Annual	+2%	5.106m		This figure is annualised and a year in arrears.

¹ Key Indicators are identified by an **underlined reference in bold type.**

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter 2	Progress	Commentary
		count				
ER LI11	Footfall in the town centres (millions)	12.5	+2%			Awaiting data
NI 13	Migrants English language skills and knowledge	N/a	N/a			
NI 151	Overall employment rate	N/a	N/a			
NI 152	Working age people on out of work benefits	N/a	N/a			
NI 153	Working age people claiming out of work benefits in the worst performing neighbourhoods	31.6	30.6	30.8		Slight increase reflecting rise in unemployment.
NI 161	Learners achieving a Level 1 qualification in literacy	N/a	N/a			
NI 162	Learners achieving an Entry Level 3 qualification in numeracy	N/a	N/a			
NI 163	Working age population qualified to at least Level 2 or higher	60.2 (2006)	65.4			Information survey based annually
NI 164	Working age population qualified to at least Level 3 or higher	N/a	N/a			
NI 165	Working age population qualified to at least Level 4 or higher	N/a	N/a			
NI 166	Average earnings of employees in the area	N/a	N/a			
NI 171	VAT registration rate	N/a	N/a			

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter 2	Progress	Commentary
NI 172	VAT registered businesses in the area showing growth	N/a	N/a			
NI 173	People falling out of work and on to incapacity benefits	N/a	N/a			
NI 174	Skills gaps in the current workforce reported by employers	N/a	N/a			

LPSA Ref.	Indicator	Baseline	Target	Perform 07/08	Perform 08/09 Q1	Traffic light	Commentary
10	Number of adults gaining a national Skills for Life qualification at level 1, 2 or 3 in literacy, numeracy or ESOL	19 04/05	116 measured in academic year ending 31/08/08	256	39		The 3yr LPSA was completed at the end of August 2008 – total stretch achieved was 336 Level 1 and Level 2 Skills for Life qualifications.
12	Increase the number of people who have been claiming an incapacity benefit into sustained employment of at least 16 hours per week for 13 consecutive weeks or more	18 for year ending 31/03/06	179 3 year cumulative to 31/03/09	72	26		Q 1 18,Q2 8. A cumulative total of 138 job starts against a target of 179 has been achieved. HPiJ has supported fewer IB customers in Q2 as JCP have now appointed a third specialist disability provider to work with IB customers in Halton and the LSC has let a new supported employment routeway contract. There are now 4 providers in addition to HPiJ offering employment support to IB customers, therefore engaging with and supporting IB customers has now become competitive.

Objective Reference	High Risk Identified	Target/ Deadline	Progress	Commentary
ER 1	<p>Risk Identified: Lack of resources in schools to promote enterprise</p> <p>Control Measure: Potential use of WNF and development of entrepreneurs in residence</p>	09/11/2008		WNF has been secured in Q2 for the Education Business Partnership and Young Enterprise to develop a programme of Next Generation Entrepreneurs that will work with primary & secondary schools and will include an Entrepreneurs in Residence project.
ER 2	<p>Risk Identified: Reductions in real terms LSC funding</p> <p>Control Measure: Increased efficiency and bidding for other budgets</p>	08/12/2008		<p>Funding has been secured from a number of other sources, which will help offset the reduction in real terms of LSC funding for 2008/9 academic year:</p> <p>Family Learning Impact Fund (DCSF via LSC) – £66k PCDL from Riverside College @ £70k LSC Train to Gain - £42k LSC Employability - £129k WNF - various</p>
	<p>Risk Identified: Increasing LSC focus on in work training at cost to unemployed skills development</p> <p>Control Measure: Working with LSC and JCP on provision plans</p>	09/02/2008		The Halton Employment Partnership will ensure that individuals who are unemployed can be signposted to suitable employability provision. WNF and LSC funding has now been secured within the Division for employability related provision.

Objective Reference	High Risk Identified	Target/ Deadline	Progress	Commentary
	<p>Risk Identified: Potential development by LSC of contestability resulting in possible loss of funding</p> <p>Control Measure: Identify additional income and efficiencies</p>	08/10/2008		LSC now operates ITTs (both restricted and open) for its non mainstream funding. The department has been successful at the PQQ and various ITT stages, resulting in obtaining new funding. In addition, the department seeks to secure funding from other streams, including DWP.
ER 3	<p>Risk Identified: Existing main funding sources cease March 31 2008</p> <p>Control Measure: New business plan based on reduced income and make bids to new income sources</p>	08/06/2008		The service has levered-in external funding from new LSC contracts and has secured significant WNF for enterprise development and worklessness. New draft business plan agreed.
	<p>Risk Identified: Not achieving progress on disabled employment fast enough</p> <p>Control Measure: Develop a disabled employment strategy and action plan</p>	08/07/2008		Progress on supporting disabled people into work has been achieved. However, the introduction by DWP of new welfare reform measures have impacted on disability related benefits that will require the draft strategy to be re-freshed prior to consultation.

