

GREAT YARMOUTH



LOCAL STRATEGIC PARTNERSHIP

Working with the Community

ADDITIONAL PAPERS

for the

GREAT YARMOUTH LOCAL STRATEGIC PARTNERSHIP EXECUTIVE

22 February 2008

**in the Supper Room,
Town Hall, Great Yarmouth**

G R E A T Y A R M O U T H



L O C A L S T R A T E G I C P A R T N E R S H I P

Working with the Community

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GREAT YARMOUTH LSP EXECUTIVE

22 February 2008

ADDITIONAL PAPERS

7. ITEMS FROM GYP/COMMUNITY PARTNERSHIPS

Trish Aydin's report is attached for consideration (pages 44-52).

12. NEIGHBOURHOOD MANAGEMENT

The Neighbourhood Manager's report is attached (page 53).

13. LEGI

The LEGI Programme Manager's report is attached (page 54).

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SECOND HOMES COUNCIL TAX:

Rural Partnership Transport Project:

Progress report outlining achievements to date and ongoing plans of action attached.

The Transport project was awarded funding from 2nd Homes Council tax for a pilot project 2007-2008. The project has to date proved to be very successful and well supported in meeting the needs of the community and several partnerships. The outcome of project thus far has evidenced the need to extend the work into the second year requiring resources to do so.

The project was awarded £57,000 and it is forecast that there will be a final spend of £26,000 by end of March 2008 against the original amount above leaving an under-spend of £31,000.

The LSP Executive are asked to consider for agreement the roll over of current expected under-spend of £31,000 to finance the second year of the project that includes transport Coordinator salary and project running cost.

This will enable the necessary continuation of ongoing and identified work to take the project to the next level of achievement as outlined in transport progress report.

Sustainable Community Strategy

The Community Development team worked with Great Yarmouth People and the community at large in getting over 400 questionnaires circulated with envelopes for return and approximately 200 completed face to face.

To ensure that we engaged with the wider community outside of community partnership we had stands at the large supermarkets and the BME inclusion worker targeted cafes frequented by BME communities. This process to be continued until final deadl

The focus groups were less successful than had initially been expected due to a combination of factors, mostly beyond our control and much to do with apparent publicity that we were not aware of but none the less important.

The outcome and some feedback reported from the focus groups outlined below;

Martham (Village Hall)

1. Poor attendance – we had 5 or 6 people come for what they thought was a meeting with presentations by the police and CDRP to also look at blueprints and comment on plans for future developments across GY. 1 questionnaire filled in on the night, 20 distribute to be completed and returned.

There was confusion about the Crime Disorder Reduction Partnership and the police being booked by someone to come and deliver presentations and people were angry at being “misled”

Technical questions were being asked about the nature of the SCS by the Chair of one of the Parish Councils that the CDW were unable to answer effectively (for example, what is the relation between the SCS and the local development framework; why do both these documents cover similar issues (duplication); who initiated the SCS and background to its development etc. When David Stannard arrived he was asked to answer the questions the team was not able to.

2. Gorleston (Magdalen Methodist Church)

3 members of the police turn up thinking it was a meeting they were supposed to attend, along with Tim Leonard who came to observe Leaflets were dropped around Gorleston. We eventually had 7 completed questionnaires.

3. North, Central and South Yarmouth (Priory Centre)

A resident arrived thinking it was a public meeting with the council and police to address local issues (as advertised in the newspapers the CDW were told) and was very upset about being misinformed.

4 councilors arrived thinking it was a public meeting with the police to address crime issues (as was advertised they said)

They were very upset, one of them banging on the desk and said that the meeting was advertised by the police and they had been misled by us?? It took the team a lot of time and skill to calm down the situation and explain that they knew nothing of the advertisement said to have been in the Advertiser on 24th January or any misinformation. Needless to say the team was upset to experience this unpleasant situation but dealt with it very well and managed to get the names of the councilors. 7 questionnaires completed.

Summary:

- Promotional leaflets needed to be distributed much earlier.
- Would have been useful to have known what advertisements had actually said.
- It seems that the one issue that popped up repeatedly was the police's involvement with these sessions. Needed to know what had been communicated to them prior to these sessions and by whom.
- Better communication and should have had plan that outline carefully timescale, process expected outcomes and responsibility.
- Part of brief was to look into results/trends that Priory research Team was to identify. This was not possible because timescales had slipped in respects to when things are to be tied together.
- Response form some members of community were "so what" "not interested", when asked to complete the questionnaires – "it's all been done before and nothing will ever change" was a common reply. However, this was worked through.

From what has been learnt we will utilizing to build on a community consultation document that are currently developing within Community Connections, to be circulated in draft to Great Yarmouth people and LSP partners for comments and input.

