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Date: 22-12-2011

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GROWTH AND PROSPERITY OVERVIEW AND SCRUTINY PANEL

Date: Monday 9 January 2012

Time: 3pm

Venue: Council House, Next to the Civic Centre

Members:

Councillor Nicholson, Chair

Councillor Coker, Vice Chair

Councillors Berrow, Churchill, K Foster, Martin Leaves, Murphy, Mrs Nelder, Dr. Salter, Wheeler, Williams and Wright.

Members are invited to attend the above meeting to consider the items of business overleaf.

Members and officers are requested to sign the attendance list at the meeting.

Please note that unless the chair of the meeting agrees, mobile phones should be switched off and speech, video and photographic equipment should not be used in meetings.

Barry Keel
Chief Executive

GROWTH AND PROSPERITY OVERVIEW AND SCRUTINY PANEL

AGENDA

PART I – PUBLIC MEETING

1. APOLOGIES

To receive apologies for non-attendance by panel members.

2. DECLARATIONS OF INTEREST

Members will be asked to make any declarations of interest in respect of items on this agenda.

3. MINUTES

(Pages 1 - 8)

To confirm the minutes of the last meeting held on 17 October 2011.

4. CHAIR'S URGENT BUSINESS

To receive reports on business which, in the opinion of the Chair, should be brought forward for urgent consideration.

5. TRACKING RESOLUTIONS AND FEEDBACK FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD

(Pages 9 - 10)

The panel will monitor the progress of previous resolutions and receive any relevant feedback from the Overview and Scrutiny Management Board.

6. TRANSPORT RELATED ISSUES

The Cabinet Member for Transport will attend to provide a verbal update on transport issues.

7. UPDATE ON GOVERNMENT POLICY CHANGES

Updates on Government Policy regarding Localism and Housing will be provided by officers attending in support of agenda items 8 and 9.

8. LOCALISM UPDATE

The Assistant Director for Planning Services will be in attendance to provide a verbal update on the Localism Act.

9. LOCAL DEVELOPMENT FRAMEWORK ANNUAL MONITORING REPORT

Officers will be in attendance to present findings from the Annual Monitoring Report.

10. ARTICLE 4 DIRECTION IN RESPECT OF HOUSES IN MULTIPLE OCCUPATION (HMO) (Pages 11 - 38)

Officers will be in attendance to provide a presentation regarding the public consultation on Article 4 proposals.

11. PLYMOUTH CITY CENTRE COMPANY (BUSINESS IMPROVEMENT DISTRICT) (BID) (Pages 39 - 52)

The City Centre Company Manager will be in attendance to present key issues and challenges.

12. PLYMOUTH HOUSING PLAN 2012 - 2017 AND UPDATE ON GOVERNMENT POLICY (Pages 53 - 80)

The Assistant Director for Strategic Housing will be in attendance to provide an overview of the Plymouth Housing Plan.

13. TAMAR BRIDGE FIVE WEEK PROGRAMME OF WORKS UPDATE

The panel will be provided with an update on the Tamar Bridge five week programme of works.

14. CONNECTIVITY: RAIL NETWORK AND TRAVEL TIMES (Pages 81 - 82)

The panel will be provided with an update on Connectivity: Rail network and travel times.

15. WINTER MAINTENANCE PREPARATIONS FOR CORPORATE NON HIGHWAYS MAINTAINED AT PUBLIC EXPENSE (HMPE) (Pages 83 - 86)

The panel will receive and note progress made in response to recommendations made by the Growth and Prosperity task and finish group.

16. BI-ANNUAL SCRUTINY REPORT (Pages 87 - 92)

The panel will be provided with a copy of the bi annual scrutiny report.

17. YOUTH UNEMPLOYMENT PROJECT INITIATION DOCUMENT (Pages 93 - 96)

The panel will be provided with a copy of the youth unemployment PID that was recently agreed at the Overview and Scrutiny Management Board.

18. WORK PROGRAMME

(Pages 97 - 100)

To review the panels work programme 2011/12.

19. EXEMPT BUSINESS

To consider passing a resolution under Section 100A (4) of the Local Government Act 1972 to exclude the press and public from the meeting for the following item(s) of business on the grounds that it (they) involve(s) the likely disclosure of exempt information as defined in paragraph(s) of Part I of Schedule 12A of the Act, as amended by the Freedom of Information Act 2000.

PART II (PRIVATE MEETING)

AGENDA

MEMBERS OF THE PUBLIC TO NOTE

that under the law, the Panel is entitled to consider certain items in private. Members of the public will be asked to leave the meeting when such items are discussed.

NIL.

Growth and Prosperity Overview and Scrutiny Panel

Monday 17 October 2011

PRESENT:

Councillor Nicholson, in the Chair.

Councillor Coker, Vice Chair.

Councillors Mrs Aspinall (substitute for Councillor Williams), Berrow, Mrs Bragg (substitute for Councillor Dr Salter), Martin Leaves, Murphy, Mrs Nelder, Mrs Nicholson (substitute for Councillor K. Foster), Penberthy (substitute for Councillor Wheeler) and Wright.

Apologies for absence: Councillors Churchill, Ken Foster, Dr Salter, Wheeler and Williams.

Also in attendance: Gill Peele – Business Manager for Development and Regeneration, David Draffan – Assistant Director for Economic Development, Patrick Knight – Business Improvement District Manager, Clive Perkin – Assistant Director for Transport.

The meeting started at 3.00 pm and finished at 5.30 pm.

Note: At a future meeting, the committee will consider the accuracy of these draft minutes, so they may be subject to change. Please check the minutes of that meeting to confirm whether these minutes have been amended.

38. DECLARATIONS OF INTEREST

The following declarations of interest were made by Councillors in accordance with the Code of Conduct.

Name	Minute No. and Subject	Reason	Interest
Councillor Penberthy	43. Government Office for the South West (GOSW) and SouthWest Regional Development Agency (SWRDA)	Co-optee to Friends of Devonport Park and Royal William Yard Residents Association.	Personal
Councillor Mrs Bragg	46. Visitor Plan	Committee Member of Mount Edgumbe	Personal
Councillor Penberthy	46. Visitor Plan	Committee Member for Mount Edgumbe	Personal
Councillor Martin Leaves	51. Work Programme – (inclusion of Tamar Bridge on work programme)	Joint Chair of the Tamar Bridge and Torpoint Ferry Joint Committee	Personal

39. **MINUTES**

Agreed that the minutes of the meeting held on 5 September 2011 are approved as a correct record subject to the following amendment:

(The Democratic Support Officer informed the panel that minute 29 (e) 'Subsidised Bus Services Briefing' should include the figure £120,000 at the end of the sentence after the word 'approximately'.)

The minute should therefore read:

- (e) community transport, subsidised bus services, aspects of the park and ride service and the taxi bus service all came out of the public transport budget which was approximately £120,000.

40. **CHAIR'S URGENT BUSINESS**

There were no items of Chair's urgent business.

41. **TRACKING RESOLUTIONS AND FEEDBACK FROM THE OVERVIEW AND SCRUTINY MANAGEMENT BOARD**

The Chair informed the panel that previous tracking resolutions had been completed and were therefore greyed out on the document ready to be removed.

With regards to feedback from the Overview and Scrutiny Management Board the Chair informed the panel that he was unable to attend the 21 September 2011 meeting however had been informed that the issue of Article 4 HMO (Houses in Multiple Occupation) had been placed on the Growth and Prosperity OSP work programme for scrutiny.

42. **UPDATE ON GOVERNMENT POLICY CHANGES**

The panel was provided with an update on Government policy changes with regards to Localism.

Members considered that the issue of Localism was discussed at several different scrutiny panel meetings but a more concise update was required to bring all the different wide ranging aspects together.

The Chair informed the panel that an all-member briefing was due to take place on Localism however considered it would be beneficial for Localism to be included in the panel's work programme again for more information.

Agreed that aspects of Localism linking to the Growth and Prosperity panel's terms of reference would be scheduled into the panel's work programme.

43. **GOVERNMENT OFFICE FOR THE SOUTH WEST (GOSW) AND SOUTHWEST REGIONAL DEVELOPMENT AGENCY (SWRDA) EXIT STRATEGY**

The panel noted the exit strategy report for the GOSW and SWRDA however questioned the possible liabilities involved with the transfer of South West Regional Development Agency land to Council ownership.

Agreed that a written response would be provided to panel members on the possible liabilities linked with the transfer of South West Regional Development Agency land to council ownership.

(Councillor Penberthy declared a personal interest in this item)

44. **ECONOMY AND GROWTH BOARD UPDATE**

The Chair introduced this item and reminded panel members that this update was discussed at the previous panel meeting on 5 September 2011 however due to the size of the report and the scale of the issues involved it was agreed that further discussions would take place at this panel meeting.

Under this item the Chair put forward the proposal to form a task and finish group to scrutinise apprenticeships focused towards young people between the ages of 16-24. The intention of this review was to focus on the effects of the current economic climate on opportunities for young people and the resulting high figures of unemployment

The panel was advised that the Children and Young People OSP were currently setting up a task and finish group on apprenticeships. It was considered that they would focus on a different age range and this panel intended to focus on the role of the Council as an employer.

Agreed that the Chair and Vice Chair will nominate two Councillors each, resulting in a total of four members. The task and finish group review would be held over a three month period.

Recommended to the Overview and Scrutiny Management Board that approval is given to the Growth and Prosperity OSP to set up a three month review task and finish group of four members to scrutinise apprenticeships available to young people between the age of 16-24, specifically focusing on the Council as an employer and the effects of the current economic climate on opportunities for young people. The panel requested that representatives from the Chamber of Commerce, Federation of Small Businesses, Working Links and Job Centre Plus would be involved in the task and finish group.

45. **PLYMOUTH WATERFRONT PARTNERSHIP**

David Draffan, Assistant Director for Economic Development, and Patrick Knight, Business Improvement District Manager, provided the panel with an update on the Plymouth Waterfront Partnership.

The panel was informed that –

- (a) Plymouth Waterfront Partnership (PWP), an independent not for profit company, was leading on the BID;
- (b) more than 800 Waterfront businesses had been contacted regarding the BID since October 2010;
- (c) the BID would enable local businesses within the specified BID area to influence a £6.2 million budget for the Hoe, Barbican and Waterfront if the BID was successful;
- (d) objectives for the BID included increasing visitor numbers and increasing customer spend;
- (e) businesses within the BID boundary had opted for the following projects to be priorities if the BID was successful:
 - Permanent and Dedicated Management
 - Improve Marketing
 - Visitor Welcome, Access, Signage and Information
 - A Safer Waterfront
 - A Cleaner Waterfront
 - Inward Investment and Regeneration
- (f) the following timetable of events was applicable to the BID:
 - October: Complete business consultation
 - November: finalise the Waterfront Business Plan
 - 27 January: circulate BID Ballot papers
 - February: Postal BID Ballot
 - Friday 2 March, 5pm: Ballot closes
 - April 2012: BID Commences if successful

In response to questions raised it was reported that –

- (g) the £3,148,000 match funding budget was realistic and it was considered that it could be secured;
- (h) officers would delete the word 'the' on the 'Lobbying and Influence' section of the report in the agenda pack on page 21 and would replace it with the word 'a' – the sentence should therefore read:

'PWP will also be a primary consultee for City Council strategies and major applications within the Waterfront area'.

- (i) it was considered that the current boundary for the Waterfront BID was large enough and did not need to expand into Mount Edgcumbe, Mount Batten or Mount Wise however it was for the business community to decide;
- (j) the focus for the Waterfront BID was on the visitor economy however officers considered good suggestions were put forward as to where the boundary for the BID should expand;
- (k) it was for the business community to lead on their BID and not the city council;
- (l) the business community was keen to work with local residents living in the area that might be affected by the BID;

The Chair thanked David Draffan and Patrick Knight for their attendance.

46. **VISITOR PLAN**

David Draffan, Assistant Director for Economic Development, and Patrick Knight, Business Improvement District Manager, provided the panel with an update on the Visitor Plan.

The panel was informed that –

- (a) the visitor economy in Plymouth accommodated 30,000 existing jobs, 3.5 million day visitors, 2.4 million staying visitors and achieved £252 million visitor spend each year;
- (b) the Visitor Plan had been prepared in order to increase visitor numbers by 20 per cent, increase visitor spend by 25 per cent and aim to create 4,000 new jobs within the visitor economy by 2026;
- (c) the aim of the Visitor Plan was to raise Plymouth's national and regional profile, to promote marine credentials and create partnerships for delivery;
- (d) marketing was an important factor in the success of the aims of the Visitor Plan; a first class website was required to attract people to Plymouth to showcase what was on offer;

In response to questions raised it was reported that –

- (e) visitors were separated into different categories such as day visitors and overnight stay visitors and had different expectations and requirements from their visit such as shopping, heritage and sightseeing;
- (f) officers took on board the importance of including people with disabilities in the plan;
- (g) public and private sector contributions were necessary to support the Visitor Plan;

- (h) it was important that a dialogue took place with council officers and tour organisers to ensure that those visiting Plymouth via coaches did not simply go to the Hoe only; it was considered that there was a lot to see and do around Plymouth as a whole and several visitors were missing out on this experience;
- (i) the Destination Plymouth group was the lead on the Visitor Plan and had used the workshop approach to consult; Councillors would be consulted in due course;

The Chair thanked David Draffan and Patrick Knight for their attendance and encouraged Members to support the Visitor Plan.

(Councillors Mrs Bragg and Penberthy declared personal interests in this item)

47. **HIGHWAYS MAINTENANCE REVIEW UPDATE**

The panel noted the Highways Maintenance Review Update.

48. **WINTER MAINTENANCE REVIEW UPDATE**

The panel noted the Winter Maintenance Review Update.

49. **COMMUNITY EVENTS AND ROAD CLOSURE POLICY UPDATE**

The panel noted the update on the Community Events and Road Closure Policy and highlighted their concern for the policy to be progressed in order to inform local residents of the timings and costs involved in the process for requesting a road closure.

Under this item the panel also discussed the Invest to Save Bid for Footway Maintenance. It was considered that this was a very important issue and needed to be monitored; panel members agreed a further update was required in January 2012.

Agreed that –

- 1. an update on the Community Events and Road Closure Policy is added to the panel's work programme for 14 November 2011 together with the original recommendations from the Task and Finish Group;
- 2. a further update on the Invest to Save Bid for Footway Maintenance is added to the panel's work programme for January 2012

50. **ON STREET PARKING REVIEW**

Clive Perkin, Assistant Director for Transport, provided the panel with an update on the On Street Parking Review.

The panel was informed that –

- (a) this was a very complex area of work and the review was taking longer than originally anticipated;

- (b) the review was introduced on the basis of officers having received several requests for changes to residential parking and the increasing pressure on road space available;
- (c) there were 53 different types of resident parking zones across Plymouth;
- (d) in some areas across Plymouth there were more properties than parking spaces available;
- (e) officers had sought comments from resident groups on the parking areas;
- (f) displacement of parking from one street to another was an important issue that needed to be analysed;
- (g) some residents considered that there was a lack of space on the roads as a result of too many permits being allocated to individual properties;
- (h) officers would undertake a benchmarking exercise with other authorities as part of the on street parking review;
- (i) officers would consider Article 4 HMO (Houses in Multiple Occupation) as part of this review;
- (j) parking on pavements had an impact on those with disabilities;
- (k) it was expected that this review would be pulled together over the next 12 months;

The panel thanked Clive Perkin for his attendance and welcomed the update on the On Street Parking Review.

51. **WORK PROGRAMME**

The panel discussed their work programme for 2011/12.

Agreed that the following items, as recommended by the Overview and Scrutiny Management Board, are included onto the panel's work programme:

- Monitor implementation of the Article 4 Direction for Houses in Multiple Occupation
- Tamar Bridge 5-week programme of works Task and Finish Group

With regards to the Tamar Bridge 5-week programme of works Task and Finish Group the panel considered a briefing report on this issue (to be submitted to the next panel meeting on 14 November 2011) would be more appropriate as the works on the Tamar Bridge had already been completed and were done so ahead of schedule.

Agreed to include an update on Joint Finance and Performance Monitoring and 'direct rail links from/to Plymouth' to the November 2011 agenda.

(Councillor Martin Leaves declared a personal interest under this item)

52. **EXEMPT BUSINESS**

There were no items of exempt business.

TRACKING RESOLUTIONS
Growth and Prosperity Overview and Scrutiny Panel

Date / Minute number	Resolution	Explanation / Minute	Officer	Progress	Target date
17.10.11 Minute 42	<u>Agreed</u> that aspects of Localism linking to the Growth and Prosperity panel's terms of reference would be scheduled into the panel's work programme.	Update on Government Policy Changes	DSO	An update on Localism is already scheduled into the work programme for 9 January 2012 and 5 March 2012.	
17.10.11 Minute 43	<u>Agreed</u> that a written response would be provided to panel members on the possible liabilities linked with the transfer of Regional Development Agency land to council ownership.	GOSW and SWRDA Exit Strategy	David Draffan	An email was sent to David Draffan on 28 October 2011 – several follow up phonecalls have been made.	
17.10.11 Minute 44	<u>Agreed</u> that the Chair and Vice Chair will nominate two Councillors each, resulting in a total of four members to the task and finish group review which would be held over a three month period.	Economy and Growth Board Update			Page 9
17.10.11 Minute 49	<u>Agreed</u> that an update on the Community Events and Road Closure Policy is added to the panel's work programme for 14 November 2011 along with the original recommendations from the Task and Finish Group.	Community Events and Road Closure Policy Update	DSO	This item has been added to the agenda for 14 November 2011.	Agenda Item 5
17.10.11 Minute 49	<u>Agreed</u> that a further update on the Invest to Save Bid for Footway Maintenance is added to the panel's work programme for January 2012	Community Events and Road Closure Policy Update	DSO	This item has been added to the agenda for 9 January 2012.	