Objective Reference	High Risk Identified	Target/ Deadline	Progress	Commentary
ER 4	<p>Risk Identified: Redeployment of resources to Mersey Gateway lowering performance in inward investment</p> <p>Control Measure: Re-prioritise workload and cease lower priority work.</p>	08/10/2008		Lower numbers of enquiries mean this can presently be contained. However, as work loads continue to rise this may not be possible in the medium term.
	<p>Risk Identified: Continued focus on Liverpool for tourism spend resulting in other areas being marginalized</p> <p>Control Measure: Increased lobbying and identify alternate funding</p>	08/12/2008		Initial concerns are now being proved as well founded. Pushing TMP for more support.
ER 5	<p>Risk Identified: Impact of new crossing on existing businesses</p> <p>Control Measure: Ensure provision of alternate premises</p>	08/11/2008		Steady progress being made

Objective Reference	High Risk Identified	Target/ Deadline	Progress	Commentary
ER 6	Risk Identified: Impact of major works over next 12 months Control Measure: Work with traders to manage situation	08/11/2008		Town centres continue to remain busy
	Risk Identified: Longer term impacts on parking as centres become busier Control Measure: Work with travel team once parking surveys complete on wider accessibility plans	08/11/2008		Waiting on results of surveys and plans
	Risk Identified: Maintaining and improving cleanliness as centres become busier Control Measure: Work with E&RS on schedules	09/04/2008		Identified as a key issue by members in the town centre management topic group. Recommendations will cover this issue.
	Risk Identified: Implications of increased night time activity e.g. cleanliness, accessibility Control Measure: Development of night time management plan	09/02/2008		Resources continue to be significant issue. Discussion underway in Victoria Square area with traders regarding a possible Business Improvement District.

Revenue Budget as at 30th September 2008

	Annual Revised Budget	Budget To Date	Actual To Date	Variance To Date (Overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Expenditure					
Employees	1,640	797	730	67	730
Premises Support	2	1	1	0	1
Office	72	11	11	0	11
Accommodation					
Marketing	47	24	10	14	30
Programme					
Promotions	47	12	12	0	32
Development	21	1	1	0	1
Projects					
Supplies & Services	180	78	78	0	92
Halton People into Jobs	0	0	0	0	0
Mersey	75	75	75	0	75
Partnership					
Transport	34	17	13	4	13
Central Support	286	0	0	0	0
Services					
Departmental	26	0	0	0	0
Support Services					
Agency	0	0	0	0	0
Asset Charges	7	0	0	0	0
Total Expenditure	2,437	1,016	931	85	985
Income					
Sales	0	0	0	0	0
Fees & Charges	-15	-3	-17	14	-17
Reimbursements	-304	-282	-276	-6	-276
Government grants	-341	-170	-169	-1	-169
Employment					
Service	-256	-92	0	-92	0
Recharges to Capital	-17	0	0	0	0
Total Income	-933	-547	-462	-85	-462
Net Expenditure	1,504	469	469	0	523

Comments on the above figures:

In overall terms revenue spending to the end of quarter 2 is in line with income received.

With regards to expenditure the staffing underspend relates to savings against costs for the Supported Employment Team, external funding is being used to fund eligible salary costs.

At this stage, it is anticipated that overall revenue spending will be within departmental budget by year-end.

Local Strategic Partnership Schemes as at 30th September 2008

	Annual Revised Budget	Budget To Date	Actual To Date	Variance To Date (Overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Employment Outreach	55	27	23	4	23
Halton People into Jobs	80	40	47	(7)	47
Adult Learners Celebration	82	41	2	39	2
Rail Maintenance	143	71	30	41	30
Halton ILM Castlefields	94	47	0	47	0
Employment Project Enterprise	152	76	62	14	62
Development					
Supported Employment	35	17	20	(3)	20
Skills for Life	26	13	13	0	13
Halton YMCA	82	41	21	20	21
Halton Inspiring Women	10	5	2	3	2
CES Contribution	14	7	3	4	3
Pre-level 2 Provision	35	17	0	17	0
Childcare	32	16	3	13	3
HPiJ Pre-recruitment Partnership	200	100	0	100	0
Total Expenditure	1,040	518	226	292	226

External or Grant Funded Schemes as at 30th September 2008

	Annual Revised Budget £'000	Budget To Date £'000	Actual To Date £'000	Variance To Date (Overspend) £'000	Actual Including Committed Items £'000
ERDF ICT Investment for Growth	46	46	47	(1)	47
Total Expenditure	46	46	47	(1)	47

Comments on the above figures:

Expenditure is in line with budget.

Capital Projects as at 30th September 2008

	2008-09 Capital Allocation £'000	Allocation To Date £'000	Actual Spend To Date £'000	Total Allocation Remaining £'000
HBC Projects Information Touch Screen Kiosks	50	0	0	0
Total Capital	50	0	0	0

The traffic light symbols are used in the following manner:

	<u>Objective</u>	<u>Performance Indicator</u>
<u>Green</u>	 <p>Indicates that the <u>objective</u> is <u>on course to be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target is on course to be achieved</u>.</p>
<u>Amber</u>	 <p>Indicates that it is <u>unclear</u> at this stage, due to a lack of information or a key milestone date being missed, <u>whether the objective will be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that it is either <u>unclear</u> at this stage or too early to state whether the target is on course to be achieved.</p>
<u>Red</u>	 <p>Indicates that it is <u>highly likely or certain that the objective</u> will not be achieved within the appropriate timeframe.</p>	<p>Indicates that the <u>target</u> will not be achieved unless there is an intervention or remedial action taken.</p>

QUARTERLY MONITORING REPORT

DIRECTORATE: Health & Community
SERVICE: Culture & Leisure
PERIOD: Quarter 2 to period end 30th September 2008

1.0 INTRODUCTION

This quarterly monitoring report covers the Culture & Leisure Department first quarter period up to 30 September 2008. It describes key developments and progress against 'all' milestones and performance indicators for the service.