GYP/LSP Event:

The organizing of this event is going very well. Promotion in the press is working well also on Beach radio. Community development workers, team members and other partners are promoting event in wider community. ASDA is playing a role in providing a variety of foods for the event at a relatively small cost. We are looking for as many of the LSP partners who have not secured a stand to promote their area of work, to hopefully be able to attend and support on the day regardless.

Community Support for Projects in Development:

There are quite a lot of activities in the community that are supporting developing projects identified as needed. There is also an increase in activities in general involving young people.

Community Mental Health - Health Trainers working alongside Community Development Workers to support continued development of Community Mental Health group involving service providers and people accessing services. They cover a wide range of topics and share learning and information.

Healthy Living Week - event organised by Health Trainers attracted a large number of young people.

Youth Emotional Wellbeing forum - being supported in its development that will form part of 6 to 12 month pilot scheme.

NRF funded Youth engagement project successfully involving young people in self-awareness, confidence building and sport activities.

A diabetes Project for Young Adults in Gorleston are being supported in its development.

Gorleston Youth Partnership has successfully obtained support in acquiring seating for the skate park, and looking to have the area made safer and more users friendly with floodlights. Litter bins etc.

Trish Aydin
Officer GYP and CEO Community Connections.

Rural Transport Development Co-ordinator Project

Report to LSP Executive – January 2008

Introduction

The objective of this report is to inform of the progress to date, and the resultants, from the outset in mid-May 2007. It will also align the tasks undertaken to the original project parameters and lay out the progressive work implemented to achieve the project milestones. Perhaps, more importantly, it will highlight a framework for further and on-going project themes which are aimed at providing a stable and continuous public and community transport service for not only the northern rural area of Gt. Yarmouth Borough but as a model for roll out to other areas.

Project – mid-May to December 2007: The originally defined project parameters, as per funding bid, were as follows:

- a) Must address the concerns of the local community
- b) Projects must be highly visible to the local community
- c) Services provided should be borough wide and universally accessible wherever possible (initial concentration to be on the northern rural villages)
- d) There must be an existing management structure in place to support the project
- e) Projects must be completed within 2 years or must be capable of evolving into a longer term sustainable service
- f) Projects must contribute towards the achievement of borough wide objectives/targets set out in the community plan or local neighbourhood renewal strategy
- g) The funding should be used to fund no more than 3 or 4 projects in order to minimize the administration support required to monitor them
- h) There must be evidence of partnership working

The concept of the project met (d) with my appointment to the role and the administrative management structure of Community Connections.

- My first objective was research into services already in place and the wants of users and potential users. This was undertaken by the collation and monitoring of available services, the issue of questionnaires and by forum discussion in the area - this fully addressed parameters (a) and (b).

The outcome revealed that although both public and community bus services were in-situ the available information and information flow, was very poor. To rectify this, a Transport Guide was produced in

conjunction with the Community Connections rural Village Life magazine. Published in late November this has been very well received with very positive feedback from operators and users.

The guide has also been featured in articles in the local press. Relevant websites, and shortcuts, have also been set up on the rural CLIP office computer systems so that comprehensive travel information is available for those who enquire.

- A second project theme was the investigation of a 'Taxi Token' scheme and the progression towards implementation of the process. The timing of this was important as the Concessionary Transport Bill 2007 received royal assent in July and with implementation in April 2008, it was crucial to try to optimise certain new proposals that would benefit such a scheme.

Taxi Tokens are a scheme that allows those who hold concessionary bus pass status but either do not have a bus service or can not use same to exchange their entitlement for tokens to be used on taxi or other flexible transport methods.

A plan has been initiated for a potential local scheme with Norfolk County Council (NCC) and Great Yarmouth Borough Council (GYBC) with the backing of Mr Tony Wright MP and Ms Rosie Winterton, Minister of State for Transport. The basis for the process is finalised and it is planned to carry out a 3 month trial commencing February/March to prove out the process. I will then progress this with GYBC to endeavour to implement Taxi Tokens as an ongoing service system. This encompasses project parameters (a), (b), (c), (f) and (g).

During the initial phases of the project a major concern arose with regard to the northern areas of Caister in that First Bus deleted their service to the area at very short notice. The reason given was that the recently introduced fleet improvements were not compatible with the routes; this however has left a high number of bus users without a service and due to age/mobility no alternate possibility.

Discussions were held with an alternate bus company (Anglian Bus), who have routes in the proximity, to investigate if they can accommodate the deleted routes into their service schedules. Anglian is currently carrying out surveys of the routes and timings and is proposing to canvas residents to assess and hopefully implement services.

SUMMARY of ACHIEVEMENTS:

The objectives already achieved are seen as the 'quick fixes' to give momentum to the project and to also form the basis for further upgrading and discussion. However, the core workload to date has been the investigation and compilation of ideas from other operators, users and scheme organisers in order to develop and implement successful transport solutions to the local needs. These key needs are primarily the requirement for public and community transport to enable access to employment, health, education and life/social activities.