17.10.11 Minute 51	<u>Agreed</u> to include Monitoring and Implementation of Article 4 Direction for Houses in Multiple Occupation to the panel's work programme and to the March 2012 agenda.	Work Programme	DSO	This item has been added to the agenda for 5 March 2012. This agenda item has been brought forward to 9 January 2012.	
17.10.11 Minute 51	<u>Agreed</u> that Tamar Bridge 5-week programme of works is added to the panel's work programme for 14 November 2011	Work Programme	DSO	This item has been added to the agenda for 14 November 2011. As this meeting was cancelled this item is on the agenda for 9 January 2012.	

Overview and Scrutiny Management Board

Date/min number	Resolution / Recommendation	Explanation / Minute	Response	Explanation	Page 10
17.10.11 Minute 44	<u>Recommended</u> to the Overview and Scrutiny Management Board that approval is given to the Growth and Prosperity OSP to set up a three month review task and finish group of four members to scrutinise apprenticeships available to young people between the age of 16-24, specifically focusing on the council as an employer and the effects of the current economic climate on opportunities for young people.	Economy and Growth Board Update			

Grey = Completed (once completed resolutions have been noted by the panel they will be removed from this document)

Red = Urgent – item not considered at last meeting or requires an urgent response

CITY OF PLYMOUTH

Subject:	Article 4 Direction in Respect of Houses in Multiple Occupation (HMOs)
Committee:	Growth & Prosperity Overview & Scrutiny Panel
Date:	9 January 2012
Cabinet Member:	Councillor Fry, Cabinet Member Planning, Strategic Housing & Economic Development
CMT Member:	Anthony Payne, Director for Development and Regeneration
Author:	Thomas Westrope, Spatial Planning Officer
Contact:	Tel: 01752 307803 e-mail: Thomas.Westrope@plymouth.gov.uk
Ref:	
Key Decision:	N
Part:	Part I

Introduction

This report is before Scrutiny to consider the comments received for a consultation (Appendix B) that was carried out in relation to the making of an Article 4 Direction (Appendix A), and to consider the recommendations in this report to: 1. Endorse the use of a non-immediate Article 4 Direction, and; 2. Propose to the Cabinet Member for Planning, Strategic Housing and Economic Development that, taking into account the consultation responses received, he should confirm the Direction.

The Article 4 Direction would remove the Permitted Development Rights in certain areas of the City to the effect that planning permission would be required to change the use of a family dwelling (Use class C3) to a House in Multiple Occupation (Use class C4).

Overview

Concentrations of Houses in Multiple Occupation (HMOs), and the geographical concentration of certain groups residing in them, can lead to substantial changes and problems in the nature of particular locations as the characteristics and social infrastructure of a neighbourhood can change. The problems associated with HMOs and the tensions within local neighbourhoods have been well publicised and can include issues such as noise, low-level anti-social behaviour, parking congestion and other environmental impacts.

The Council has considered the use of an Article 4 Direction (A4D) to help control harmful concentrations of HMOs within the city. After making an A4D and carrying out consultation with the community, the Council must now decide whether or not

to confirm the A4D and its associated additional planning control that would come into force on the 14 September 2012.

Some of the issues that may be associated with HMOs are linked to the nature and characteristics of occupiers, including lifestyle and transience, creating a localised impact. There are also cumulative impacts that can arise when the concentrations of HMOs are increased within communities.

A suite of measures exist in relation to the regulation and management of HMOs that involves various bodies, including the City Council. Each tool is capable of preventing, solving or mitigating certain impacts that are as a result of HMOs and will be appropriate in different circumstances:

- Planning Services control the spatial distributions of different uses to ensure that the provision of dwellings (including HMOs) meets demand in a spatially sustainable way;
- The Housing Licensing team provides controls over the state and standard of accommodation that is being offered to tenants;
- The Public Protection Service investigate, and where appropriate enforce, breaches of legislation in relation to noise, litter and other amenity related matters;
- Highways and Transport apply and enforce on street parking restrictions and permits;
- The Anti-Social Behaviour Unit apply legislative powers in relation to individuals' and groups' conduct, and;
- The Building Control team ensure, where the Building Regulation are applicable, the health and safety of people in and around buildings.

Furthermore, the Police play a role where a disturbance of the peace is experienced and the University of Plymouth keep a list of approved HMO properties on their Landlord Accreditation Scheme.

All of these bodies and organisations have a role to play in improving awareness and promoting community cohesion. The most successful approaches to HMOs are those where the council's service providers and external partners work jointly to tackle the challenges that are created. In Plymouth, such a joined up approach takes place with cross service work in partnership with Higher Education Institutions (HEIs), Student Union representatives and the Police.

In order to provide an understanding of the local context as an evidence base for decision making in the context of planning and other disciplines, Plymouth City Council commissioned Arup to produce a report ('Student Housing in Local Communities') into the issue of HMOs. The report was published in January 2011 and showed that certain areas of the city, especially in proximity to the University of Plymouth, experience high concentrations of student HMO properties. The report highlighted that there is concern from residents regarding a range of impacts as a result of HMOs on their communities and on them as individuals, but also that there are other groups such as students and landlords who would not be supportive of additional restrictions on changes of use to HMOs.

Plymouth City Council's adopted Core Strategy promotes a city of sustainable linked communities, where there is an appropriate balance of housing provision and quality of life is provided for all and is currently supported by guidance contained in the Development Guidelines SPD. The evidence from the Arup reports suggests that this principle is under threat in those parts of the city which experience the highest concentrations of HMOs.

Article 4 Directions

Currently planning control by the Council exists only in relation to changes of use of family dwellings (Use Class C3) to HMOs where these are to be occupied by more than 6 un-related individuals ('Sui-Generis' Use). Permitted Development Rights allow the change of use of a dwelling to a HMO with less than 7 occupiers (Use Class C4) without the need to apply for planning permission. In these current circumstances it is difficult for the Council, using its planning powers, to control and manage HMO development so as to ensure that its Core Strategy vision of sustainable and balanced communities is achieved.

As a result of its analysis of the issues, Arup recommended that measures be taken to increase the level of planning control over HMOs in certain parts of the city. This can be achieved through the designation of an Article 4 Direction (A4D) which withdraws the permitted development rights for specified types of development, thereby meaning that planning permission would need to be sought from the local planning authority.

Although A4Ds cannot be applied retrospectively, additional restrictions would aid in achieving the goal of better balanced communities and would ensure that further areas of the city will not exceed significantly harmful concentrations of HMOs.

There are two types of A4D that can be used:

- An Immediate A4D, which would come into effect once the Direction had been confirmed. However, such an A4D would expose the Council to potentially considerable financial risks as disadvantaged landowners could claim compensation for refused planning permissions or if additional restrictions are applied by condition.
- A Non-immediate A4D, which would remove the risk of compensation but requires prior notice of 1 year before it can come into effect.

The existence of an A4D in itself does not dictate the outcome of the resulting planning applications. All planning applications must be judged on their own merits and in accordance with the Core Strategy, the Development Guidelines Supplementary Planning Document (SPD) (which includes some guidance on HMOs) and other local development documents. In addition, the same rights of appeal to the Secretary of State apply.

Cabinet Decision

On the 23rd August, Cabinet resolved to make a non-immediate A4D in line with recommendations contained in the Arup report (see Appendix A). The area covers (approximately) the existing high concentration areas of Mutley & Greenbank, and the City Centre. It also would provide controls in the most at risk parts of the surrounding neighbourhoods of Stonehouse, Stoke, Peverell, Beacon & Pennycross,

Hartley & Mannamead, Higher Compton, Efford, Lipson & Laira, Mount Gould and East End, where future pressures could harm the balance and sustainability of these communities. This, in effect, creates a 'buffer' to ensure that latent demand for HMO housing is not merely located immediately adjacent to existing high concentration areas.

The statutory A4D process requires that, following consultation, the Authority must decide whether or not to confirm the A4D. Cabinet have delegated authority to the Cabinet Member for Planning, Strategic Housing and Economic Development to determine whether to confirm the A4D taking into account any representations received during the six week consultation period, or to instruct further consultation should material changes to the Direction be appropriate as a result of consultation.

The A4D, if it is confirmed, would come into force on 14 September 2012. The changes will not apply retrospectively to properties used as HMOs before the direction comes into force, although all properties within the A4D will have their permitted development rights removed for the type of development specified. It remains possible for a C4 use to be changed back to a C3 use without requiring planning permission from the Council, and this has been the case since 6 April 2010. Change of use to HMOs with more than six unrelated individuals already requires planning permission from the Council.

Article 4 Direction Consultation

The consultation event ran from 13 September 2011 to 25 October 2011. 34 responses were received including 3 from Landlords' Associations and 1 from a Community Group. Notification of the A4D and consultation was made through press coverage, press notice, publication on our website, our online consultation portal and site notices were placed throughout the affected neighbourhoods in excess of the statutory requirements. In addition, officers attended the landlord's forum.

Responses

Please see Appendix B of this report for a summary of the consultation comments and the Council's responses. Of the responses received 24 were in support of the Article 4 Direction and 8 were in objection.

Conclusions

There are advantages and disadvantages to introducing additional planning control through an A4D and these considerations must be weighted carefully. On balance, we consider that the A4D would be an appropriate and useful tool in Plymouth to be able to control harmful concentrations of HMOs within the City.

An Article 4 Direction restricting permitted development rights does have the capacity to affect house prices. Until the additional powers are in place it is difficult to predict the full extent of these forces and this risk is one that must be considered. Should the Direction be confirmed, we will be undertaking a review after 12 months of the Article 4 Direction being in force to assess its impact on markets and property. The Council has the ability to repeal the Article 4 Direction if considered appropriate.

We consider that the proposed area is appropriate given the available evidence of existing concentrations and potential future pressures and that a city wide Article 4 Direction would be unjustified. Careful management of planning applications will be necessary to ensure that sufficient demand for HMO housing is provided in sustainable locations in the City.

It should be noted that any reduction in student occupied HMOs through further development of purpose built student accommodation will not necessarily see these existing HMOs returned to family dwellings. It is possible and indeed likely that many will be occupied by other individuals. However, an A4D supported by sufficient policy guidance will be able to protect against further areas reaching harmful concentrations.

Recommendations

It is recommended that Scrutiny:

- 1 Endorse the use of a non-immediate Article 4 Direction, and;
- 2 Propose to the Cabinet Member for Planning, Strategic Housing and Economic Development that, taking into account the consultation responses received, he should confirm the Direction.

Background Papers

Proposed Non-Immediate Article 4 Direction for Houses in Multiple Occupation Cabinet Report, 23 August 2011

Sustainable Neighbourhoods DPD Representations Summaries, June 2011

Sustainable Neighbourhoods Development Plan Document – Issues and Preferred Options, February 2011

Student Housing in Local Communities, report by Arup, January 2011

Replacement Appendix D to Department of the Environment Circular 09/95: General Development Consolidation Order 1995 (9780117531024), Communities and Local Government, November 2010

Development Guidelines Supplementary Planning Document, April 2010

Evidence Gathering – Housing in Multiple Occupation and possible planning responses Final Report, Communities and Local Government, September 2008

LDF Core Strategy, adopted April 2007

Sustainable Neighbourhood Assessments, Produced between 2005 and 2007

Appendix A

Article 4 Direction and Map

Appendix B

Article 4 Direction Summary of Consultation Comments and Council Responses

TOWN AND COUNTRY PLANNING (GENERAL PERMITTED DEVELOPMENT)
ORDER 1995 AS AMENDED

DIRECTION MADE UNDER ARTICLE 4(1) TO WHICH ARTICLE 5 APPLIES

WHEREAS Plymouth City Council being the appropriate local planning authority within the meaning of article 4(4) of the General Permitted Development Order, are satisfied that it is expedient that development of the description(s) set out in the Schedule below should not be carried out on the land shown edged/coloured red on the attached plan, unless planning permission is granted on an application made under Part III of the Town and Country Planning Act 1990 as amended.

NOW THEREFORE the said Council in pursuance of the power conferred on them by article 4(1) of the Town and Country Planning (General Permitted Development) Order 1995 (as amended), hereby direct that the permission granted by article 3 of the General Permitted Development Order shall not apply to development on the said land of the description(s) set out in the Schedule below.

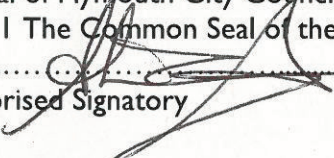
THIS DIRECTION is made under article 4(1) of the said Order and, in accordance with article 5, shall come into force on the 14 day of September 2012.

SCHEDULE

Development consisting of a change of the use of a building to a use falling within Class C4 (houses in multiple occupation) of the Schedule to the Use Classes Order from a use falling within Class C3 (dwellinghouse) of that Schedule being development comprised within Class 1 of Part 3 of Schedule 2 to the General Permitted Development Order and not being development comprised within any other Class.

1. To be completed when making the article 4 direction.

Made under the Common Seal of Plymouth City Council
this 13 day of September 2011 The Common Seal of the Council was affixed to this
Direction in the presence of
Plymouth City Council Authorised Signatory

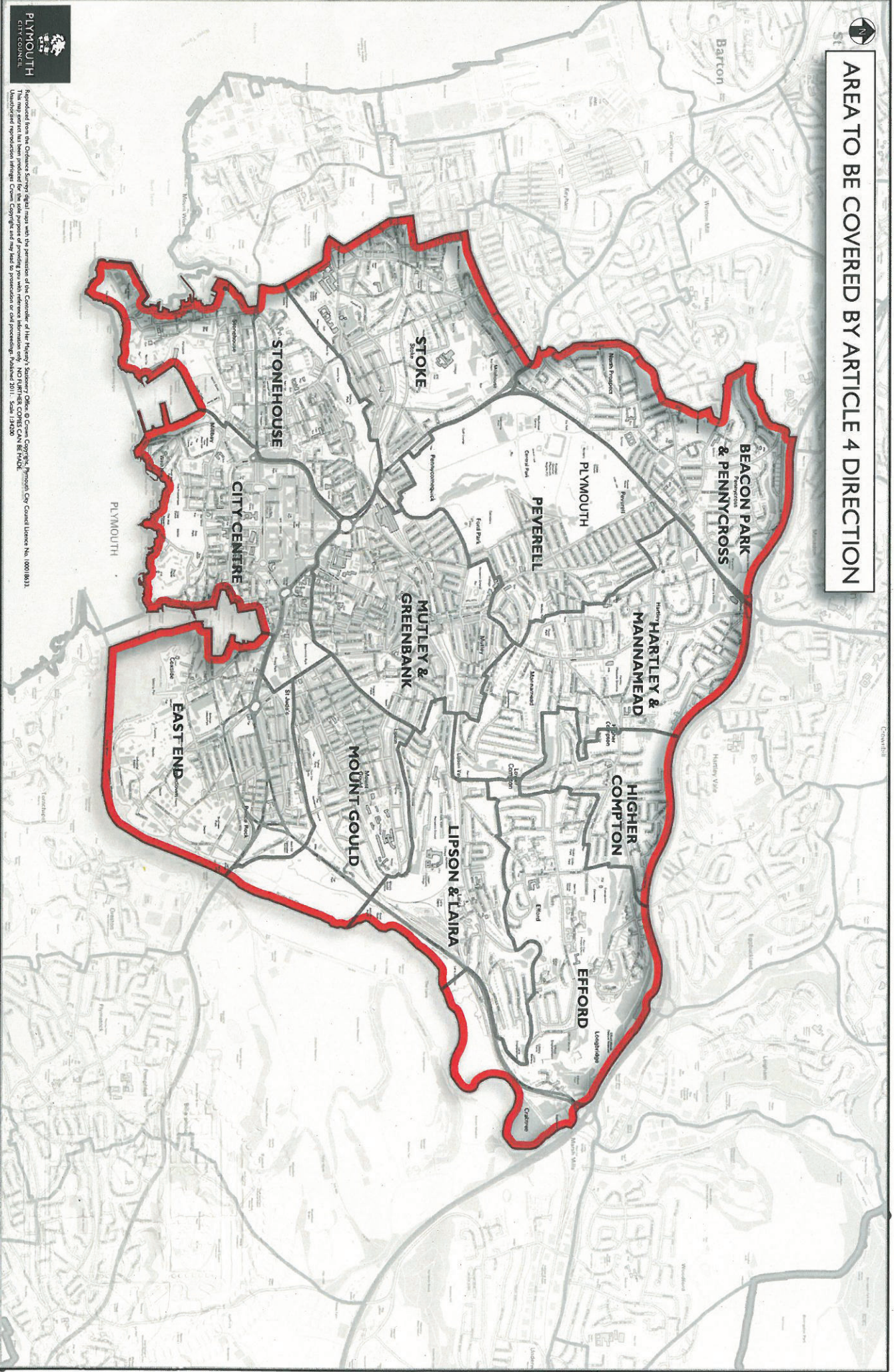


2. To be completed when confirming the article 4 direction.

Confirmed under the Common Seal of Plymouth City Council
this ... day of..... 20... The Common Seal of the Council was affixed to
this Direction in the presence of
Plymouth City Council Authorised Signatory



AREA TO BE COVERED BY ARTICLE 4 DIRECTION



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Article 4 Direction Summary of Consultation Comments and Council Responses

	Summarised Consultation Comment	Council Response
	<u>Consultation Responses in Support</u>	
	<i>Comments on the Article 4 Direction</i>	
1	HMOs are not suitable in residential areas	National Policy clearly considers that HMOs are a type of residential use and are acceptable in residential areas. The Council also considers that HMOs are suitable in residential areas subject to certain considerations, but that where there are concentrations, each case must be judged on its own merits.
2	Too many properties are being converted to HMOs. Something has to be done to tackle the significant rise in HMOs	We have identified that some areas are experiencing high concentrations of HMOs. The A4D can help to control further changes, and also protect other areas from experiencing over concentrations.
3	More control over landlords is required.	Planning legislation is not able to exercise control over landlords. However, control over harmful concentrations of HMOs could be beneficial.
4	Mutley & Greenbank have been altered beyond recognition by the increase in HMOs	Noted – issues relating to the Council’s approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.
5	Concern that if this activity is not curbed it will continue to degrade the area (Peverell)	Noted – issues relating to the Council’s approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.
6	The following issues with HMO properties were identified: <ul style="list-style-type: none"> - Tenants often create excess anti-social behaviour, noise and nuisance 	The potential issues with regard to individual and concentrations of HMO properties and their occupants are noted.