The way in which traffic light symbols have been used to reflect progress to date is explained in Appendix

It should be noted that this report is presented to a number of Policy and Performance Boards. Those objectives and indicators that are not directly relevant to this Board have been shaded grey.

2.0 KEY DEVELOPMENTS

It has been decided to suspend the tendering process of the drug treatment contractor in order to extend the specification to include alcohol treatment services.

Executive Board have approved 6 areas to be developed before March 09 funded by the Playbuilders Big Lottery Grant to improve and develop play facilities. The process on how the project will proceed in years 2 & 3 has also been agreed.

A Public Arts Strategy, and an Arts Strategy have been developed in draft form and will be presented to PPBs in the November cycle.

The H208 Youth Festival as part of Capital of Culture Year was held on 12th/13th July. Over 12,000 young people were involved. Halton's sporting talent was celebrated at the Sports Awards ceremony in September.

3.0 EMERGING ISSUES

The Department of Culture, Media and Sport have issued initial details of its 'Free Swim' offer. The offer for the over 60's has been accepted. The offer for the under 16's is being negotiated. The schemes are to be operative from April 09.

The Stakeholder Group for PE, Sport and Culture have completed their mapping exercise under Building Schools for the Future initiative, and are currently producing their Strategy for Change.

The effectiveness of the Merseyside Community Games is to be reviewed.

Halton Lea Library is to join the 'Green Champion' scheme to reduce energy usage.

The Department of Culture, Media and Sport has launched a modernisation review of public libraries which aims to "Review and define the Government's vision for a modern, world-class public library service that prioritises the needs of users and puts libraries at the heart of local communities and to set out the policy, partnership and investment framework needed to achieve this vision". There will be opportunities to participate in the review process.

4.0 PROGRESS AGAINST OBJECTIVES / MILESTONES

Total	22		17		3		2
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All service plan milestones are being reported this quarter. (Those milestones in *italic* text are 'other' milestones that are routinely reported in quarters 2 and 4). Generally good progress towards objectives/milestones, however, concern is expressed in relation to the active programmes of community safety and activities to modify drug and alcohol abuse. For further details, please refer to Appendix 1.

5.0 SERVICE REVIEW

Halton has been asked to act as a case study for a PhD study being undertaken by Southampton University on Performance Management in Public Sports and Cultural Services.

6.0 PROGRESS AGAINST KEY PERFORMANCE INDICATORS

Total	11		0		2		0
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Of the 11 Key performance indicators, 2 have been reported at mid-year. Both measures, domestic burglaries and assault with injury, have been assigned amber traffic lights as concern has been expressed as to

whether their respective targets will be met. For further details, please refer to Appendix 2.

6.1 PROGRESS AGAINST OTHER PERFORMANCE INDICATORS

Total	29		1		2		0
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Of the 29 Other performance indicators, 5 have been reported at the mid year stage. 2 of these have no targets set and, therefore, no traffic light can be applied. Of the remaining 3, two are showing cause for concern, serious acquisitive crime and repeat domestic violence. For further details, please refer to Appendix 3.

7.0 PROGRESS AGAINST LPSA TARGETS

For further details, please refer to Appendix

8.0 RISK CONTROL MEASURES

During the production of the 2008-09 Service Plan, the service was required to undertake a risk assessment of all Key Service Objectives.

Where a Key Service Objective has been assessed and found to have associated 'High' risk, progress against the application of risk treatment measures is to be monitored, and reported in the quarterly monitoring report in quarters 2 and 4.

There are no Service Objectives for this service that have been assessed and found to have associated 'High' risks. Therefore, there is no progress to report.

9.0 PROGRESS AGAINST HIGH PRIORITY EQUALITY ACTIONS

During 2007/08 the service was required to undertake an Equality Impact Assessment. Progress against actions identified through that assessment, with associated High priority are to be reported in the quarterly monitoring report in quarters 2 and 4.

There are no High priority actions for this service; therefore, there is no progress to report.

10.0 APPENDICES

Appendix 1- Progress against Objectives/ Milestones
Appendix 2- Progress against Key Performance Indicators

<p>Appendix 3- Progress against Other Performance Indicators Appendix 4- Progress against LPSA Targets Appendix 5- Financial Statement Appendix 6- Explanation of traffic light symbols</p>