Access to employment is key in that transport to relatively local work is denied due to public transport not meeting the needs by either route and/or timing. To meet this need, and others, it is proposed to trial a flexibly routed bus scheme to give access. This trial will also assess the overall utilisation and determine whether to implement a fixed route service or continue the flexible approach. I have provisional agreement with NCC for the supply of vehicle for trial purposes with further support for an implemented scheme.

It is viewed as being essential to also assess the ongoing needs of public and community transport users and the possibilities of service provision. The pre-planning for a forum has therefore been implemented to bring together the bus companies, specialist transport providers and user groups to address the wants from all parties. This will lead to a more cohesive and long term approach to need/provision bus transport with the previously highlighted key needs being met. It is also extremely important to assess the synergies that exist, and are proposed, to formulate a fully cohesive public/community transport system.

Another significant area of investigation, and research, that has been carried out is with regard to the current funding expenditure in relation to transport and also what is available. A monitoring programme has been set up, as mentioned previously, to assess the usage of current bus services.

Information regarding funding is also being compiled which is mainly by way of subsidy with regard to public bus services. In due course – the monitoring programme is lengthy – cross analysis will reveal how well available funds are being spent.

It is impossible to draw any conclusion at present other than to note that very significant amounts of subsidy funding are made currently with little or no assessment as to if value for money is being achieved and funds are being used in the correct areas.

PROPOSED ONGOING WORK POST MAY 2008

The Rural Transport Development Co-ordinator Project was commenced circa 7 months ago and a great deal of work has been undertaken. However, it is currently at a key stage of decision making with regard to implementation of ongoing actions - these are dependant on whether the project continues for a second year or is discontinued in May 2008.

Proposed key tasks to be undertaken in year two, to ensure that public and community transport services continue to progress to meet the needs of all.

- **Information Flow** – The publication of the transport guide and on-line information available at CLIP offices etc to be continuously updated and to be implemented with roll out of the format borough wide if sanctioned.
- **Taxi Tokens** – In the second year the key task is to implement the scheme throughout the borough as part of the concessionary bus travel system. This will be progressed under legislation to be

implemented 1st April 2008. Further upgrades to the concession scheme are planned again utilising new legislation.

- **Bus service resumption to north Caister** – A process is underway and result expected by February/March 2008. The process set in motion, together with the publicity generated, has produced a situation of competition between rival bus companies with each now vying for more routes within the area. The outcomes of this competition will eventually, it is hoped, be progressed towards a first rate bus service for the northern rural area.
- **Flexible bus service** – Trial outlines expected to be completed by March 2008 – implementation can be achieved in second year dependant on project continuation into 2nd year. The aim is to utilise flexible routing and timing, which is by customer demand, to meet the needs of those requiring transport to employment, education, liveability, etc.
- **Key needs** – The themes of employment, health, education and life/social activities need to be addressed continually with regard to transport – an effective framework requires investigation and implementation. The implemented programme of presentation and discussion with potential user groups will identify areas to be addressed and then incorporated into proposed schemes.
- **Bus subsidies** – The monitoring review will highlight how effective subsidy expenditure is. Bus subsidies are available but it is essential to spend them effectively to promote sustainable bus services and implement new. Overall process 12 – 18 months.
- **Community transport** – Current schemes need development to utilise their effect and utilisation. The aim should be for sustainability which only effective utilisation can bring. Of particular importance is the need to develop/optimize door to door and private car schemes.
- **Transport and Health** – The effect of transport as a cause of missed doctor/hospital appointments requires cost evaluation and a system implemented as/where necessary. There are schemes in operation, in the UK, that are part funded by the local PCT as an offset to the cost of missed appointments and hospital services. The potential implementation of funding of this type would be a valued addition to the sustainability of community schemes.
- **Local Government Transport Expenditure** – Further investigation to understand how central government funding is spent on applicable services and value for money obtained. There is presently a government programme of continual funding for transport but it is essential to utilise this in the most effective manner.
- **Synergies** – It is important to assess, and react to, synergies. Gt. Yarmouth needs a Park and Ride to meet its retail growth aspirations, the proposed casino/hotel requires a customer and employee

transport system plus there are areas in the borough excluded from public transport. These should be assessed as a composite requirement – not one system for each. The clear observation at present is that planned growth in Gt. Yarmouth will not happen unless transportation facility is addressed.

- **Roll out** – The roll out of project actions to other areas across Gt. Yarmouth Borough is seen as a follow on process so that benefits gained can then be trialled and utilised as applicable. It is already identified that bus services in the southern area of the borough have similar problems to those in the northern rural. It is also questionable as to whether the urban area is served by a comprehensive bus service. There are areas of central Gt. Yarmouth known to have as great isolation from a public transport service as those in the rural areas. In the 2nd year this can be further expanded on.