	Summarised Consultation Comment	Council Response
	<ul style="list-style-type: none"> - Additional parking problems and pressures. - Increases in crime rate. - Increases in litter. - Loss of identity of areas with high concentrations of HMOs leading to unbalanced and unsustainable communities. - Impact to the physical environment and streetscape. - Growth in the private rented sector at the expense of owner-occupation - Resulting pressure on local community facilities - Household waste increases - Inadequate waste storage facilities - Vermin infestation 	<p>The A4D is not considered to be an answer to these issues on its own but can form part of a suit of measures and approaches to combat issues within the City.</p>
7	<p>Occupation of Student properties is only during term time meaning that properties are uncared for and empty for 3 months. This also results in lack of neighbourhood cohesion due to transient populations.</p>	<p>The Council considers that high concentrations of HMO properties can cause issues due to transience, and that is one reason in support of an A4D in order to exercise control over future numbers. However, HMOs form an important part of Plymouth's housing stock with their occupants bringing benefits to the City.</p>
8	<p>Loss of family housing will be detrimental to local facilities such as schools and local shops.</p>	<p>Loss of family housing can lead to reduced demand for local school places from families within the neighbourhood and this can lead to less sustainable neighbourhoods.</p> <p>Evidence suggests that local student populations often support local shops.</p>

	Summarised Consultation Comment	Council Response
9	An Increase in HMOs is leading to a reduction in house price in areas where HMOs are known to be.	Impacts to house prices is not a material planning consideration.
10	An A4D would benefit communities if the Council is able to be involved in the development of HMOs because they can be a contact point for problems.	An A4D would allow public involvement in the consideration of applications for HMOs and this is welcomed. The Council already acts as a contact point for issues relating to HMOs which are dealt with by the appropriate Council service.
11	The A4D would prevent houses in an unsuitable environment, such as those in a small cul-de-sac with families, being converted into HMOs.	The fact that a property is in a cul-de-sac is in itself not a reason to resist a change to a HMO. Issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.
12	The A4D, if effectively managed, could halt any further proliferation of poorly managed concentrated HMO housing spreading to wider areas of the city.	Partially agree – the A4D will be able to refuse changes of use to C4 HMO use where it is appropriate to do so, including the prevention of harmful concentrations within the City. Management of HMOs is not a planning matter but could be an issue for the Council's Housing Department. Issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.
13	The A4D allows local people to have a say in the way that their area develops when planning applications are received for HMOs.	Agree.
14	The Direction does little to tackle the problem in areas where the concentration is already beyond threshold capacity.	Partially agree – the A4D does not apply retrospectively; however, depending on the policy approach of the Council and other factors, existing concentrations could reduce over time.

	Summarised Consultation Comment	Council Response
15	Mutley & Greenbank is already an unsustainable community with too low a proportion of families; however, the A4D is better late than never. It would be good to control further planning applications.	Noted.
16	The Direction should come into effect before September 2012.	Disagree - Bringing into effect an A4D prior to September 2012 would risk substantial compensation claims being made against the Council if planning applications for C4 HMO use are refused.
17	The A4D should have been made a long time before now.	Noted - The permitted development rights for changes of use from C3 to C4 were introduced in November 2010. This A4D would not have been possible prior to that date.
18	The A4D is too little too late.	Noted – changes to use classes order occurred in April 2010. Prior to that date no control over C4 HMOs was possible.
	<i>Comments on the Article 4 Area Proposed</i>	
19	The area may need to be extended in the future but includes most of current hot spots.	Noted - the A4D will be subject of a review after 12 months, if it is confirmed.
20	The whole of the city should be included.	Disagree – there is not considered to be sufficient evidence to justify a city wide A4D in areas at significant distance from existing concentrations of HMOs
21	Question the need to include the four northern neighbourhoods currently covered by the A4D where student numbers are not large enough and there will be an associated increase in workload.	Noted – these areas are included to ensure that latent demand for HMO housing is not merely located immediately adjacent to existing high concentration areas. The current A4D area is considered to be appropriate. The A4D will be subject of a review after 12 months if it is confirmed.

	Summarised Consultation Comment	Council Response
22	St Judes should be included within the A4D area.	Agree – St Judes is already included
23	Important to protect the surrounding neighbourhoods to Mutley and Greenbank	Agree – The surrounding neighbourhoods to Mutley and Greenbank are already included in the A4D area. Issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.
	<i>Other Comments Received</i>	
24	What can be done with HMOs that have already been established?	With regard to planning powers, the A4D will not apply retrospectively to established HMOs. If HMOs convert to C3 'family' dwellings then, should the A4D be confirmed, planning permission will be required to convert them back to C4 use.
25	How will the likely influx of landlords converting properties into HMOs prior to the A4D coming into force be managed?	National Legislation allows this, and there is no tool available for the Local Planning Authority to prevent changes of use to C4 HMOs during the 12 month notification of a non-immediate Article 4 Direction before it comes into force. Any increase in applications for licensing or parking permits will be managed by the respective Council services and other legislation will continue to apply as normal.
26	Will the A4D be supported by a prescribed ceiling on the number of HMOs in any given area? Will permission for further HMOs in saturated areas be refused?	Issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance to be published for consultation in 2012 should the A4D be confirmed. Planning applications will be determined on a case by case basis on their merits.
27	Concerns raised regarding the successful use of planning enforcement powers to support the A4D including	Where specific cases are brought to Planning Services' attention they are investigated and enforcement action

	Summarised Consultation Comment	Council Response
	penalties for non-compliance and automatic refusal for retrospective applications.	is taken where it is expedient to do so. Penalties for non-compliance with enforcement notices are dealt with through the planning legislation. It is not possible under current planning law to refuse retrospective applications solely on the basis that they are retrospective.
28	Concern that future applications will simply be rubber stamped and that this is just an income generating exercise.	Each planning application is judged on its own merits. The A4D is not an income generating exercise – planning applications received as a result of the removal of permitted development rights by an A4D do not attract a fee under the current, national, fee regime.
29	The concentration of HMOs should be measured locally on a street by street basis to ensure that the level of HMOs does not rise uncontrolled in a street despite a 'neighbourhood' as a whole being at a lower level.	Noted – issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance to be published for consultation in 2012 should the A4D be confirmed.
	The Council should consider:	
30	- Additional Licensing	The main aim of licensing is to protect tenants by ensuring that there are adequate facilities for the number of occupiers and that the house is properly managed in terms of safety, refuse disposal etc. 'Selective Licensing' is a control aimed at areas of 'low demand' or where properties are being neglected as a result of anti-social behaviour and is not considered to be appropriate for Plymouth. The need for 'Additional Licensing' is currently under consideration. These measures are being considered as part of the developing Housing Strategy.

	Summarised Consultation Comment	Council Response
31	<ul style="list-style-type: none"> - A Landlord Accreditation Scheme 	<p>The Council is currently running landlord accreditation training days and landlords can also become accredited on-line. Accredited landlords receive a discount on their licence fee. We are promoting landlord accreditation through the forum we have with landlords and links with landlord associations. Furthermore, the University already run a Landlord Accreditation Scheme.</p>
32	<ul style="list-style-type: none"> - Neighbourhood Help lines 	<p>We are not aware of any power that is available to the Council to require a telephone helpline number to be supplied by Landlords. We do encourage landlords to let neighbours know who to contact. Furthermore, there are a number of channels that complaints can be directed including Planning Services, Public Protection, Housing, the Anti Social Behaviour Team and the Police depending on the nature of the concern.</p>
33	<ul style="list-style-type: none"> - Organising Peverell neighbourhood meetings 	<p>Neighbourhood meetings are organised by neighbourhood liaison officers in partnership with local policing teams and can be useful events to share and address specific issues and best practice within neighbourhoods.</p>
34	<ul style="list-style-type: none"> - Use of untidy Site Notices 	<p>We already serve untidy site notices on properties where it is expedient to do so. Members of the public can write to the Planning Department if they are concerned with a particular property. We will then investigate the matter and take action where appropriate.</p>
35	<ul style="list-style-type: none"> - Removal of Letting Boards 	<p>Letting boards are covered by the control of advertisement regulations 2007. Class 3A of those</p>

	Summarised Consultation Comment	Council Response
		regulations give deemed consent for letting boards to be displayed subject to certain conditions. Members of the public can write to the Planning Department if they wish to bring a particular advertisement to our attention. We will then investigate the matter and take action where appropriate.
36	- Proactive partnership with Key stakeholders	The Council welcomes partnership working with, and between, service providers and already work closely with these groups. This is done through the private rented forum and through the annual landlords EXPO, also by giving talks at landlord associations providing information in the form of leaflets, a landlords manual, and comprehensive information on our website. A specific task group has been created within the Council to further improve proactive and collaborative measures in relation to Houses in Multiple Occupation.
37	Refusal to re-issue a license should occur where problems arise.	The licensing regime sits outside of the planning framework. This comment has been passed to our housing team for consideration.
38	There is a huge need for a parking permit policy and not allowing more than a set number according to the ratio or spaces to permits.	Parking restrictions and permits sit outside of the planning framework. This comment has been passed to our transport team for consideration.
39	All of the houses are covered with a covenant requiring them to be used as family use only.	Private covenants are not material planning considerations and have no bearing on the consideration of planning applications or the use of an A4D.
40	Too many landlords do not have good tenancy agreements that mention noise or refuse control and	Tenancy agreements are a private matter between landlords and their tenants. The Council has powers to

	Summarised Consultation Comment	Council Response
	landlords fail to monitor the impact of their tenants on the neighbours.	deal with unacceptable behaviour where necessary.
41	The Council should have a list of Landlords.	There is no provision or requirement for local authorities to have a complete list of landlords. The Housing department hold details of those landlords who require a licence.
42	Empty business buildings in the City Centre should be converted to student accommodation.	The adopted City Centre and University Area Action Plan seeks to create a better mix of uses in the centre which are compatible with its retail function. This would include residential and student accommodation.
43	Council tax should be payable by HMO owners (Student houses are currently exempt)	The Council does not currently have the power to levy a Council Tax charge on student exempt properties. Such a charge would require changes to legislation at a National level.
	<u>Consultation Responses in Objection</u>	
	<i>Comments on the Direction</i>	
44	The National Landlords Association believes that any additional regulation of the private and rented sector should balance the desire to ensure secure and sustainable communities with the increasing need for good quality housing.	Agree.
45	Additional restrictions should focus on engaging with private landlords through partnership working to improve standards and reducing opportunities for rogue landlords. Good practice should be encouraged in addition to enforcement activity.	Partially agree – partnership working and good practice in addition to enforcement activity should be encouraged but this does not preclude the use of an A4D to allow control of concentrations of HMOs. The positive approaches mentioned would not prevent further changes of use and resulting over

	Summarised Consultation Comment	Council Response
		concentrations.
46	The Council are trying to claim that there is a problem with HMOs, which there isn't.	Disagree – Evidence suggests that over concentrations of HMOs can lead to unsustainable neighbourhoods.
47	The use of the legislation is based on nimby thinking and a judgemental view of younger/poorer people.	Disagree – The use of the A4D is based on an evidenced damage to the sustainability of communities created by over concentrations of HMOs.
48	Students have a positive influence on local areas including supporting local shops.	Agree.
49	A reduction in available HMOs will lead to a decline in Plymouth University's attractiveness and young people will choose other cities, running the risk of diminishing the raised profile of Plymouth.	Although an insufficient supply of student HMOs could result in the issue identified, we consider that the A4D is unlikely to result in a significant loss of existing HMO housing stock. The A4D itself does not mean that all further planning applications for HMOs will be refused. Furthermore, many other University cities are also using A4D powers.
50	The use of an A4D will not solve the problem it is supposed to address.	Partially Agree – The A4D will not solve all of the problems that some people think that it will, including immediate solutions to issues, perceived and real, with existing HMOs; however, it will help to address the problem that the Council has identified, namely future growth in areas creating over concentrations of HMOs.
51	The legislation will have no effect in areas of existing high concentration because the A4D is not retrospective.	Partially agree – the A4D does not apply retrospectively; however, depending on the policy approach of the Council, existing concentrations could reduce over time.
52	Problems are caused by the occupants of HMOs (and not	Planning powers are not able to control an individual's

	Summarised Consultation Comment	Council Response
	the HMOs themselves) as a result of society being able to control and correct unacceptable or anti-social behaviour.	behaviour, but this is only part of the problem as high concentrations of HMOs are damaging to Community Cohesion and other impacts on local infrastructure etc.
53	<p>Where particular cases of unacceptable behaviour are identified, issues relating to concentrations of shared housing can be solved using other existing statutory powers such as:</p> <ul style="list-style-type: none"> - Anti-Social Behaviour Orders - Injunctions under the Housing Act 1996 or Local Government Act 1972 - Directions regarding the disposal of waste - Litter abatement notices under section 92 of the Environmental Protection Act 1990 - Powers under the Noise Act 1996 to serve fixed penalty notices or remove electrical equipment. - The power to require rubbish to be removed from land under the Prevention of Damage by Pests Act 1949. 	Available statutory powers are used by the Council where appropriate. The A4D is considered to compliment the enforcement of other legislation and can provide an important tool for the management of HMOs, specifically with regard to concentrations of HMOs.
54	There is already sufficient legislation in place, perhaps the will and funds are missing to enforce the legislation?	Changes have been made to national planning legislation to allow Local Authorities to exercise control where it considers it expedient too do so. An A4D would allow the proactive prevention of harmful HMO concentrations where appropriate.
55	Most often, improper management of HMOs is due to ignorance rather than roguish intent. Assisting landlords to develop the required knowledge and skills to improve identified issues is a more appropriate response to the use of an A4D.	Partially Agree – educating landlords is an important method of improving the management of HMOs and this approach is considered to be complimentary to the use of an A4D.