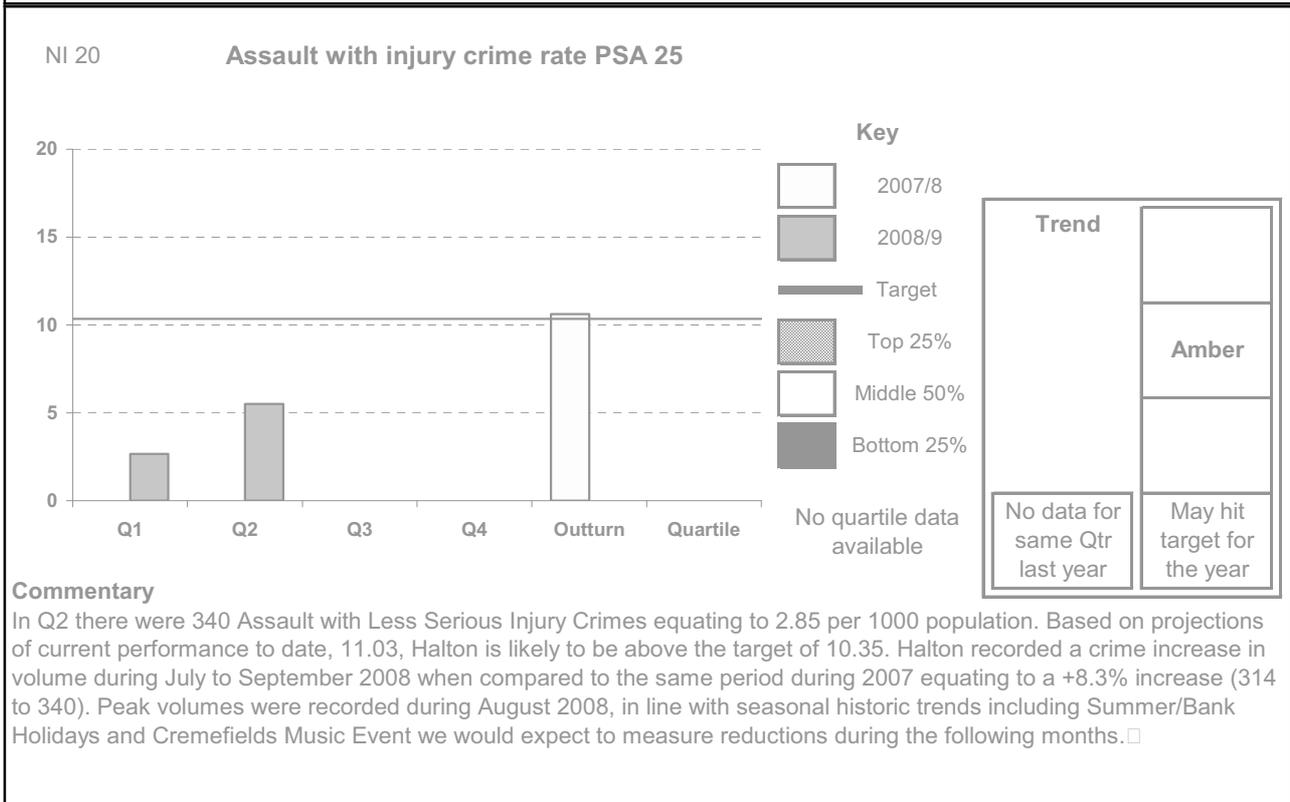
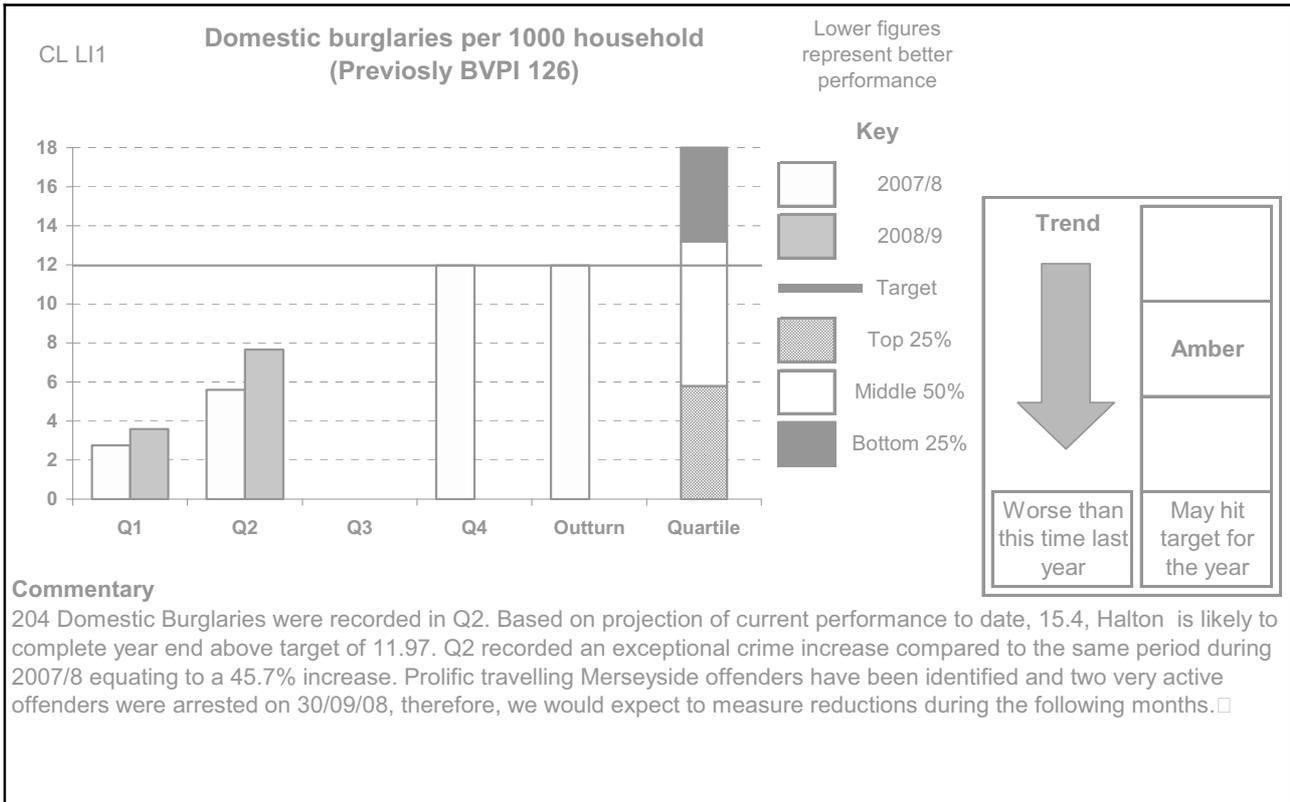
Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
CL 1	Increase participation in sport and physical activity, thereby encouraging better lifestyles.	Ensure the Council's Leisure Centres maintain service delivery at nationally recognised standards by applying and achieving the Quest quality standards. Oct 2008		<i>Kingsway Leisure Centre achieved excellent quality standard with 86% score. BRC & RSP are awaiting external assessments due by end Oct 08</i>
		Increase number of new participants through Sport Physical Activity Alliance (SPAA) delivery plan i.e. sports participation (Jan08-Dec08). Jan 2009		<i>Majority of Projects have now commenced performance reports have been linked to WNF quarterly reporting.</i>
		<i>Work with Primary Care Trust (PCT) and other community groups to deliver Big Lottery Fund (BLF) well being Physical Activity projects i.e. cycling projects, Bounce into Action. Mar 2009</i>		<i>Project starts delayed due to contract issues with BLF</i>
		<i>Deliver sport activity as part of Youth Festival July 08. Jul 2008</i>		<i>Delivered Rugby Tournament & multi skill sessions. Young volunteer and sporting excellence award celebration event held. 100 mile endurance challenge on fitness machine.</i>
		Increase number of members in local sports clubs 125 by improving school to club links (Jan08-Dec08). Jan 2009		<i>Club links developing well through community coaching initiatives.</i>