FURTHER ISSUES TO BE CONSIDERED:

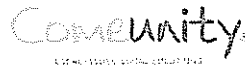
Finally it is important to note that the Local Transport Bill is currently in the reading in Parliament and the House of Lords and that, if approved, it transfers more power to local authorities to decide on local transport provision.

Whilst this could be very beneficial it could also be very detrimental if not acted upon correctly. There is a definite need to prepare for any eventuality and set up a mechanism to champion local transport needs and thus ensure that correct provision and expenditure is carried out.

The basis of the Bill is a white paper *Putting Passengers First* which prescribes an extensive bus policy review, creating a bus passenger champion to represent the interests of bus passengers. It also outlines local authority's power to review and propose their own arrangements for local transport governance.

This current project planning meets the passenger objective and will add direction to local authority transport provision.

Tony Rozier
Rural Transport Development Co-ordinator
Community Connections



Report to the LSP Executive
22nd February 2008

Current projects

- A campaign is currently underway to promote the sexual health and contraceptive services of the Kittywitches Centre across the neighbourhood.
- The time-limited detached youth work programme is due to end in March and will culminate in a report on the needs of young people living within the neighbourhood.
- Target Opportunities has engaged 75 local residents in training, volunteering and employment pathway opportunities since October 07.
- The Grey 2 Green programme continues to roll-out work to new locations which include; Peggotty Road Community Centre, Victoria Place, West Street, Louise Close and Artillery Square. The Swirles Place and Fox's Passage improvement works are due for completion by mid-March.
- Targeted parenting programmes are beginning to be delivered across the neighbourhood, using the pool of newly trained parenting practitioners. NORCAS are currently delivering a programme of parenting support to parents with drug and alcohol issues.
- A period of street-based outreach for those with alcohol issues is continuing to progress in the neighbourhood.
- 8 local residents have completed a Community Action Research Unit at Level 2. The Comeunity programme has agreed to fund the progression of these learners to Level 3 to build local capacity in research skills.
- The Middlegate Visioning exercise has already engaged 20% of households on the estate through street-based consultation. Pertinent themes emerging from these consultations appear to be worklessness due to underlying issues of anxiety and depression and cohesion issues of racial tension and harassment.
- Check the web-site www.comeunity.info for more information on all current projects.

Reviewing and forward planning for neighbourhood improvement

The Neighbourhood Management Board held a Development Day on 15th February to review the first two years of the delivery and explore the future strategic direction of the programme over the coming year to ensure a legacy of neighbourhood management is embedded in the way services are delivered to local residents.

An extensive Residents Perceptions Survey is underway across the South and Central Yarmouth neighbourhoods to gauge resident satisfaction across a range of measures. This is coupled with a range of more specific consultation exercise across the neighbourhood, including a youth consultation, consultation as part of the Middlegate Visioning exercise and a review of community facilities. The results from all of these pieces of work will help shape the direction of delivery over the coming two years.

A mid-term evaluation of the programme is also due to be published at the end of March.

Rob Gregory
Neighbourhood Manager



GREAT YARMOUTH LEGI PROGRESS REPORT TO LSP EXECUTIVE

22 February 2008

Current Activities

- The enterpriseGY Board undertook a Programme wide review in November last year. At present, the indications are that the greater majority of targets will be met for the current funded period (to 31 March 2009). The review also included an assessment of the present governance arrangements (which are considered adequate for the interim).
- A Hub building has been purchased (Middleton House on the Conge) and refurbishment works will commence on 25 February (awaiting planning change approval). It is anticipated that the building will be available for use by May 2008.
- The major marketing campaign undertaken prior to Christmas to re-launch enterpriseGY has been a success, based on survey results. For example, almost one in three businesses contacted, had heard about enterpriseGY; (previously only one in ten had).
- The enterpriseGY web site (www.enterpriseGY.co.uk) continues to be upgraded, and the freecall, single point of contact (0800 458 0146) is beginning to attract more potential clients.
- A Great Yarmouth specific Enterprise Week is being organized by the enterpriseGY Delivery Partners for mid May, following the success of the national November Enterprise Week activities undertaken by the Delivery Partners.
- Entries are now open for the enterpriseGY Spirit of Enterprise Awards for 2008 (a black tie affair to be held at the Great Yarmouth Racecourse on the evening of 16 May).

Funding

- DCLG has announced that the national LEGI Programme will be funded until at least 2010/11 (specifically this means another £4.016m for GY LEGI for the period 2009/10 to 2010/11). These funds will come to GYBC, non ring-fenced, as par of the pooled Area Based Grant; the rules that determine how this funding is accessed are yet to be advised.