	Summarised Consultation Comment	Council Response
56	Where individual cases exist that this approach is unsuccessful, the issues would not be appropriately tackled by an A4D. Enforcement Notices and Management Orders should be considered.	In individual cases Enforcement Notices and Management Orders could be appropriate. The use of an A4D is considered to be complimentary to these tools.
57	Accreditation is considered to be a more efficient tool than A4D for professionalising the private rented sector.	The Council is currently running landlord accreditation training days and landlords can also become accredited on-line. We are promoting landlord accreditation through the forum we have with landlords and links with landlord associations. Furthermore, the University already run a Landlord Accreditation Scheme. An A4D is considered to be complimentary to these tools.
58	Improving housing relationships with local universities is another solution.	An A4D is considered to be complimentary to this approach.
59	The biggest perceived problem of studentification is that of drunken behaviour, which is a matter of policing. Often the culprits are actually from other local 'lads', sports teams or 'down-and-outs'.	Planning powers are not able to control an individual's behaviour, but this is only part of the problem as high concentrations of HMOs are damaging to Community Cohesion and other impacts on local infrastructure etc.
60	Drunken behaviour is a result of too many bars on Mutley Plain.	Planning powers are not able to control an individual's behaviour, but this is only part of the problem as high concentrations of HMOs are damaging to Community Cohesion and other impacts on local infrastructure etc.
61	By spreading out HMOs you will increase the problem because drunks will have to walk longer distances and will therefore cause more trouble.	Planning powers are not able to control an individual's behaviour, but this is only part of the problem as high concentrations of HMOs are damaging to Community Cohesion and other impacts on local infrastructure etc.
62	Future demand is likely to increase for HMOs which provide important flexibility and affordability in	It is accepted that HMOs form a valuable element of the housing supply. The making of an A4D is not a blanket

	Summarised Consultation Comment	Council Response
	Plymouth's housing stock for occupants such as young professionals, students and migrants. The characteristic between these groups is that they are necessarily transient.	ban on future changes of use to HMOs. In addition, the Direction does not currently cover the whole of the city.
63	Furthermore, changes to the Local Housing Allowance which took effect this April will further increase the need for shared accommodation in the City. Limiting the number of HMOs is highly likely to have a significant and long-lasting effect on the provision of good quality, affordable accommodation.	It is accepted that HMOs form a valuable element of the housing supply. The making of an A4D is not a blanket ban on future changes of use to HMOs. In addition, the Direction does not currently cover the whole of the city.
64	Tenants in shared accommodation do not want to live in the suburbs with outlying properties also being too expensive.	It is accepted that HMOs form a valuable element of the housing supply. The making of an A4D is not a blanket ban on future changes of use to HMOs.
65	The Council are too involved in these matters that should be left to the supply and demand of market forces.	Planning controls were introduced to limit market forces, in the wider interests of society. The making of an A4D is not a blanket ban on future changes of use to HMOs. In addition, the Direction does not currently cover the whole of the city.
66	The Council is very down on the private rented sector and would rather see purpose built student accommodation against the wishes of students. The proposal creates an un-level playing field for smaller landlords compared to student halls' companies.	The Council is supportive of purpose built student accommodation to provide for the demand for this type of housing that has been shown to be preferred by first year students.
67	The proposals create a false market between family and small HMO properties.	The effect on house prices is not a material planning consideration. Furthermore, the A4D will not restrict all future applications for HMO properties.
68	The A4D will discourage HMOs from being used as family letting.	It is agreed that landlords may choose to retain a property in HMO use in preference of letting to a family

	Summarised Consultation Comment	Council Response
		to ensure that the established use is retained. However, we would expect that properties will continue to be converted to 'family letting' in some circumstances.
69	The A4D, and resulting requirement to apply for planning permission, will deter future landlords from applying for and providing HMO housing.	Although a planning application can be seen as a disincentive to apply for HMO housing, the Council does not consider that it will deter most prospective landowners.
70	Private rented HMOs are flexible forms of housing type satisfying demand in the areas needed. The proposed Article 4 Direction will remove this flexibility.	The A4D will reduce the flexibility of properties; however, planning applications will not necessarily be refused and consideration will be given to the provision of HMO type dwellings.
71	In light of the current economic climate, the last thing good Landlords need is to be further penalised by new regulations; particularly where there appears to be limited direct and immediate benefit to landlords or tenants.	Unfortunately, it is not possible to differentiate between good and bad landlords. In any event the principle of an A4D is not to control individual landlords or properties, but to consider the cumulative effect of HMOs on communities.
72	The resulting additional cost of A4D will inevitably tend to push up rents.	Effects on property prices and rental levels are not material planning considerations.
73	The A4D will result in a reduction in house prices and potential rental rates for family housing.	Effects on property prices and rental levels are not material planning considerations.
74	It will be difficult to rent out or sell properties in areas of high concentrations of students to families.	We consider that the majority of properties will be rentable or saleable to families. Nonetheless, the A4D does not mean that all future planning applications will be refused and each will be judged on its own merits. Issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.

	Summarised Consultation Comment	Council Response
75	The A4D will remove individual's private rights, with no compensation, and the ability to let a property to students in the future as part of a long term plan.	The A4D and compensation legislation is created at a national level, and is considered to be appropriate.
76	Private individuals are being penalised to solve a problem others created and others benefit from.	The A4D is intended to benefit the wider community by promoting sustainable neighbourhoods with mixed communities.
77	The options available to those that are restricted by an A4D are limited – either sell or convert the property prior to the A4D coming into effect.	If someone is considering the change of use of a dwelling to a HMO within the area of an A4D there is also the option of submitting a planning application.
78	The use of an A4D against the spirit of current Tory policy to reduce planning interference.	The current situation with regard to HMOs is a result of changes made by the Coalition Government. The ability to apply locally appropriate measures is clearly in line with the Government's localism agenda. Furthermore, the A4D is in accordance with the Government's emerging national policies and the presumption in favour of sustainable development.
79	The Control of additional HMOs is supported, but the trigger of 3 occupants [created by the A4D] is too low – 6 would be more appropriate.	Disagree – In concentrations, C4 HMOs with 3 or more occupants can have harmful impacts on the sustainability of neighbourhoods.
	<i>Comments on the Proposed Area</i>	
80	The proposed area of nearly the whole of Plymouth city is unnecessary.	Disagree – We consider, on balance, that the A4D is a useful tool to prevent future over concentrations of HMOs.
81	No area in Plymouth needs this legislation	Disagree – We consider, on balance, that the A4D is a

	Summarised Consultation Comment	Council Response
		useful tool to prevent future over concentrations of HMOs.
	<i>Other Associated Comments</i>	
82	The A4D should not be used as a check-box exercise by local authorities to identify landlords operating in their area.	There is no link between an A4D, and to owners of properties. We would, however, welcome approaches by responsible landlords to advise the authority which properties are in multiple occupation.
83	Should an A4D be established, the information gained should be used to further engage with landlords.	There is no link between an A4D, and to owners of properties. We would, however, welcome approaches by responsible landlords to advise the authority which properties are in multiple occupation.
84	Considered to be limited opposition to HMOs other than by residents associations without concern for the multitude of people wanting shared accommodation.	There are competing views on the use of an A4D but this consultation has shown that those in support include property owners in addition to resident's associations. The Direction does not mean that all planning applications for HMOs will be refused.
85	Do not consider that enough consultation period [sic] has been allowed for this matter to be considered effectively by the 'public at large'.	Disagree – the timescales of the consultation were in accordance with our customer charter and the methods of consultation were conducted in excess of statutory requirements, including press coverage, press notice, publication on our website, site notices throughout the affected neighbourhoods, newsletter and notification through our consultation portal.
86	Consider that the method of consultation has been ineffective in respect of unclear information and misinterpretation of the type and scope of the consultation.	Disagree – the timescales of the consultation were in accordance with our customer charter and the methods of consultation were conducted in excess of statutory requirements, including press coverage, press notice,

	Summarised Consultation Comment	Council Response
		publication on our website, site notices throughout the affected neighbourhoods, newsletter and notification through our consultation portal.
87	Request an extended consultation period.	The six week period of consultation was in accordance with PCC's Statement of Community Involvement and the consultation period required by Statute. The period was also agreed by Cabinet.
88	Request a review of the decision not to extend the consultation period.	The six week period of consultation was in accordance with PCC's Statement of Community Involvement and the consultation period required by Statute. The period was also agreed by Cabinet.
89	Why have two nearby large developments (30 and 15 bedspaces, Mutley) been recently approved?	An A4D is not a blanket ban. It enables planning control to be exercised and each case to be dealt with on its merits.
90	Consider that changes of use to 'C4' use class do not represent a substantial change of use in terms of the burden imposed on local infrastructure and do not require planning permission. Therefore there is not sufficient justification to introduce demarcation into the housing stock for the purpose of controlling the legitimate use of a property.	Whether or not a change in occupation is considered to be a change of use is a matter of fact and degree, and is determined on a case by case basis in light of precedent and case law. Nonetheless, planning permission is only required where a change of use occurs irrespective of the existence of an A4D.
91	The Council has not viewed all of the HMOs in the city and should [instead of making an A4D] concentrate on rogue landlords.	These approaches are not mutually exclusive. There is considered to be a need to address both issues of over concentration of HMOs and 'rogue landlords'.
92	Time would be better spent getting buildings that are run down and empty back on the market.	The A4D can prevent over concentrations of HMOs and is complimentary to bringing empty homes into use. Dealing with long term vacancies is being addressed by the Housing Department.

	Summarised Consultation Comment	Council Response
93	Consider that the proposal is purely a revenue raising exercise for the Council.	The A4D is not an income generating exercise – planning applications received as a result of the removal of permitted development rights by an A4D do not attract a fee under the current, national, fee regime.
	<i>Westcountry Landlords Association</i>	
	<i>'The objects [sic] from Westcountry Landlords Association and some of our members are:</i>	
94	<i>Make it difficult for all groups of 3 or more sharing a house to live together including post graduates, nurses/doctors and all key workers in the city.</i>	It is accepted that HMOs form a valuable element of the housing supply. The A4D does not apply retrospectively. The making of an A4D is not a blanket ban on future changes of use to HMOs. In addition, the Direction does not currently cover the whole of the city.
95	<i>Cause the value of owner occupied properties to fall up to 40% in some parts on the City</i>	Impacts to house prices are not a material planning consideration.
96	<i>Have a huge impact on low earners</i>	It is accepted that HMOs form a valuable element of the housing supply. The A4D does not apply retrospectively. The making of an A4D is not a blanket ban on future changes of use to HMOs. In addition, the Direction does not currently cover the whole of the city.
97	<i>Have a huge impact on the young unemployed</i>	It is accepted that HMOs form a valuable element of the housing supply. The A4D does not apply retrospectively. The making of an A4D is not a blanket ban on future changes of use to HMOs. In addition, the Direction does not currently cover the whole of the city.

	Summarised Consultation Comment	Council Response
98	<i>Impossible for letting agents to rent property make [sic] it difficult and in some cases impossible to sell investment properties</i>	If someone is considering the change of use of a dwelling to a HMO within the area of an A4D there is also the option of submitting a planning application.
99	<i>Will force students and other tenants into other parts of the city</i>	The A4D will not act retrospectively to diminish the existing number of HMOs in existing areas of concentration, and further growth in some of these areas may be possible but with planning permission. It is also accepted that further HMOs could be more widely dispersed. Issues relating to the Council's approach to resulting planning applications will be dealt with in future planning guidance should the A4D be confirmed.
100	<i>Encourage landlords to operate under the radar</i>	There is no encouragement for any form of unauthorised development. Breaches of planning control will be investigated and enforcement action taken if appropriate.
101	<i>Do nothing to rebalance communities</i>	Partially agree – the A4D does not apply retrospectively; however, depending on the policy approach of the Council, existing concentrations could reduce over time. The Direction can help to prevent further areas from becoming over concentrated.
102	<i>Do nothing to address the problems created by high concentrations of HMO's</i>	It is accepted that there is no retrospective intervention. The Direction can help to prevent further areas from becoming over concentrated.
103	<i>Put a huge strain on the local planning department at a time when cuts are having a huge impact currently</i>	The exact impact on work load will be monitored and reviewed after 12 months. However, this is not considered to be sufficient reason not to take any action.
104	<i>Have financial implications for the council. The money</i>	The exact impact on work load will be monitored and

	Summarised Consultation Comment	Council Response
	<i>could be spent on targeting rogue landlords.'</i>	reviewed after 12 months. However, this is not considered to be sufficient reason not to take any action.
	<u>Other Responses</u>	
105	The Theatres Trust and Network Rail thanked the authority for consulting them but did not provide any specific comments about the Article 4 Direction.	Noted.

CITY OF PLYMOUTH

Subject:	Plymouth City Centre Company (Business Improvement District)
Committee:	Growth & Prosperity Overview & Scrutiny Panel
Date:	9 January 2012
Cabinet Member:	Councillor Fry, Cabinet Member for Planning, Strategic Housing and Economic Development
CMT Member:	Director for Development and Regeneration
Author:	Clint Jones, City Centre Manager
Contact:	Tel: 01752 305468 e-mail: clint.jonesplymouth.gov.uk
Ref:	
Key Decision:	N
Part:	Part I

Clint Jones, City Centre Manager will attend the meeting and provide an overview of the key issues and challenges for the City Centre Business Improvement District

I. Summary overview of presentation:

Recession

- Over the last three years retail has been hit exceptionally hard by the impact of the on-going global recession.
- All High Streets have been affected and Plymouth is no exception.
- Comparison to Nationwide trends and other local centres.

2011 Delivery & West End

- Review of board report*
- Problem of three large closures – impact on West End.
- West End redevelopment and its impact.
- Vacancy Rates of West End retailing area.
- Colin Campbell Court.

Developments and Opportunities

- Problems facing commercial landlords and how we are building stronger relationships with them.
- Project overview for empty shop project with PCA.
- Summary of threat of online shopping – project overview of shopplymouth.co.uk.
- Multi-functional uses for retail premises – overview of PCA / PCCC shop project, linked with Economic development work.

Projects Planned for 2012:

- Comprehensive Training programme for retailers using local training providers.
- Development of Shopping / 3D map App for Plymouth.
- Development of Ecommerce platform on website.

2. July to December 2011 Report

(a) Marketing

Since July we have published a further 3 editions of Explore Plymouth.

Our summer edition distributed in July included information on summer retail offerings along with upcoming City Centre event information. Alongside this we have also published the September Arts and Culture publication to promote the retail, leisure and culture offer within the City. These publications were each distributed to 40,000 homes in the Plymouth and drive to work area. For the September Arts and Culture publication, which included information on both the America's Cup and the British Art Show was distributed further afield, in motorway service stations along the M5 & M4 and within the London 'Community Network' including offices, gyms, spas and leisure areas. We have delivered another edition of Explore magazine, which received fantastic results, with over 200 entries received for the competition within the magazine hitting our KPI of 40% within our ABI target demographic.

For the Christmas edition of Explore we altered distribution to bring more visibility of pick up issues with 20,000 copies being available for pick up across large supermarkets in the local area including Sainsburys Marsh Mills, Waitrose Saltash, Tesco Lee Mill and Sainsburys Armada Way alongside POS now being available for retailers in store within the City Centre to encourage pick up from tills. 20,000 copies have also been distributed door to door throughout the Plympton and Plymstock areas. This combined distribution has worked well and we've seen a dramatic increase in competition entries and public engagement with the publication.

We have carried out a variety of marketing activity surrounding Flavour Fest. As a major event in the Plymouth Summer Festival calendar Flavour Fest is a great opportunity for Plymouth to drive footfall. For 2010's event we carried out the following marketing activity:

A6 events booklet – distributed within Devon and Cornwall Life to over 30,000 homes, JC Decaux posters throughout the City Centre, Advertising through the PSF campaigns on Radio Plymouth and Pirate FM throughout August, placed advertising within the Herald (double page spread) and Western Morning News (8 page pull out supplement) and coverage within Explore, Plymouth Summer Festival brochure and Plymouth magazine. All of our marketing activity was supported by a strong PR campaign to ensure full awareness of the event throughout the region and locality.

The Winter Festival launched in November encompassing all activities and events taking place within the City in the run up to Christmas, including the Lights Switch on, Ice Rink, Christmas Market and Christmas Carnival. To promote the Winter Festival activity we have created a TV advert, which has been aired on ITV West country from the 21st November for a concentrated 4 week campaign. To ensure high visibility of Winter Festival messaging we have also adopted a campaign within the Plymouth Herald, Western Morning News, Plymouth Extra and the Plymouth Magazine alongside radio campaigns on Radio Plymouth and Heart FM.

(b) PR

Since July with our events programme and PR activity generated the following Advertising and Editorial value:

Advertising Value (June – September) - £62,905.00

Editorial Value (June –September) - £188,445.00

A large proportion of our EVE was generated through Flavour Fest with over £127,000 of EVE generated through PR surrounding the event.

Advertising Value (October – November) – £25,975.00

Editorial Value (October – November) – £77,925.00

(c) Big Screen & Events

Since July we have held a variety of events on the Big Screen;

Royal Opera Madam Butterfly & Cinderella

Tank Regiment Homecoming Parade

Open Weekend/One Year to Go

Summer Movie Screenings: The Jungle Book & Finding Nemo.

Lloyds TSB Torch Tour

Triathlon Live

BBC Domesday Reloaded

FotoNow Summer Mix Photo Booth

Flavour Fest 2011

Last Night of the Proms

America's Cup World Series

British Art Show 7

British Art Show - Plymouth Fringe
Big Blueprint public art project
Christmas Festivities

In August we held Flavour Fest, extended for 2011 to reach Place de Brest Flavour Fest attracted over 150,000 visitors to the City Centre over the three days of the event.

The Ice Rink returned to the City Centre from October half term, and is in place until March 2012. After going out to tender the contract for the Ice Rink was awarded to Ice Angels, a newly created local company who have brought in the Rink and Santa's Grotto to the City Centre to create a Winter Wonderland on the Piazza as the centre piece of the Winter Festival.

On Thursday 17 November the annual Christmas Light Switch on event was held at the top of Cornwall Street in the City Centre. Thousands of people turned up for the event, with guest stars Michael Collings, Ronan Parke and Marine Mark Ormrod taking centre stage to turn on the lights alongside the Lord Mayor and Cinderella. The City Centre was a hive of activity until late into the evening.

Now in its fourth year the Christmas Carnival was held on Thursday 1st December from 4pm – 8pm, with an entertainment stage from Radio Plymouth on Frankfort Gate with guest star Sophie Habibis, a chance to meet live reindeer and a twinkling twilight lantern parade with over 200 school children and local samba bands taking part it was a night of festive family entertainment. Despite the horrible weather there was a good turn out for the event, however we are looking into more successful ways for a carnival event such as this to be run in the future to ensure high footfall.

(d) Independent Retailers

Plymouth City Centre Company continues to work closely with the Independent Retailers within the City Centre and more than 20 retailers have now taken part on the NSA course – World Host Customer Care and Mary Portas; My Shop My Future Masterclass.

We are now currently in talks with a Plymouth based training provider to deliver NVQ training and in work courses.

Plymouth City Centre Company has taken over responsibility for organising the farmers market, following extremely positive feedback after trialling it for the America's Cup, this will become permanent in 2012. As part of the 2011 Christmas market, PCCC were able to secure 4 stalls for use by City Centre retailers. The take up was immediate and those who have taken advantage of the opportunity have been extremely pleased with the extra trade they have benefitted from.

The Christmas edition of Explore featured a double page spread, specifically for the Mayflower Street retailers and promoting the 5 menswear stores there.

(e) Re-cycling scheme

5 new businesses have joined the re-cycling scheme this quarter bringing the total to 60. The scheme continues to run smoothly and is still within budget.