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		<i>Develop programmes to contribute to the reduction of childhood obesity, youth nuisance and truancy thorough sport. Mar 2009</i>		<i>On going. DC Leisure working with PCT i.e.MEND project. Community Sports Coach delivering activity to groups i.e. positive futures. Holiday activity programmes</i>
CL 2	Increase the use of libraries, thereby encouraging literacy skills and quality of life opportunities.	Develop plans for £1.3million upgrade of Halton Lea Library. Community Engagement Plan, Business Plan, Capital Plan to be submitted to Big Lottery, April 2008; work to commence on site Sept 2008. Consultation complete.		The contractor has started work on site, with anticipated completion of the building work by July 2009. The delivery of the Community Engagement Plan has begun, this spans the lifetime of the project which runs to 2010/11
		<i>Hold week long literature festival (in conjunction with the Brindley). May 2008</i>		Successfully held. Full de-brief will inform activity for next year.
		Hold 2 promotional campaigns to increase library membership (Sept08-Feb09). Feb 2009		The Summer Reading Challenge was delivered during July/August with 912 children participating in the scheme Membership was promoted to young people through a variety of workshops, activities and volunteering opportunities during the summer holidays. The Heritage Festival event at St Luke's Church Farnworth was supported with resources and promotional materials.

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		<i>Roll out Books for Children initiative to distribute free books to young people to encourage the habit of reading. Dec 2008</i>		<i>Distribution of "Book Ahead" and "Boys for Books" materials continues.</i>
CL 3	Develop the arts product in Halton which will in turn improve quality of life, self-esteem and encourage new skills.	Produce Public Arts Strategy for Halton to provide a structure for future investment into Public Art. Sep 2008		Draft Strategy produced. To go to November PPB for approval.
		Produce Arts Strategy for Halton which recognises cultures contribution to quality of life, health and economic regeneration. Sep 2008		Draft Strategy produced. To go to November PPB for approval.
		<i>Produce drama, music, dance and visual arts programme to contribute to Youth Cultural Festival. Jul 2008</i>		Event staged. Halton's Got Talent a particularly success. Over 12,000 young people participating in total.
		<i>Produce programme for Theatre in the Parks as part of Halton's offer for Capital of Culture Year. Jun 2008</i>		Event staged successfully, although one performance affected by poor weather.
CL 4	Increase use and satisfaction with parks and open spaces, promoting healthy lifestyles and providing diversionary activities for young people.	<i>Hold 150 free events in parks over the year to promote the educational and environmental benefits of Haltons Open Spaces. Mar 2009</i>		On-going.
		<i>Review SPLASH programme, April 2008 to implement for June 2008 - March 2009. Mar 2009</i>		Review undertaken. Successful summer programme held.