(f) Cleaning

September saw 'Civic Pride – Clean Up week

The BID clean team were joined by various PCC departments and volunteers from McDonalds in a hive of activity to tidy up the city centre.

This included painting of the blue banner poles, painting of dustbins and the installation of a few new ones, extra power washing, graffiti removal, repairs to utility cabinets and street benches, tidying of flowerbeds and washing of street furniture.

There was also a marquee where council departments could promote their services. e.g re-cycling, composting and other services. PCC enforcement teams were also out and about 'educating' the general public on littering offences.

(g) PCSO's

We now have a new police SGT, Tim Hinde overseeing our dedicated team of PCSOs who have been actively engaged working with external agencies in order to address some of the City Centre anti-social issues.

PCSO Tristan has been gathering evidence to help in the process of issuing ASBOs against 3 persistent offenders.

PCSO Sid and PCSO Tony have been working with a group of Eastern European rough sleepers and sign posting them to the relevant agencies for support.

PC Glen Hawkins and PCSO Katie have been working with the Anti-Social Behaviour Unit in respect of identify long term solution for street drinkers.

On a daily basis the PCSO's respond to calls from the BID Hotline and also help the PARC manager with the distribution of PARC information and photographs.

Kathy Davey has worked closely with the police and the fire brigade to monitor the Occupy demonstration on the Jigsaw Garden, visiting the site daily to monitor any health and safety issues and to ensure that rubbish is kept down.

There is a dedicated PCSO assigned to the site as a liaison officer, this is to ensure that there are no problems for members of the public or to the demonstrators themselves. The police are also gathering intelligence from the daily liaison meeting.

Police Focus week was held at the beginning of December and included an awareness event in the City Centre outside Drake Circus.

Police Cadets

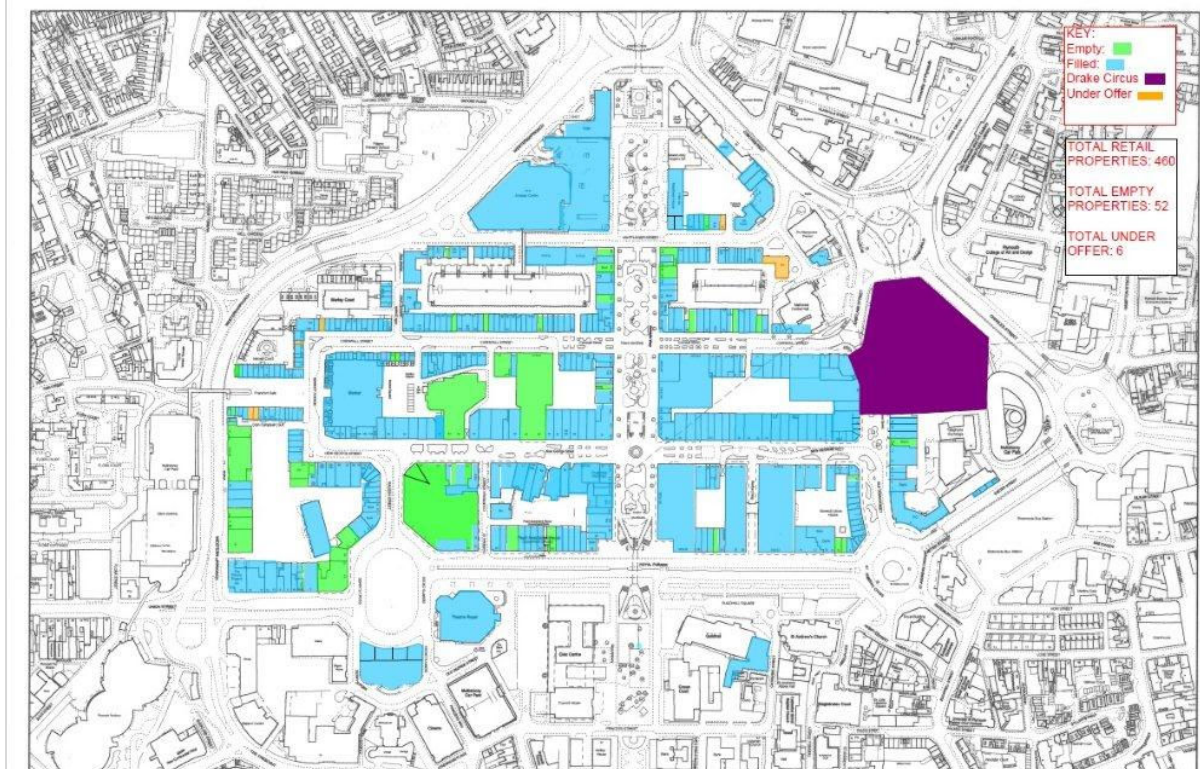
This year's Police Cadets have just started their training and we should see them on the streets assisting with events etc. in time for the Christmas activities.

Vacant Shops

We have now carried out a full audit of empty units and are working with PCAD to display vinyls in the windows of those that are empty.

Currently there are 52 empty units within the BID boundary, this is a decrease of 7 since the previous period. 6 of these empty units are currently under offer. It is however, worth bearing in mind that some of these have been taken up for by temporary Christmas traders.

City Wide Retail Vacancy Rate = 11.3%
National Average = 14.3 %



Commercial Bookings

Bookings received total £23,425 (at 8th December 2011)

Miscellaneous

Work is ongoing with Springboard to look at measuring footfall figures and the new facility “Milestone” enabling us to measure comparable KPI’s in over 4000 UK towns and cities.

PARC Update

EXCLUSION NOTICES

Daytime businesses;

3 issued during period No’s 183 – 185.

Total bans issued 185 of which 17 are current.

INCIDENT FORMS

236 incidents recorded during quarter.

STORENET

Various stores have received one to one training.
 Recently Carphone Warehouse, New George Street and Holland & Barrett, Royal Parade have joined Storennet, staff have received radio training
 PARC continues to arrange visits to CCTV control room as part of the induction.

COMMUNICATION

All 250 plus Storennet users were contacted immediately following discussion with police in respect of riot procedures in August.
 3 CCTV operators were put on standby in case there were riot problems in Plymouth.

OPERATION DRAKE PROJECT

Together with PCSO Katy Fisher PARC has been involved in the above named operation relating to foreign students.

Over the past five years we have seen in Plymouth, especially the city centre area, a large influx of foreign students. Feedback received from retailers has been that they have experienced an increase in shoplifting and anti-social behaviour from foreign students, incurring large financial losses.

Action Plan

1. Special cards for foreign students to carry with them at all times with useful contact numbers.
2. Special stickers to be displayed in retail premises bearing Operation Drake logo limiting the number of students allowed in at any one time.
3. Posters displayed in all language schools explaining Operation Drake.

CCTV

	July	Aug	Sept
Shop Thefts	25	21	22
Assaults	32	35	33
Arrested			
Drugs	12	13	14
Arrested			
Drunk &	3	5	3
Disorderly			
Criminal	3	3	2
Damage			
Violent Acts	27	31	30
Police	1	0	1
Operations			
No Of	221	199	180
Visitors to			
CCTV			
No Of	8	8	8
Groups to			
CCTV			
Radio Trng	1	1	2

Public Art Activity

Full time project management support of British Art Show 7. Installation and delivery of first two weeks of the show in five venues across the city.

Big Blueprint – new banner image selection and install on the back of the Big Screen created by local Artist Lee-Anne Hampson and depicts a swimmer underwater.

Fotonow – West End Gallery. Photography group Fotonow took residency of an empty shop unit (125 Cornwall Street) for three months showcasing a regularly changing programme of work produced by local artists and community workshops. The project finished with a wider West End Exhibition in October.

British Art Show 7 Fringe activity, support for local artists carrying out city centre based public arts activity focused around the Big Screen. Projects included Sylvia Rimat, Imagine Us, interactive performance piece and Beth Emily Richards, the Handcuff King - a commissioned film piece inspired by Houdini and regularly shown on the screen throughout the exhibition.

Auto Art – a partnership with Artsmatrix, Plymouth College of Art to deliver a city centre art fair, featuring the work of twelve local artists selling and showcasing unique handmade work including prints, interior accessories and clothing.

Woolworths –window vinyl's now installed.

PCA & City Centre Company shop – 109 Cornwall Street opened with Design2Sell project.

Plymouth City Centre Company Response to 'The Portas Review'

A lot of noise has been made over recent months about Cameron's decision to commission Mary Portas as a retail expert to provide a report of the future of the nation's high streets. The report is finally with us as we head into what is one of the most difficult trading periods that the countries retailers have ever seen. With wind and rain lashing our shop fronts will this report finally give retailers the answers they have been looking for – or will it crystallise the best practice that is already out there?

Mary Portas is eminently qualified to comment on our High Streets she has over 30 years of retailing experience and has spent the last seven months researching, meeting with retailers and organisations and it has to be said that no one can doubt her passion for the subject – like all of us she understands that High Streets are and have always been the heart of our communities. She also recognises that they are well placed to deliver something new, dynamic and exciting for those communities. Whether it be 'Swap-shops' or 'Market Days' – these are all things that organisations like the ATCM and British BIDS have been talking about at conferences and meetings for years, and implementing locally with limited success. Hopefully what this report will do is place the issues which High Streets face at the forefront, not only of the

national and local political agenda, but also in the minds of the nation's shoppers. High Streets need people and shoppers to survive.

In this blog I have pulled out the summary points and offer a comment and Plymouth City Centre perspective on those that are relevant.

1. Put in place a "Town Team": a visionary, strategic and strong operational management team for high streets

Plymouth City Centre Company exists for this very purpose, we work to deliver a 5 year business plan on behalf of the retail community. We deliver operational management of the High Street along with a strong and strategic marketing focus. Our structure already means that the Council and landlords are involved and that retailers are part of all decision making and delivery.

2. Empower successful Business Improvement Districts to take on more responsibilities and powers and become "Super-BIDs"

We already have more powers and responsibilities than many BIDs across the country because of our strong working relationship with Plymouth City Council – obviously we would welcome any further powers and incorporate them into our strategies.

3. Legislate to allow landlords to become high street investors by contributing to their Business Improvement District

We already have strong relationships with many of Plymouths retail landlords and generate a significant amount of match funding through voluntary contributions to the BID.

4. Establish a new "National Market Day" where budding shopkeepers can try their hand at operating a low-cost retail business

Plymouth has a thriving City Market, which is currently 98% let, it also offers day benches for hire. We also operate markets such as Flavourfest and our Christmas Market which allow local traders to access the City Centre for a reasonable fee. In the future we are already looking at bringing back 'Market Day' to Plymouth as part of our 'Shop Local, ShopPlymouth' campaign in the New Year.

5. Make it easier for people to become market traders by removing unnecessary regulations so that anyone can trade on the high street unless there is a valid reason why not

We would support any easing of legislation which made it easier for budding entrepreneurs to trade.

6. Government should consider whether business rates can better support small businesses and independent retailers

We would support any such considerations.

7. Local authorities should use their new discretionary powers to give business rate concessions to new local businesses

Anything which helped new business startups would be wholeheartedly supported by us. Plymouth City Council already offers hardship relief, administered through rates, for existing local businesses. We have raised awareness of this by offering support in application to any business that needs it. However, any other discretionary powers would need to be balanced against the financial problems currently facing local authorities.

8. Make business rates work for business by reviewing the use of the RPI with a view to changing the calculation to CPI

This move would bring business rates in line with other forms of direct taxation and is therefore recommended.

9. Local areas should implement free controlled parking schemes that work for their town centres and we should have a new parking league table

Parking is an eternal bugbear for City Centre retailers. The reality is that we are unlikely to ever be able to convince the Council to offer completely free parking in Plymouth. However, it is clear that parking is important to consumers and therefore we will continue to lobby on behalf of retailers to ensure that the cost is kept down.

Many towns and cities are already offering 'Free After...' campaigns or specific days when parking is free. We will speak directly to the authority about these schemes with a view to implementing something similar in Plymouth.

In the meantime, we currently have some of the best value car parking in the South West of England – not least of all with Western Approach Car Park offering all day for £5.

10. Town Teams should focus on making high streets accessible, attractive and safe

'Clean and Safe' are two core components of our BID. We employ and have operational responsibility for a City Centre Specific 'Clean Team' and we work with the local Policing teams to ensure that the High Street is safe. We also pay a contribution towards the provision of two additional PCSO's who work specifically in the City Centre.

11. Government should include high street deregulation as part of their ongoing work on freeing up red tape

Any deregulation and reduction of red tape would be welcomed by PCCC.

12. Address the restrictive aspects of the 'Use Class' system to make it easier to change the uses of key properties on the high street

We continue to work locally with the planning services to ensure that this type of issue is easily resolved for businesses wanting to invest in Plymouth. Any national review of this system would bring benefits at a local level.

13. Put betting shops into a separate 'Use Class' of their own

We do not have a major issue with excessive amounts of betting shops in the City. However, this proposal will protect the City Centre from an influx in future years.

14. Make explicit a presumption in favour of town centre development in the wording of the National Planning Policy Framework

The 'Town Centre's First' approach to development is wholeheartedly supported by PCCC. With plans for development in Derriford already being drafted it is vitally important that the City Centre remains central to the sustainable planning for the City. This is reflected by the local authority in the Area Action Plan for the City Centre Area.

15. Introduce Secretary of State "exceptional sign off" for all new out-of-town developments and require all large new developments to have an "affordable shops" quota

This seems, in principle, to be a realistic proposition for new out of town developments.

16. Large retailers should support and mentor local businesses and independent retailers

We are already working on a mentoring and training scheme for BID members, following the success of our 'Mary Portas Master-Class' sessions earlier this year. We have a huge amount of retailing experience in the City and it is vital that we share this knowledge if we are to remain vibrant.

17. Retailers should report on their support of local high streets in their annual report

This will encourage businesses to be more forward thinking about their impact on the local High Street and could lead to potential investment (albeit potentially 'in kind' rather than through cash) into the BID.

18. Encourage a contract of care between landlords and their commercial tenants by promoting the leasing code and supporting the use of lease structures other than upward only rent reviews, especially for small businesses

We have long believed that 'Upwards Only' rent reviews do not meet the needs of either landlord or tenant in today's market. We would encourage any move towards 'turnover based' reviews as essential to encouraging new and exciting businesses onto our High Street. We are already empowered through the BID to support both tenant and landlord and will often assist in the amicable resolution of issues between parties. This is part of our remit which we are keen to develop over future years.

19. Explore further disincentives to prevent landlords from leaving units vacant

This is an especially important point for Plymouth – whilst our vacancy rate is below the National Average, many of the properties are in the middle of otherwise well let areas. This definitely has an impact on the overall perception of the area and therefore impacts upon our ability to encourage new retailers, and indeed shoppers, into the City. It is vital that landlords continue to maintain property and actively seek to redevelop or rent the premises.

20. Banks who own empty property on the high street should either administer these assets well or be required to sell them

Agreed! Anyone who is not actively marketing and managing their portfolio should be brought to account. The Community Right to Buy could very well provide a workable solution to this and could lead to some exciting Community led projects reducing vacancy rates in City Centre's.

21. Local authorities should make more proactive use of Compulsory Purchase Order powers to encourage the redevelopment of key high street retail space

Negligent landlords who allow buildings to fall into a state of disrepair should be challenged. CPOs could form a part of this challenge – but it is important to think about the impact this could have on the local economy in a wider sense. It seems better to bring the buildings back into use and up to code than simply transfer ownership unless a developer is waiting in the wings with a sympathetic redevelopment plan for the area.

22. Empower local authorities to step in when landlords are negligent with new "Empty Shop Management Orders"

This idea strikes a chord with us as we are currently developing a scheme to do exactly that! We want to address the problem of empty units and have come up with a package response. Our initial plans involve asking landlords to give us permission to utilise the window space for a collaborative project with the Plymouth College of Art to promote local artists and courses. Alongside this we would like to encourage landlords to spend a small amount improving the overall look and feel of their empty units and potentially providing a contribution towards window / fascia cleaning etc. If there were powers that could be enacted to assist us in the implementation of this type of project then that would be great – however, in the meantime we will continue to try and do this ourselves.

23. Introduce a public register of high street landlords

The local authority has a register of landlords. We have access to this because of our working relationship with PCC. If this were to be made public it would encourage landlords to take a more active role in the High Street – especially if they were receiving regular comments from the general public!

24. Run a high profile campaign to get people involved in Neighbourhood Plans

At a recent British Bids conference we discussed the impact that Neighbourhood Plans could have on City Centres and BIDs in particular, it is important that if any of this review is to be beneficial then the local community needs to be engaged in the process. Neighbourhood plans are integral to this. Local people connected to their local high Street – it is, if you'll pardon the phrase, a no brainer! We need to understand who uses our City Centre, how they use it and what they want to see if we are to be representative of the Community. The challenge here is who will lead on the development of these plans as it will inevitably be time consuming and may lead to some serious challenges on existing planning frameworks and business plans. There is also the risk that because of the potentially small number of people involved these plans are not truly representative – however, none of these issues are insurmountable!

25. Promote the inclusion of the High Street in Neighbourhood Plans

See above.

26. Developers should make a financial contribution to ensure that the local community has a strong voice in the planning system

Again – agreed! The community does deserve a stronger voice when it comes to challenging planning applications, as with any legal system the ball is all too often in the court of those with the most money. However, that said, Plymouth has an excellent planning department who do listen to the needs of the community and through our strong working relationship with them, and because of the powerful voice of the BID, we are able to put forward serious challenges to planning applications when required.