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		Obtain Green Flag for 8 sites in the Borough. Sep 2008		10 Green Flags achieved.
CL 5	Make Halton a safer and better place to live in by active programmes of community safety and activities to modify drug and alcohol abuse.	<i>Improve the number of new referrals that undertake a screening for hepatitis C. March 2009.</i>		Data is for quarter 1. Only 4 out of 14 were offered screening. 2 accepted and a further 2 were offered and refused. These are voluntary tests, but we are seeking to drive up performance.
		<i>Maintain or improve the sanction detection target for domestic abuse. March 2009.</i>		YTD total sanction detections; 103. Year-end target to be achieved in 288. This figure is subject to change (increase) at a later date given that some sanction detections from Q2 are reported in Q3.
		Reduce the number of repeat victims of domestic abuse from the 07/08 baseline. March 2009.		YTD cumulative total of repeat victims is 81. Year-end target to be achieved 121.
		Reduce longest waiting time for alcohol treatment from 16 to 12 weeks. March 2009.		The longest waiting time continues to be 4 months. A PCT review of alcohol services will result in additional investment that should begin to reduce this figure in 09/10. The national system of monitoring has been put into place. Waiting times will be measured on a quarterly basis.

Service Plan Ref.	Objective	2008/09 Milestone	Progress to date	Commentary
		<i>Review the structure of the Community Safety Team to ensure it is fit for purpose to respond to the needs of Halton residents. Sep 2008</i>		Progress report to September Safer Halton PPB. Review completed but has highlighted the need for further work. Report to PPB, early 2009.



Key Indicators not reported this quarter:

CL LI4 & 5 – Satisfaction with Library Users, Satisfaction with Sport & Leisure, are subject to survey. The next survey will be in 2009/10.

NI 17 – Perception of anti-social behaviour, subject annual survey (Sense of Place Survey)

NI 8 – Participation in sport each week, NI 9 –adults using the library service, NI 10 – adults visiting museums and NI 11 – adults engaged in the Arts, all subject to survey January 2009.

NI 30 & 33 – Re-offending rate, Arson incidents, data is currently not available.

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter2	Progress	Commentary
Quality						
NI 22	Perceptions of parents taking responsibility for the behaviour of their children in the area	N/A	N/A	N/A	N/A	Data not yet available.
NI 23	Perceptions that people in the area treat one another with respect and dignity	N/A	N/A	N/A	N/A	Data not yet available.
NI 24	Satisfaction with the way the police and local council dealt with anti-social behaviour	N/A	N/A	N/A	N/A	Data not yet available.
NI 25	Satisfaction of different groups with the way the police and local Council dealt with anti-social behaviour	N/A	N/A	N/A	N/A	Data not yet available.
NI 41	Perceptions of drunk or rowdy behaviour as a problem	N/A	N/A	N/A	N/A	Data not yet available.
NI 42	Perceptions of drug use or drug dealing as a problem	N/A	N/A	N/A	N/A	Data not yet available.
Service Delivery						
CL LI2	Number of racial incidents recorded by the Authority per 100,000 population (Previously BVPI 174)	42.68	N/A	N/A	N/A	Reported annually.
CL LI3	% Of racial incidents that resulted in further action (Previously BVPI 175)	100%	N/A	N/A	N/A	Reported annually.
NI 15	Serious violent crime rate	92 crimes equates to 0.77	N/A	0.10	N/A	(Quarter 2 calculations are based on 119,500 population). During July 2008 to September 2008 Halton Area

¹ Key Indicators are identified by an **underlined reference in bold type.**

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter2	Progress	Commentary
						<p>recorded 12 Serious Violent Crimes equating to 0.10 per 1000 population. Based on projections of current performance to date, Halton area is likely to complete year end at 0.37 per 1000 population or 44 crimes.</p> <p>Halton area has recorded an exceptional crime decrease in volumes during July to September 2008 when compared to the same period during 2007 equating to a <u>62.5% decrease</u> (32 to 12).</p> <p>If we compare Halton performance against MSCDRP up to August 2008 Halton area is positional 6th out of 15 and -0.036 per 1000 populations below MSCDRP average however, was 1st position during previous financial quarter and therefore, following a deteriorating trend.</p>
NI 16	Serious acquisitive crime rate (per 1000 population)	16.47	16.06	9.9		<p>(Quarter 2 calculations are based on 119,500 population).</p> <p>During July to September 2008 Halton Area recorded 623 Serious Acquisitive Crimes equating to 5.21 per 1000 population. Based on projections of current performance to date, Halton area is likely to complete year end above target of 16.06 per 1000 population at 2368 crimes or 19.8 per 1000 population.</p> <p>Halton area has recorded an exceptional crime increase in volume during July to September 2008 when compared to the same period during 2007 equating to a 20.7% increase (516 to 623).</p>

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter2	Progress	Commentary
						<p>Peak volume were recorded during August 2008, in line with highest volumes of Theft From Vehicle crimes however, prolific offenders have been identified and arrests made within the Runcorn area and therefore, we would expect to measure reductions during the following months.</p> <p>If we compare Halton performance against MSCDRP up to August 2008 Halton area is positional 9th out of 15 and +0.46 per 1000 population above MSCDRP average however, equal to 9th position during previous financial quarter and therefore, following a stable trend.</p>
NI 18	Adult re-offending rates for those under probation supervision	N/A	N/A	N/A	N/A	Data not yet available.
NI 19	Rate of proven re-offending by young offenders	N/A	N/A	N/A	N/A	Data not yet available.
N1 21	Dealing with local concerns about anti-social behaviour and crime by the local council and police	N/A	N/A	N/A	N/A	Data not yet available.
NI 26	Specialist support to victims of a serious sexual offence	N/A	N/A	26	N/A	There were 36 referrals to the Specialist Rape and Sexual Abuse and Support Service in Halton this quarter. 181 sessions have been delivered, and RASASC is currently supporting 26 clients with one to one counselling, 11 with regular telephone support. 4 clients referred in this quarter are male.