27. Support imaginative community use of empty properties through Community Right to Buy, Meanwhile Use and a new "Community Right to Try"

We already support this – in the last year we have used several shops in the West End of the City for arts projects. Any additional support that becomes available through potential new 'Empty Shop Management Orders' or the localism agenda would be welcomed, as long as the proposal for meanwhile use was in keeping with the locality and complimented the existing retail offer.

We have recently undertaken a project with Plymouth College of Art to develop 109 Cornwall Street into a learning hub and retail shop which aims to reduce the number of NEETs in the City. Whilst also giving local art students and artists a space to sell their work. We are keen to investigate other such partnerships.

28. Run a number of High Street Pilots to test proof of concept

We want to be a pilot City! Plymouth is already leading the way in terms of City Centre Management and we are keen to be pushed further. We are willing to test this proof of concept and I honestly believe there is a willingness throughout the City to be part of this. I invite Mary Portas and her team to come and visit us, to see the work we are doing and help us understand the broader ramifications of this review,

to help us to embrace it and to help our High Street develop and grow over the coming years.

As expected 'The Portas Review' has delivered the messages that many of us in the Industry had been expecting to hear. As I mentioned earlier, the difference between the past and the present is that we have now been given a national voice, this report will bring the issues facing High Streets to the forefront of the national psyche.

The High Street is not dead – but as Mary rightly points out '*the public sector alone cannot create vibrant High Streets*'. The community needs to have a sense of belonging and public respect and this will only happen if '*we roll up our sleeves and just make things happen*'. I think that in Plymouth we are already doing this, not only through work directly with retailers but also with the innovative range of events and activities we bring into the City Centre – but there is always more we could be doing.

Our role now is to ensure that these recommendations, where appropriate, become part of our daily roles. Where there is a local opportunity to challenge or deliver any of these recommendations we need to be leading the discussion. This report should not be seen as a flash in the pan or a glamorous Band-Aid to the problems we are facing, rather City and Town Centre managers and the retailers they represent and support should take the information and direction they have been given and wield it to their advantage.

We live in an age where it is so easy to consume, to purchase online, to 'socially network' using the internet instead of taking the time to visit the heart of our community. It is our job, our challenge to encourage people back to their roots – but in order to do this we need to offer them something compelling and convenient, something different and ultimately something which will meet their needs and expectations. What this ultimately looks like I cannot say – but with the help of the review we at least now have a national template to work towards!

Plymouth Housing Plan 2012 - 2017 Consultation draft



HOUSING PLAN 2012 – 2017

Introduction

Good quality housing in thriving communities is essential to achieving Plymouth's Vision.

'To be one of Europe's finest, most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone'

This consultation draft Housing Plan sets out how partners across the city can work towards this city vision for its homes and communities over the next five years. It replaces five current separate strategies, and together with clear action focused delivery plans, will also meet the City Council's statutory strategy requirements.

Our current Housing Strategy 2008-11 has delivered real improvements for Plymouth's residents, achieving funding to improve 15,500 existing former council homes through stock transfer, and delivering record numbers of affordable homes attracting over £100M of inward investment to the city. It is now out of date and we need to focus on what we can achieve in a very different environment.

Plymouth is a city of ambition and opportunity with a proven track record of delivery. As the economic and cultural centre for the far South West, it offers a good quality of life for the majority that live and work here. But it is also a place where some residents are disadvantaged and don't have equal access to a home that they can afford in an attractive environment. Good housing is necessary to help people and their families thrive and contribute to the city's economy. Our current housing 'offer' to both current and prospective residents is varied in quality, location and value.

While the city sits in one of the most attractive and affluent parts of the UK, its economic and social make up are distinctly different to its neighbours and most of the South West. It experiences symptoms of higher than average UK rates of homelessness, and vulnerable people with wide health inequalities and worklessness. There appear to be rooted in the particular local economy and its housing market, and the city includes a number of areas within the nation's highest locations of deprivation, often combined with poor housing conditions.

In Summary

In comparison with the UK and much of the South West Plymouth has relatively:

- Lower levels of owner occupation and higher levels of private rented and social rented homes
- More older privately owned or rented properties in poor standard or failings basic tests
- Higher concentrations of poorly maintained and fuel inefficient private housing occupied by older and vulnerable, low income households

- More poor standard social rented homes needing renewal and regeneration in mono tenure estates
- Higher numbers of larger families with complex needs, impacting negatively on their communities
- High social and financial exclusion in a low wage economy, with significant worklessness.
- Less affordable homes than much of the UK because of the low wage base
- Significant demand for privately rented homes, and those in multiple occupation from both students and local people
- Marked differences in house prices to buy or rent from one part of Plymouth to another

But some issues are similarly experienced by most across the rest of the country; people in Plymouth are feeling the effects of the economic downturn, with public resources reduced and with constrained development and limited access to mortgage finance. Household budgets are being squeezed with fuel, food and housing costs rising.

Our challenges ahead are significant. Our responses need to be equally innovative, robust and focused.

The council and its partners need to harness solutions and investment that will address these issues, supporting those who miss out on opportunities, and equally driving transformational change to deliver our growth plans for the City. We do not have the option of an either/or approach. Addressing the causes of market imbalances by delivering growth and regeneration, and simultaneously equipping people with information, skills and services to help them secure better homes and environments should be our twin track ambitions.

National housing policy is radically changing with the Localism Act introducing new and changed duties for councils, and new flexible tenancies with different and higher rental levels. This is coupled with proposals of Welfare Reform which we estimate may impact adversely on the options and incomes of around 6000 residents.

The government's first National Housing Strategy 'Laying the Foundations' was published recently and we need to evaluate which initiatives are relevant for Plymouth. Consequently this plan is being developed to be flexible enough to respond to new housing policy drivers, and we would value your input into our responses to the challenges the city faces.

This Plan has four key housing themes each containing four priority objectives through which we aim to address the wider housing needs of the City. Each theme reflects on the evidence base on the issues we need to tackle.

It has been developed by multi agency, cross sector engagement, task and finish groups, to ensure it is complementary to other strategies and plans for the city. Each group considered a range of options and opportunities before narrowing down to 4 key objectives. Should the Council adopt a single 'Plymouth Plan', the key priorities and focus of this plan can be easily assimilated in its development.

There is no point in developing objectives without a clear focus on delivery. Therefore we propose a Delivery Plan for each theme setting out the actions required for focused partnership work to ensure success. They are designed to be flexible, to respond to changing circumstances with measurable milestones and actions.

Themed Priorities

At the core of the plan we have four key themes which set out strategic objectives that work towards the shared City and Council vision and priorities:

City Priorities	Housing Plan Themes
Deliver Growth	Growing the city
Raise Aspirations	Housing Choices – Smarter Solutions
Reduce Inequality	Better homes – Healthy Lives
Provide Value for Communities	Successful Communities

Our Key Housing Plan themes are:

- **Growing the City** - Contributing to the economic prosperity, physical regeneration and growth of the city
- **Better Homes, Healthy Lives** - Making homes safer, healthier and accessible
- **Housing Choice, Smarter Solutions** - Increasing choice, tackling inequalities and preventing homelessness.
- **Successful Communities** - Making neighbourhoods safer, healthier, cleaner, cohesive and more prosperous

The Housing Plan captures the City's housing ambition and sets out priority objectives for developing, improving and investing in people's homes, neighbourhoods and communities up to 2017.

It demonstrates that:

- Without new and improved housing supply of the right type and tenure, the economic and physical regeneration of our city will be constrained.
- Different solutions are needed in the current housing market, and we need to explore how each part of the city's housing market can 'up its game' to improve the city's housing offer for all, with support for the most vulnerable
- Improving housing standards to provide safe, secure, well designed, accessible and energy efficient homes can improve the health and wellbeing of all residents, and will, over time reduce health inequalities.
- Access to good quality housing, at a price people can afford, will reduce inequality and provide the right environment in which children can thrive, get the best out of their education, and help adults get back into work
- Successful communities are achieved by working with residents to create a strong sense of place, where people feel safe, and have increased engagement and satisfaction in where they live.

Delivery and Accountability

Our Plan has four themes each with four priority objectives. We are now developing detailed Delivery Plans, one for each theme, to cover specific, measured and agreed actions to realise the delivery of each objective within this plan, and examples are included within the themed objectives – to show how we will work towards the overarching ambitions set out here. They include an analysis of risk and investment required, and equality impact assessments. All agencies need to work together on these cross cutting actions to make a material difference to people's lives in the city.

If we are to be successful, this plan needs the commitment of all public, private and voluntary agencies across a wide range of interests. They are not the Council's sole responsibility, but the City Council recognises its role in community leadership, and will champion and challenge agencies to deliver the transformational change we need. To ensure accountability we will agree a series of regular reports on progress through the Council and Plymouth 2020, including the Plymouth Growth Board, Health and Well Being Board, Children's Trust, Safer and Stronger etc.

While the plan covers a five year span, some elements will be achieved earlier than this, while others, like North Prospect regeneration, will take a ten or more years. It will therefore need continuous review to ensure that the Plan stays relevant, appropriate, and responsive to policy changes and opportunities.

Together, our track record of delivery working across all sectors and with local, regional and national partners should give everyone confidence that we achieve what we set out to do. Our sincere thanks go out to all agencies that work within Plymouth to deliver these significant outcomes.

We will need to be even more innovative and committed to our housing objectives if we are to realise the transformation we seek in the current challenging economic environment.

Consultation

This is a consultation draft document and we would like you to reflect back to us on a number of key questions before it is finalised.

Because the changes we need are significantly delivered through partnerships, we have taken time to develop this plan through multi agency and cross sector task and finish groups. Therefore the key priority objectives and aims should be familiar to a significant number of agencies who will be responsible for their success.

However, before the work on detailed Delivery Plans is completed we would be grateful if you could feed back on the following:

- Do you recognise the description of the issues, problems and challenges that we face, and if not what is missing or what do we need to clarify?
- Do you agree with the key priority objectives set out in the four themes - if not, what is missing to tackle the problems identified?
- Will you or your agency commit to working with us to tackle these – if so are there any particular themes or objectives that you can help with?

The consultation will run until February 2012 and we look forward to your input before we look to finalise the Plan in March.

Housing Strategy 2008-11 Delivery Outcomes

Our 2008-11 housing strategy has driven many outcomes and improvements both in existing homes and new provision. Together with our partners the City Council has co-ordinated interventions to prevent homelessness, and to give older and disabled people the opportunity to remain in their own home if they wish. It has tackled poor housing standards and management, reduced Anti-Social behaviour, and supported troubled families with complex needs. Many more homes are fuel efficient, and we have a far wider range of supported housing projects than ever before.

In a difficult housing market we have driven record numbers of new affordable homes and achieved a much better balance of tenures in key regeneration areas, together with significantly more local engagement and pride in neighbourhoods through targeted capacity building work.

The following is a list of some of our joint achievements. All our local partnerships can feel duly proud of the difference these interventions have made in people's homes and communities.

Achievements through the Housing Strategy 2008 - 11

- Solving the housing problems of 15,500 households through housing stock transfer with £253m of government investment in decent homes and major regeneration through and with Plymouth Community Homes
- Improving housing choices and improving the housing offer through the delivery of 993 new affordable homes.
- Increasing the supply of new affordable homes by a further 1,000 homes through accessing inward investment of over £100m from the Homes and Communities Agency and match funding from our housing provider partners.
- Replacing 383 obsolete homes demolished through Devonport regeneration activity replacing them with high quality homes where people want to live.
- Safe housing and support for vulnerable households with the completion of George House in 2011, a new purpose built single homeless hostel, and the development of a new refuge for those suffering domestic violence
- Meeting the housing and support needs of more frail older people with the opening of Devonport Heights extra care scheme, adding to a total of 140 units of extra care housing across five city wide schemes.
- Making homes safer and healthier through the removal of 433 Category 1 hazards.
- Helping people to live independently in their own homes through adapting 466 homes through Disabled Facilities Grants.
- Improving the condition of 168 private sector homes to the Decent Homes Standard.
- Improving both standards and management of private rented housing through statutory licensing of 267 Houses in Multiple Occupation.
- Providing warmer homes and reduced fuel bills for 470 vulnerable households through the delivery of 4,600 energy efficiency measures, helping to tackle fuel poverty and climate change, and reducing carbon emissions.
- Providing good quality homes from previously wasted housing resources by bringing 247 empty homes back into use.
- Improving access to quality private rented accommodation through our HouseLet and EasyLet schemes, saving £120k in potential Bed & Breakfast costs each year.
- Making neighbourhoods safer, healthier, cleaner, cohesive and more prosperous through exemplary and award winning practice in neighbourhood and locality working in priority neighbourhoods. Secured the Local Government Chronicle National Award for Regeneration

for the East End Community Village in March 2008.

- Residents in North Prospect, Stonehouse and Efford now feel more satisfied with their neighbourhood and more able to influence decisions compared to the city average through our intervention and support.
- Reduced estate based problems for communities by supporting 98 large families with complex problems to stabilise their lives, avoid homelessness and the potential of their children going into care.
- Made neighbourhoods safer places to live in through sustained reductions in anti-social behaviour year by year (9%, 14% and 8% consecutively since 2009).
- Increasing housing choice and meeting the housing needs of 1333 households last year through Devon Home Choice.
- Solved emergency housing crises for residents by preventing over 500 families from becoming homeless last year and reducing the number of children in temporary accommodation despite more people asking for help.
- Sustained year on year reductions in the levels of statutory homelessness from their 2002/03 level of 1391 to 286 in 2010/11.
- Accommodated 525 single homeless people and rough sleepers in The SHIP and The Gates – the first level hostels that rough sleepers and single homeless people access before moving on to other supported accommodation. 56% of these residents achieved positive move-on.
- Helped young people (including 16/17 year olds) to access supported housing projects through a single access point 'HUB'.
- Made a positive and practical start in the biggest regeneration project in the South West on the North Prospect estate.
- Transformational change in Devonport has been achieved through the completion of 350 new and affordable homes, complementing the exemplary refurbishment of some of Plymouth's most important historic buildings, helping to create a high quality place



Key Housing Challenges for Plymouth

We have set out how Plymouth is distinct and different from much of the region, and this poses particular problems for the city and its residents. It is also fair to say that the city has an enviable location, with real opportunities and scope for improvement. While some of these issues are not unique, the combination of factors presents us with significant challenges, which require great resolve and commitment to tackle.

Our actions need to tackle underlying causes rather than the symptoms.

Plymouth's 10 key Housing Issues

1. The demand for housing that is affordable far outstrips supply:

The Plymouth Strategic Housing Needs Assessment update 2010 estimates the annual need for affordable housing is an additional 1,663 homes, whilst the waiting list for social housing currently stands at over 12,000. Over 3000 households are in priority need, on average there are only 23 lets available every week. This is likely to reduce due to rehousing requirements from our regeneration activity. There are particular difficulties in tackling overcrowding and accommodating larger families who need 4 bedroom or larger homes, as these properties are extremely scarce.

2. The challenge of improving the city's housing offer to support economic growth and the regeneration of key areas in Plymouth:

Plymouth is feeling the effects of the economic downturn, the housing market remains flat and development and mortgage funding is restricted. New development to meet local housing needs and demand will be a challenge with capital grant funding for housing reduced, and the move to a new 'affordable rent' funding model. In the private sector, over 30% of existing stock is 'non-decent' and approximately 707 private sector dwellings have stood empty for over 6 months. There are significant issues in the Devonport, North Prospect and Millbay areas in particular.

3. Tackling the significant housing related issues that contribute to child poverty:

Plymouth has high numbers of poor quality, and excessively cold housing of all tenures, together with rising levels of overcrowding and homelessness experienced by families with dependent children— these are all acknowledged risk factors in relation to child poverty. The Department of Health's 'Plymouth Health Profile 2011' indicates that there are 11,100 children living in poverty

4. Enabling Plymouth's older population to remain independent, with minimal social care, for longer:

We have an ageing population with a dramatic 27% increase in the elderly population expected by 2026, and a similar number of households identified with some kind of disability. High demand for extra care housing and other suitable accommodation and the demand for major adaptations vastly outstrips the funding available to carry them out, with resultant impacts on NHS and care costs. There is a significant challenge in relation to poor quality and hazardous housing that increases the likelihood of individuals requiring health and social care, with high numbers of homes identified as being non-decent, excessively cold, having trip and fall hazards, and being in a state of disrepair.

5. The poor condition and management of private sector housing that affects the health of residents, and results in higher health and care costs:

Around 30,000(33%) private sector homes are non-decent with 25,500 occupied by vulnerable residents (in receipt of qualifying benefits). Approximately 19,000 have Category 1

health and safety hazards, costing the NHS an estimated £3 million per annum, and with the hazard of 'excess cold' alone claiming 140 Excess Winter Deaths in Plymouth in 2009/10. Our ability to tackle poor housing conditions in the private sector has been dramatically reduced by the ending of the Private Sector Renewal Grant.

6. Reducing the impact of the recession and welfare reforms on poverty and levels of homelessness:

The downturn in the economic climate combined with a radical package of welfare reforms from 2011 will impact on low income households and vulnerable social groups. It is estimated that 6370 people will receive reduced levels of local housing allowance (housing benefit) as a result of the welfare reforms, but many more will have reductions in income as a result of the overall benefit cap following the migration to Universal Credit. Many of these households will be in circumstances that trigger the homelessness duty. Many others face the stark choice of moving to cheaper, more affordable accommodation, or using a greater proportion of their household budget to pay their rent.