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter2	Progress	Commentary
NI 27	Understanding of local concerns about anti-social behaviour and crime by the local council and police	N/A	N/A	N/A	N/A	Data not yet available.
NI 28	Serious knife crime rate	N/A	N/A	N/A	N/A	Data not yet available.
NI 29	Gun crime rate	N/A	N/A	N/A	N/A	Data not yet available.
NI 31	Re-offending rate of registered sex offenders	N/A	N/A	N/A	N/A	Data not yet available.
NI 32	Repeat incidents of domestic violence	127	121	81		An action plan is to be agreed between key agencies that will seek to identify key actions that can be undertaken to further reduce repeat victimisation
NI 34	Domestic violence - murder	N/A	N/A	0	N/A	There have been no DA related murders
NI 38	Drug-related (Class A) offending rate	N/A	N/A	N/A	N/A	Data not yet available.
NI 40	Drug users in effective treatment	527	532	502		Data available is up to August 08 – not full quarter. Performance remains on track.
NI 6	Participation in regular volunteering	N/A	N/A	N/A	N/A	Data not yet available.
NI 143	Offenders under probation supervision living in settled and suitable accommodations at the end of their order or licence	N/A	N/A	N/A	N/A	Data not yet available.
NI 144	Offenders under probation supervision in employment at the end of their order or licence	N/A	N/A	N/A	N/A	Data not yet available.
NI 35	Building resilience to violent extremism	N/A	N/A	N/A	N/A	Data not yet available.
NI 36	Protection against terrorist attack	N/A	N/A	N/A	N/A	Data not yet available.

Ref ¹	Description	Actual 2007/8	Target 08/09	Quarter2	Progress	Commentary
NI 7	Environment for a thriving third sector	N/A	N/A	N/A	N/A	Data not yet available.
NI 49	Number of primary fires and related fatalities and non-fatal casualties, excluding precautionary checks	N/A	N/A	N/A	N/A	Data not yet available.

LPSA Ref.	Indicator	Baseline	Target	Perform 07/08	Perform 08/09 Q2	Traffic light	Commentary
3	The percentage of adults in Halton participating in at least 30 minutes moderate intensity sport and active recreation (including recreational walking) on 3 or more days a week, as measured by Sport England's Active People survey	19.62 (Nov 2006)	20.60 (Nov 2009)	N/a	N/a	N/a	The data collection period has been amended and the outturn for this target is now not expected until Jan 2010.
5	Reducing the harm caused by drug misuse:						
	1. The number of individuals in Halton who are in contact with structured drug treatment services.	604 (2004/5)	790 (2008/9)	864	643		Data is available up to August 08 – not complete quarter. performance remains on track
	2. The percentage of individuals in Halton starting treatment who are retained in treatment for over 12 weeks.	80% (2004/5)	88% (2008/9)	86%	79%		Data is for August 08 – not full quarter. An increase of 23 would meet the target of 88%

Cultural & Leisure Services

Revenue Budget as at 30th September 2008

	Annual Revised Budget	Budget To Date	Actual To Date	Variance To Date (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
<u>Expenditure</u>					
Employees	4,307	2,103	2,147	(44)	2,151
Grounds Maintenance	2,727	0	0	0	0
Premises Support	794	0	0	0	0
Other Premises	674	313	317	(4)	570
Book Fund	261	109	109	0	111
Hired & Contracted	516	232	216	16	265
Promotions	151	76	68	8	99
Other Supplies & Serv.	1,686	534	525	9	950
Transport	56	28	29	(1)	29
Leisure Mgt. Contract	1,340	559	559	0	1,342
Grants	616	442	445	(3)	445
Other Agency	119	16	16	0	16
Asset Charges	1,751	0	0	0	0
Support Services	1,774	0	0	0	0
Total Expenditure	16,772	4,412	4,431	(19)	5,978
<u>Income</u>					
Sales	-121	-61	-68	7	-68
Fees & Charges	-549	-303	-336	33	-336
Rents	-18	-15	-15	0	-15
Support Recharges	-1,044	0	0	0	0
Grant Funding	-430	-78	-78	0	-78
Reimbursements	-2,178	-1,675	-1,672	(3)	-1,672
Total Income	-4,340	-2,132	-2,169	37	-2,169
Net Expenditure	12,432	2,280	2,262	18	3,809

Comments on the above figures:

In overall terms revenue spending to the end of quarter 2 is below the budget profile.

The employees budget includes a savings target of £189,000 in relation to savings to be achieved through vacant posts. The actual saving for the first two quarters is £44,000 below this target, which implies a £88,000 shortfall for the full year. Careful monitoring of this budget will be needed to ascertain whether these savings can be achieved, and remedial action taken on other budget headings if the target cannot be met.

Whilst the "Other Premises Costs" budget heading is currently showing expenditure marginally below the budget profile, expenditure on energy costs will need careful monitoring. In particular, expenditure on gas and electricity costs are anticipated to be significantly higher in the later stages of the year, partly as a result in an increase in the

contract prices, and partly as a result of seasonal trends. Remedial action may be needed to ensure a balanced budget is achieved. It should be noted that expenditure on utility costs were £40,000 above budget in the previous financial year.

The overachievement of fees and charges income is primarily related to the Brindley Arts Centre. Income is significantly above target for the first two quarters, although it cannot be assumed that a similar trend will continue for the remainder of the year. However, comparison with the previous year's income profile suggests a favourable outturn.

At this stage it is anticipated that overall revenue spending will be in line with the Departmental budget by the end of the financial year.

Cultural & Leisure Services

Capital Projects as at 30th September 2008

	2008/09 Capital Allocation £'000	Allocation To Date £'000	Actual Spend To Date £'000	Allocation Remaining £'000
<u>Show Pitches</u>	27	0	4	23
<u>Improvements To Pavilions/Changing Facilities</u>	30	0	0	30
<u>Skate Park</u>	50	0	0	50
<u>Halton Lea Library Refurbishment</u>	1,470	136	100	1,370
<u>Multi Use Games Areas</u>	60	0	0	60
<u>Electronic Access Bollards - Parks</u>	72	0	0	72
<u>Lewis Carrol HLB</u>	50	0	0	50
<u>Runcorn Town Hall Park</u>	50	0	9	41
<u>Improvements To Allotments</u>	65	5	0	65
	1,874	141	113	1,761

Cultural & Leisure Services

LSP, External or Grant Funded Items as at 30th September 2008

	Annual Revised Budget	Budget To Date	Actual To Date	Variance To Date (overspend)	Actual Including Committed Items
	£'000	£'000	£'000	£'000	£'000
Priority 1: Healthy Halton					
Sports Partnership	60	30	19	11	19
Health & Physical Activity	39	19	19	0	19
Enhanced Sports	75	37	3	35	3
Sub Total	174	86	41	46	41
Priority 3: Children & Young People					
Vikings In The Community	50	25	13	12	13
Sub Total	50	25	13	12	13
Priority 4: Employment Learning & Skills					
Citizen's Advice Bureau	68	34	17	17	17
Sub Total	68	34	17	17	17
Priority 5: Safer Halton					
Youth Splash	171	85	63	22	63
Blue Lamp	485	242	0	242	0
Alcohol Harm Reduction	42	21	0	21	0
Domestic Violence	100	50	28	22	28
Increased Drug Treatment	26	13	13	0	13
Prolific & Persistent Offenders	37	19	0	19	0
Positive Futures	25	12	13	0	13
Sub Total	886	442	117	326	117
	1,178	587	188	401	188

Comments on the above figures:

Regular monitoring reports are sent to the Local Strategic Partnership (LSP) in respect of all LSP projects and any areas of concern are dealt with throughout the year by the LSP support team and individual project managers. Some variances against the budget to date are expected, as the LSP have deliberately over-programmed in order to ensure that the full allocation of Working Neighbourhoods Fund grant is spent during the year.

The traffic light symbols are used in the following manner:

	<u>Objective</u>	<u>Performance Indicator</u>
<u>Green</u>	 <p>Indicates that the <u>objective</u> is <u>on course to be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that the <u>target is on course to be achieved</u>.</p>
<u>Amber</u>	 <p>Indicates that it is <u>unclear</u> at this stage, due to a lack of information or a key milestone date being missed, <u>whether the objective will be achieved</u> within the appropriate timeframe.</p>	<p>Indicates that it is either <u>unclear</u> at this stage or too early to state whether the target is on course to be achieved.</p>
<u>Red</u>	 <p>Indicates that it is <u>highly likely or certain that the objective</u> will not be achieved within the appropriate timeframe.</p>	<p>Indicates that the <u>target</u> will not be achieved unless there is an intervention or remedial action taken.</p>

REPORT TO: Employment Learning and Skills Policy and Performance Board

DATE: 17th November 2008

REPORTING OFFICER: Strategic Director Corporate and Policy

SUBJECT: Service Plans 2009–12

WARDS: Boroughwide

1.0 PURPOSE OF THE REPORT

- 1.1 To offer an opportunity for Members to contribute to the development of Service Plans at the beginning of the planning process.

2.0 RECOMMENDED

That the Board indicates priority areas for service development or improvement over the next 3 years.

3.0 SUPPORTING INFORMATION

- 3.1 The 3-year departmental service plans are reviewed and rolled forward annually. The plans are developed in parallel with the budget. The process of developing service plans for 2009-2012 is just beginning. At this stage members are invited to identify a small number (3-5 perhaps) of areas for development or improvement that they would like to see built into those plans. Operational Directors will then develop draft plans which will be available for consideration by PPBs early in the New Year.
- 3.2 Plans can only be finalised once budget decisions have been confirmed in March.
- 3.3 To assist Members at this stage it is proposed that each Operational Director will give the Board a short presentation setting out the key issues and challenges for their service over the coming 3 years.

4.0 POLICY IMPLICATIONS

- 4.1 The service plans form a key part of the Council's policy framework.

5.0 OTHER IMPLICATIONS

- 5.1 Service plans will identify resource implications.

6.0 RISK ANALYSIS

- 6.1 Risks are assessed in service plans. This report mitigates the risk of

Members not being involved in setting service objectives.

7.0 EQUALITY AND DIVERSITY ISSUES

7.1 Equality impact assessments of service plans are conducted and high priority actions will be included in the milestones.

8.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

Document	Place of Inspection	Contact Officer
2008 Service Planning Guidance	2 nd Floor Municipal Building	Rob MacKenzie 0151 471 7416