7. Reducing re-offending and helping people to feel safe in their communities:

Demand for action on anti-social behaviour in many neighbourhoods remains high and there are an estimated 400 larger families with multiple problems and complex needs who also generate significant issues for their communities. Last year, a rising number of disabled adults were targets for anti-social behaviour and targeted harassment in communities. In addition, approximately 700 offenders return to Plymouth following their release from prison every year – with accommodation provision for this group having been established as a critical factor in reducing re-offending.

8. Tackling fuel poverty and the energy efficiency of homes:

It is estimated that nearly 14,000 Plymouth households are living in fuel poverty, with significant challenges in treating the number of homes that can be made energy efficient (12,000 homes require loft insulation and 35,000 cavity wall insulation). Many older homes cannot be treated and householders face a long-term fuel poor future with a high probability of poor health unless they move elsewhere.

9. A growing number of households do not qualify for social housing, but are unable to afford market housing:

The housing market is failing many households – housing affordability problems, rigid lending criteria and higher deposits are making it harder for first time buyers to get onto the housing ladder, whilst private rents are too high for those on low incomes. In Plymouth an income of at least £28,000 is required to either purchase a house or afford the average rent for a two bed property. Many of Plymouth's residents simply don't earn enough (the median earnings in Plymouth are currently £23,600). The affordability of housing for those with lower incomes who don't qualify for benefits is also in doubt – with the Government's proposed 'affordable rent' model meaning that social rents will be higher at up to 80% of market rents.

10. There are marked inequalities for those living in poor quality housing in deprived neighbourhoods:

A number of the most deprived areas of the city are characterised by health inequalities, social exclusion, worklessness, and financial exclusion as well as a poorer environment. These include the major housing regeneration areas of Stonehouse, North Prospect and Devonport. Tackling worklessness is at the top of the government's policy agenda with a range of new policy initiatives aiming to get more people off benefits and into work or training. This is a significant challenge in these more marginalised, deprived communities, as is dealing with other factors of multiple deprivation.

FOUR KEY HOUSING THEMES

Growing the City

Better Homes - Healthy Lives

Housing Choice - Smarter Solutions

Successful Communities

DRAFT

Growing the city

Our Growing the City housing theme has four priority objectives;

- 1. Ensure new homes support Plymouth's growth, economic competitiveness and future prosperity**
- 2. Increase the supply, mix and quality of new and affordable homes**
- 3. Deliver the physical regeneration of priority neighbourhoods**
- 4. Bring empty homes back into use**

In this theme we focus on the contribution that new and affordable housing can make to the economic and physical regeneration and growth of the city, creating places that people find attractive and enjoyable to live and work in, increasing both homes and jobs and attracting more people to the city.

What are the problems?

The city's commitment to growth and need for regeneration and renewal is what makes Plymouth distinct in the region. New and affordable housing and the regeneration of key areas of the city will contribute to the achievement of Plymouth's prosperity and growth in a cohesive and sustainable fashion. Improving the city's housing offer is important to our desire to help create a balanced housing market that meets the needs and aspirations of all Plymouth's current and future residents; providing for increased economic and population growth.

Plymouth is feeling the effects of the economic downturn, inertia in the housing market and reduced development viability, but we are responsive to the challenges. With the threat of some planned developments not starting, and some stalling, the city's successful Market Recovery Action Plan has supported development momentum in the city. In addition we attracted extra funding to the city through the government's Kickstart Programme to keep providing homes through the recession.

The housing market is failing many households. Housing affordability problems, rigid lending criteria and higher deposits are making it harder for first time buyers to get onto the housing ladder. Waiting lists are growing as our identified housing needs far exceeds the supply of housing options. We are working with our partners and exploring new partnerships and investment ideas to find a range of solutions to continue supply and meet the demand for new homes.

The coalition government has announced significant funding and policy changes. The budget for new affordable homes is reduced from £8.4 billion to £4.5 billion for 2011 to 2014, with a new housing product at 80% of market rent levels. This will have an impact on potential housing delivery, and our future plans will need to be shaped accordingly.

Our Local Investment Plan helps shape investment priorities across a comprehensive and wide ranging appraisal of infrastructure and regeneration needs. In the light of the restructure of funding streams we will need to refresh and review this to ensure it aligns our priority project delivery to support growth and regeneration.

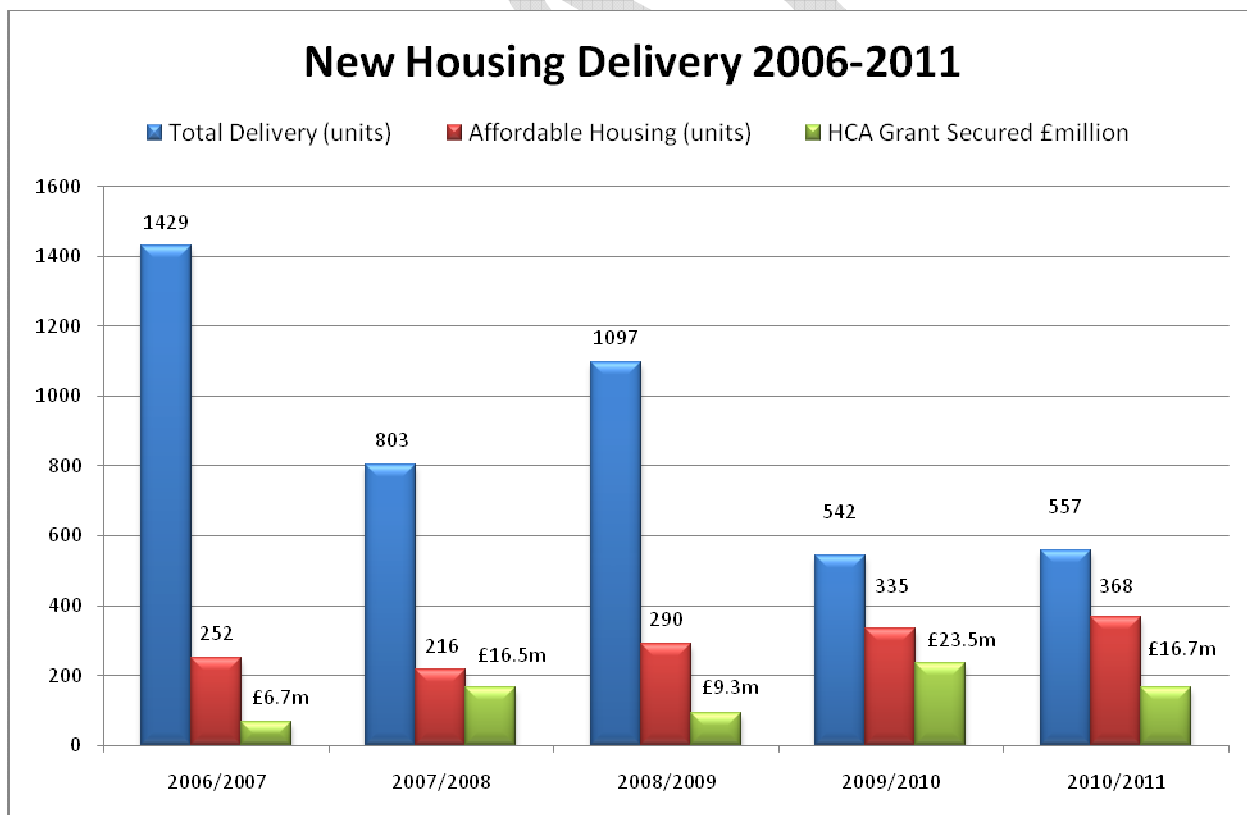
We have a good track record in Plymouth as a result of our strong delivery framework and collaborative partnerships. We will be in the strongest possible position to make the most of the recovery in the housing market as it kicks in, but it may need our encouragement and strategic direction.

Despite Plymouth having relatively cheaper house prices (compared to the rest of the housing market area and most of the South West), many households are unable to afford their own home. In 2010 full time median annual earnings for Plymouth residents were £23,600, with 20% of employees earning less than £15,933; housing affordability remains a key issue. An income of over £28,000 is required to be able to either purchase a lower quartile house or afford the average market rent for a two bed property in Plymouth. Indeed the government's new proposed 'affordable rent' tenure at up to 80% of market rents may also challenge those on low incomes.

The city has a growing, ageing and increasingly single population; with 27% identified with some sort of disability and a dramatic 27% projected increase in the elderly population by 2026. The provision of extra care housing, supported housing and lifetime homes will remain a priority to meet identified needs and support independent living.

The Strategic Housing Market Assessment update 2010 estimates the annual need for affordable housing in the city is 1,663, whilst the number of households on the housing register has increased to over 12,000; with over 3,000 identified as in high priority need for housing. Levels of homelessness and households living in temporary accommodation are also increasing at higher rates than most of the South West.

In 2008 the city's construction sector contributed around £256m to the city's GVA (6.2%); however the sector has been hit relatively harder by the recession. House construction rates are falling from a peak of 1429 in 2006/07 to 557 in 2010/11 reflecting the economic downturn, and lack of development and mortgage finance, and reduced confidence in developers. Lower rates of house building will constrain our economic growth.



Local economic indicators show that; in 2009, almost 22% of households were defined as workless, above the UK rate of 19%, with the unemployment claimant rate of 3.9% in August 2011, showing an overall downward trend. The number of FTEs jobs increased by 1.1% per annum (total net growth 11,000) between 1999 and 2009, in line with the UK average growth rate, but Plymouth's productivity has been relatively weak over past ten years, falling substantially against national average.

Public subsidy through housing grant has significantly taken a larger share of new homes delivered in recent years, supporting our track record of improved affordable housing delivery. However the financial landscape has changed. Government funding through the Homes and Communities to invest in the delivery of new affordable homes and regeneration will be significantly less over the coming years.

Potential solutions

We have an investment focus in our defined spatial priority areas, balanced with the ‘strategic opportunism’ of delivery on smaller infill sites across the city. We cannot afford to do everything so we will need to prioritise to make the biggest housing and economic impact.

New models of investment will be required, and we will need to maximise funding from other sources including use of public assets and land to kick start and maintain delivery with significantly less grant or with no grant at all. We will need to work differently with housing providers to ensure greater value for money, whilst maintaining good quality and design.

Despite the slowdown in the housing market, physical regeneration activity in Devonport, Millbay and North Prospect needs to continue ensuring new homes to rent and buy to create a better balanced housing market. This complements wider regeneration activity in the most disadvantaged communities which has led to a cleaner, safer, greener environment, creating places where people want to live, and businesses want to stay or invest.

There remains a shortage of affordable housing to rent and buy to meet our increasing housing needs and support economic growth. The market remains sluggish. There is a need for infrastructure investment to facilitate the agreed growth areas.

We will engage with the HOTSW LEP to ensure new and improved housing helps underpin the success and prosperity of our businesses and communities.

We have a strong track record in bringing existing empty homes back into use, and we will need to redouble our efforts maximising the new funding pot announced by the government recently.

An update of the housing needs assessment is planned for 2012, to ensure we have a robust and contemporary understanding of the city’s current housing markets, to ensure that we focus and guide investment decisions appropriately in new and improved housing to increase the supply, mix and quality required to meet our housing needs.

We need to take a wider consideration of different forms of tenure, including a serious attempt to develop further expansion of good quality, well managed private rented homes by larger developers and providers to maximise economies of scale in management. In the absence of confidence to build properties to buy this will stimulate delivery and retain flexibility for future tenure changes.

Priority Objectives

The Plymouth Housing Plan 2012-17 Growing the city	
Contributes to City priorities	Deliver growth - Develop Plymouth as a thriving growth centre by creating the conditions for investment in quality new homes, jobs and infrastructure Raise aspirations - Promote Plymouth and encourage people to aim higher and take a pride in the city
Housing focus	We will focus on the contribution that new and re-used housing can make to

	the economic and physical regeneration and growth of the city, creating places that people find attractive and enjoyable to live and work in, increasing both homes and jobs and attracting more people to the city
Priority Objective 1	Ensure new homes support Plymouth's growth, economic competitiveness and future prosperity
	<ul style="list-style-type: none"> ■ Ensure new and affordable housing supports economic growth
	<ul style="list-style-type: none"> ■ Help to improve development viability and delivery
	<ul style="list-style-type: none"> ■ Use the Growth Fund to support new housing delivery
	<ul style="list-style-type: none"> ■ Support growth marketing and attract investment for housing
Priority Objective 2	Increase the supply, mix and quality of new and affordable homes
	<ul style="list-style-type: none"> ■ Work with partners exploring different forms of affordable tenures and the new affordable rent model to maximise investment into the city
	<ul style="list-style-type: none"> ■ Use the council's and other publically owned assets to support housing delivery
	<ul style="list-style-type: none"> ■ Ensure new homes meet high quality design standards and achieve Lifetime Homes standards
	<ul style="list-style-type: none"> ■ Improve our understanding of the city's housing markets to target investment and meet needs
Priority Objective 3	Deliver the regeneration of priority neighbourhoods
	<ul style="list-style-type: none"> ■ Support delivery for the first and future phases of the regeneration of North Prospect
	<ul style="list-style-type: none"> ■ Continue the regeneration of Devonport, supporting the delivery of the Area Action Plan
	<ul style="list-style-type: none"> ■ Support progress for the regeneration of Millbay
Priority Objective 4	Bring empty homes back into use
	<ul style="list-style-type: none"> ■ Provide a range of support packages to prevent properties remaining empty in the long term
	<ul style="list-style-type: none"> ■ Develop and deliver a full range of enforcement packages

Better Homes, Healthy Lives

Our Better Homes, Healthy Lives theme has four priority objectives;

1. **Target interventions to improve the standard of private sector housing**
2. **Improve the management of private sector housing**
3. **Adapt housing, so that older and disabled people can live independently in their own homes**
4. **Improve the energy efficiency of homes**

We will focus on improving health, reducing health inequalities and supporting independent living, by tackling poor quality, energy inefficient and poorly managed homes in our existing housing stock across the city

What are the problems?

Most of the city's housing stock is in the private sector. We have significantly lower than average levels of home ownership but greater amounts of private rented housing. As at 2010, the balance of Plymouth's housing mix was as follows:

Tenure	Dwellings	Plymouth %	England %
Owner Occupied	67,793	60.3	67.4
Privately Rented	22,065	19.6	15.6
Social Housing	22,619	20.1	17.0
Total	112,477	100.0	100.0

Plymouth's private sector stock is older than the national average with a far higher proportion of medium / large terraced houses (31% compared with 19% nationally). Around 50% of private rented stock is pre 1919 (compared with 40% nationally) and predominates in inner-central neighbourhoods with older, terraced housing.

Housing Conditions

The age, condition and tenure of our housing stock presents a number of challenges we need to address, particularly recognising the impact of poor housing on health and child poverty.

Our successful stock transfer has secured the investment required to ensure that the majority of all social rented housing will achieve the Decent Homes standard by 2015, with the exception of the North Prospect regeneration project which runs over 10 years. The Council will be monitoring the delivery of this as one of the key promises to tenants. However, our poor standard private sector housing stock has no resource solution identified currently, and while the overall standards are not significantly different to the national average, Plymouth has different factors within the sector as set out below. .

- There are 25,500 private sector dwellings occupied by vulnerable residents (in receipt of qualifying benefits)
- There are 29,930 'non decent' private sector dwellings (33.3%), of which 9,500 dwellings are occupied by vulnerable residents.
- 18,800 private sector dwellings have Category I health and safety hazards (20.9%), failings are 'excess cold', poor 'thermal comfort', trips and falls and disrepair.
- Of the 29,930 private sector dwellings, the estimated investment repair cost to achieve decent homes is £170 million
- There are an estimated 6,000 private Houses in Multiple Occupation (HMO) across the city, of which around 750 are licensable.

- The Department of Health’s ‘Plymouth Health Profile 2011’ indicates that there are 11,100 children living in poverty in the city.

Housing conditions in Plymouth are worst in the private rented sector, as illustrated below:

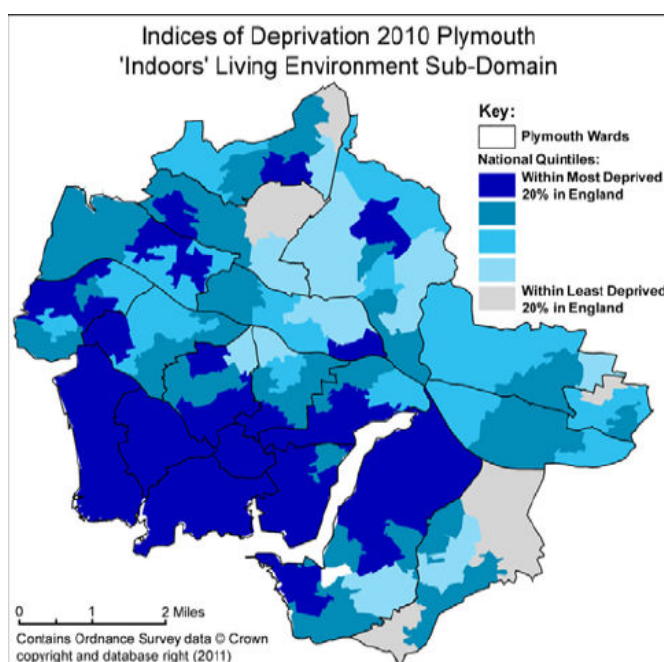
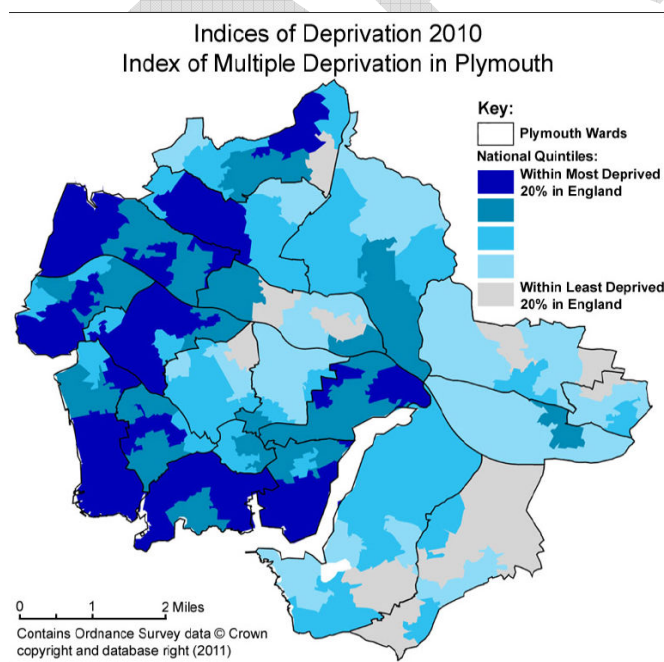
Tenure	Non Decent %	Category I Hazard %	Disrepair %	Thermal Comfort %	SAP	Fuel Poverty %
Owner Occupied	32	19.3	8.5	13	52	12.9
Privately Rented	37.2	26.1	19	20.1	50	18.4
Social Housing	24.8	11.5	4.4	10.2	53	13.5

The most common Category I Hazard failure across the private sector is excess cold followed by falls on stairs and falls on the level, contributing to the poor health and well-being of residents and generating significant NHS and care costs.

There is an urgent need to improve housing conditions across the private sector, but notably private rented housing, which has the worst conditions across all sectors, as illustrated below:

- 8,208 non decent private rented dwellings
- 5,758 private rented dwellings with Category I Hazards
- 4,192 private rented dwellings with disrepair (Decent Homes Standard)
- 4,435 private rented dwellings failing thermal comfort (Decent Homes Standard)
- 4,060 private rented dwellings (households) in fuel poverty

There is a clear link in Plymouth between the areas of worst housing condition, deprivation and greatest health inequalities, as illustrated by the following maps taken from the *Index of Multiple Deprivation 2010*. At its extreme, there is around a 14 year gap in life expectancy between neighbourhoods at the bottom (Devonport) and top of the spectrum (Widewell). Poor housing and environments contribute to these health inequalities.



(‘Indoors’ living environment relates to housing in poor condition, and without central heating)

The quality and condition of the city's homes has a material effect on people's health. It has been estimated that Category I health and safety 'hazards' in homes in England are costing the NHS in excess of £600m a year. For Plymouth this is estimated at around £3m p.a. with potentially 140 excess winter deaths in 2009 attributed to poor housing conditions, mostly poor or inadequate heating. (Based on the BRE's 'Real Cost of Housing' 2010 analysis). In addition, high levels of overcrowding of families in poor housing in the city means that children in these homes have no or limited safe, warm or quiet spaces to do their homework, thus potentially limiting their ability to thrive or to attain the standards they might otherwise have reached.

The role of the private sector in meeting housing demand is increasing as access to owner occupation for first time buyers is reduced. This will be more acute with government proposals to discharge council's homeless duties through use of the private rented sector.

Adaptations

With persistently high demand for major adaptations for people with disabilities, it is clear that much of our housing is inflexible and not accessible for many elderly or disabled people. There are long waiting times for adaptations though limited resources. Under these circumstances, people will have less choice to live independently in their own home. In 2010/11, the Council achieved 187 major adaptations to private homes but this is not sustainable in the future due to reduced funding. This issue will be heightened by an aging population, potentially increasing pressure on social care, and at worst will mean people will not be able to remain living independently in their homes.

Energy Efficiency

Plymouth is committed to reducing emissions of Carbon Dioxide (CO²) whilst making the city more resilient to climate change. Our home energy activity will focus upon targeted assistance to the most vulnerable households and the least energy efficient homes. The challenges are significant as there are around 12,000 homes that require loft insulation and 35,000 that require cavity wall insulation. In addition there are some 39,000 'hard to treat' properties that are either of solid wall construction or do not have mains gas. All of these homes are energy inefficient and are wasting heat, energy, carbon and money.

It is estimated that there are nearly 14,000 households living in fuel poverty in 2010, many of these people live in older homes and face a long-term fuel-poor future with a high probability of poor health unless we can either improve hard-to-treat homes or enable fuel poor householders to move into more energy efficient housing.

Housing management standards and HMO's

Standards of management are variable across the city. In 2010/11 the Council dealt with over 500 complaints about disrepair or poor conditions in the private rented sector. Most were resolved quickly by advice and support to landlords, but nearly 230 needed an inspection and a request to remedy defects. Only three incidents required formal notices, and the Council achieved two successful prosecutions during the year.

Our partnership with The Private Sector Forum supports private landlords and their representatives to improve housing management standards, and is leading to a commitment to work towards voluntary accreditation. We must focus and target interventions to support landlords to meet the increased demands and challenges that the sector will experience through the housing market changes now underway.

Students occupy significant numbers of Houses in Multiple Occupation; meanwhile, the University has a strategy to provide alternative accommodation through purpose built halls of residence. In the interim, competition for this resource is acute, and will increase with planned government

benefit changes for people under 35 years of age who are unable to fund their own housing costs in this sector. This could potentially affect 800 people.

Possible Solutions

We must invest in making existing homes decent and energy efficient. Our plans for improving private sector housing will reduce health inequalities, and the causes of child poverty. We also need to help people to live independently in their own homes, reduce fuel poverty, and develop a robust and well managed rented sector to meet housing demand. Our priority focus will be on this sector.

Our top performing landlords set the standard for others to follow. It is essential to build upon the achievements we have made if we are to ensure we can direct resources into the sector to assist people in housing need. Voluntary accreditation and training provide one approach. Where landlords fall below an acceptable standard, the Council will use its regulatory powers robustly to ensure the reputation of this sector is maintained.

The ending of Private Sector Renewal Grant funding from April 2011 has placed extreme pressures on the Council's programme of private sector housing improvement work. We need to make the best use of resources available, target what we have to those in most acute need, and where possible develop alternative means of delivering improvements.

We need to press ahead with our project to tackle hard to treat properties in the west of the city, utilising European funding and energy company resources. We will clearly focus on maximising input from the Green deal, when it is clear what is on offer, and work should start now to explore how this can be of use.

Priority objectives

The Plymouth Housing Plan 2011-16 Better Homes, Healthy Lives	
Contributes to City priorities	<p>Reduce inequality – Reduce the inequality gap, particularly in health, between communities</p> <p>Raise aspirations - Promote Plymouth and encourage people to aim higher and take a pride in the city</p>
Housing focus	We will focus on improving health, reducing health inequalities and supporting independent living, by tackling poor quality, energy inefficient and poorly managed homes in our existing housing stock across the city
Priority Objective 1	<p>Target intervention and resources to improve the standard of private sector housing</p> <ul style="list-style-type: none"> ■ Improve the health and safety of residents by removing Category 1 Health & Safety Hazards ■ Monitoring the delivery on Registered Providers' stock, to meet the decent homes standard by 2015 ■ Increase our understanding of specific housing conditions in Plymouth to target investment and our actions to best effect.
Priority Objective 2	<p>Improve the management of private sector housing</p> <ul style="list-style-type: none"> ■ Encourage and support the development of high standards of management in both the private and social rented sector ■ Support private landlords to secure improvements in meeting their statutory responsibilities and in achieving a thriving and responsive private rented sector

	<ul style="list-style-type: none"> Support the development of voluntary accreditation to achieve the standards of the best across all providers
Priority Objective 3	Adapt housing so that older and disabled people can live independently in their own homes
	<ul style="list-style-type: none"> Target major adaptations to those in most need and capture outcomes for customers and service improvement
	<ul style="list-style-type: none"> Improve the timely access to major adaptations, removing duplication and ensuring consistency in assessment of need
	<ul style="list-style-type: none"> Develop the means of funding and purchasing major adaptations to achieve best value
Priority Objective 4	Improve the energy efficiency of homes
	<ul style="list-style-type: none"> Target energy efficiency measures to the most vulnerable in the least energy efficient homes
	<ul style="list-style-type: none"> Drive the projects on tackling hard to treat properties to successful outcomes
	<ul style="list-style-type: none"> Develop and deliver the 'Green Deal' offer for Plymouth

DRAFT

Housing Choice, Smarter Solutions

Our Housing Choices, Better Solutions theme has 4 priority objectives;

1. **Prevent homelessness.**
2. **End rough sleeping.**
3. **Promote access to a range of accommodation options.**
4. **Address the wider causes and impacts of homelessness.**

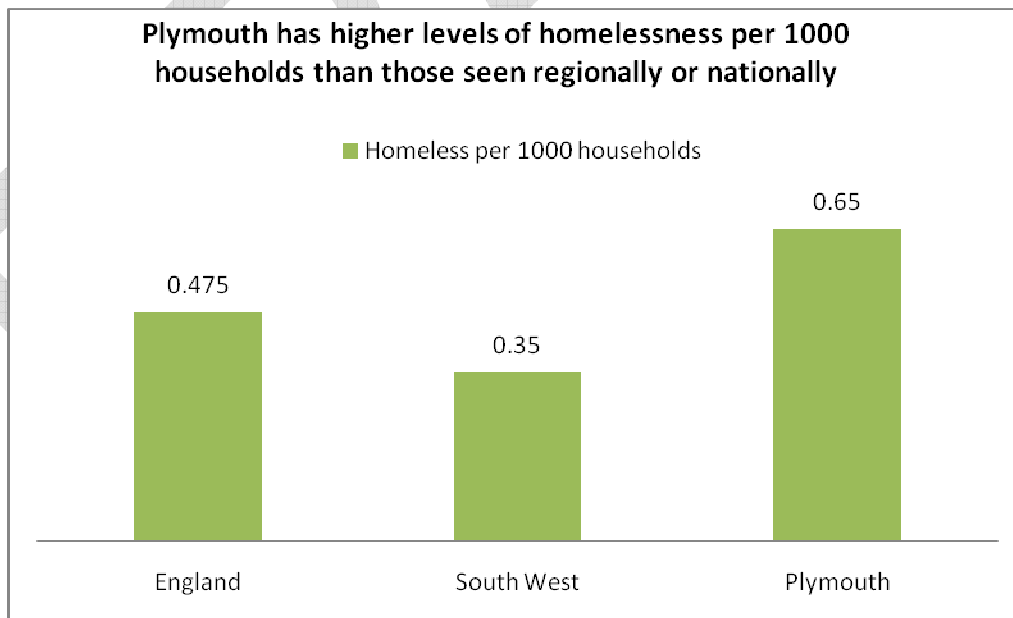
We will focus on reducing the incidence of homelessness and rough sleeping, and increasing access to good quality, supported and independent housing choices for all of Plymouth's residents that need them, including advice and support to the most vulnerable.

What are the problems?

There are a number of worrying national trends in homelessness/rough sleeping and helping people to access accommodation, many of which are amplified in Plymouth:

- Latest household projections suggest that demand for housing will continue to grow strongly.
- The level of housing supply is currently insufficient to meet the projected demand.
- Homelessness is rising, after a long period of declining numbers, with the single clearest reason for this rise being the growing numbers accepted as homeless following loss of private tenancies.

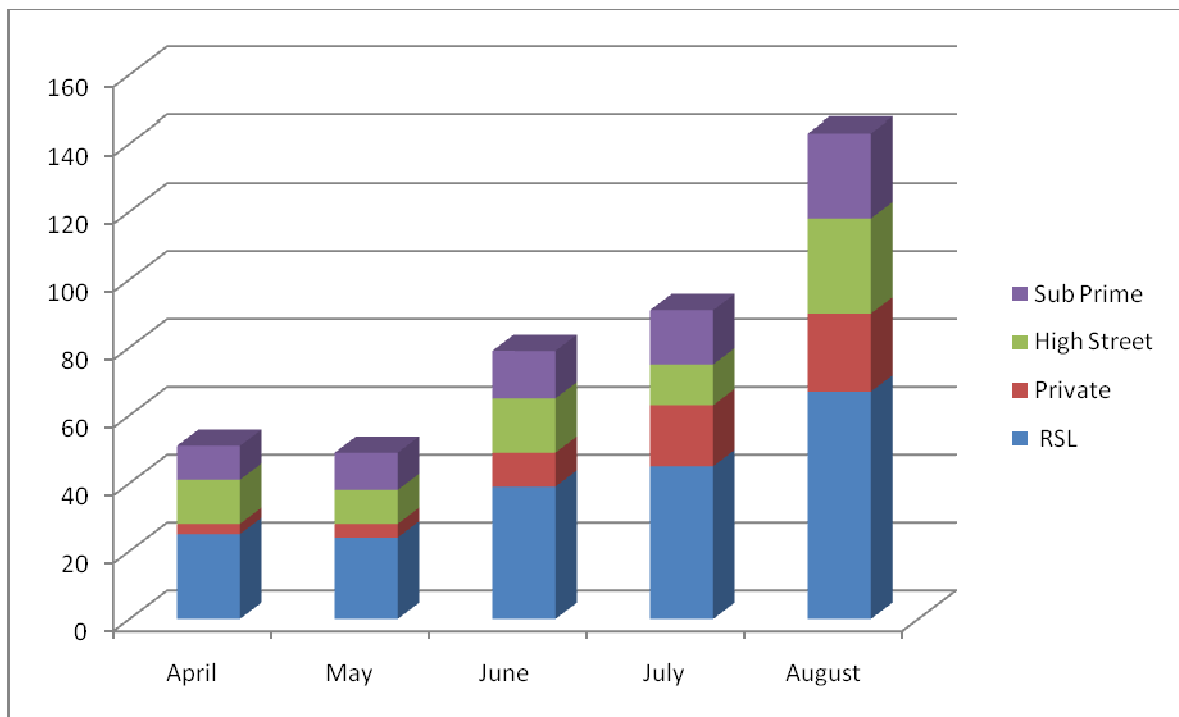
These trends are more acute in Plymouth with higher levels of homelessness than both the regional or national average during the period 2010/11.



In addition, many more people are homeless than those reflected in the official statistics – and there are particular concerns in Plymouth with regard to ‘single non-priority’ homeless who are at risk of rough sleeping or sofa surfing, and who access the city’s supported housing provision.

Though the city has successfully targeted homelessness and levels of rough sleeping (achieving year on year reductions since 2002) the upturn in Plymouth is caused by a number of factors:

- Demand far exceeds the available supply of social housing with house-building not keeping pace with demand. In August, 2011, the total number of households applying for social housing numbered 12,163 with 3,222 (26%) of these being in priority bands A, B or C.
- Sustained and targeted homelessness prevention initiatives resulted in a sharp decline in statutory homelessness from 2003 – 2009, but homelessness has recently begun to rise. In 2010/11 more homelessness decisions were made (up 7% from the previous year), and more people accepted as a result (up 5% since 09/10).
- The number of households accommodated in temporary accommodation has increased, with the figure rocketing to 97 in November 2011 - constituting an increase of 35% on the previous year's average.
- Levels of homeless families with dependent children have risen 28% since 2009/10 (from 146 to 187 in 2010/11). This has resulted in more families living in temporary accommodation including an average of 82 children at any one time.
- There have been significant increases in levels of statutory homeless of single people, particularly in relation to mental illness/disability (acceptances rose from 17 in 2009/10 to 27 in 2010/11 – an increase of 58%), and physical disability (rising from 24 in 2009/10 to 30 in 2010/11 – an increase of 25%).
- There is an upward trend in numbers of people sleeping rough, reversing trends observed to 2010/11. In the June – August quarter of 2011 the average numbers of rough sleepers seen was 20, compared to 5 in 2010/11 (an increase of 300%).
- Many applicants to social housing are currently overcrowded to some degree (1931 households in total), some seriously. Overcrowding is a well-established risk factor for child poverty and ill health.
- The housing register has highlighted a significant number of large families in poverty (i.e. on a household income of £20k or less) who are overcrowded (255 families with a 4 or more bed-need seeking properties through Devon Home Choice in September, 2011), but due to the limited availability of larger properties, are unlikely to be housed through the register.
- Levels of repossession actions are rising across the board (home owners, social tenants and private rented tenants) – there are currently an average of 92 repossession actions heard in Court every month, and of particular concern (given the increasing reliance on the private rented sector as a viable housing options) are the increasing levels of private sector landlords taking repossession action.



Increases in repossession actions between April and August 2011.

- Plymouth has one defined Gypsy and Traveller site (13 pitches) and planning permission for a 10-pitch site. There is a defined need for an additional 40 permanent Gypsy and Traveller pitches, 15 transit and four show guild pitches. We are experiencing a significant increase in unauthorised encampments, which cause problems for both Gypsies and the resident community, underlining the need for authorised sites.

Despite the success of homelessness prevention initiatives, patterns and causes of homelessness in Plymouth stubbornly persist. Homelessness disproportionately impacts on children and young people (over half of all those who approach in housing need). Most often, these young people and families have been evicted by their parents or family or have suffered from relationships breaking down.

Plymouth now faces a number of critical challenges to enabling some of Plymouth's most vulnerable people to access and sustain affordable housing:

- The lagged impacts of the post-2007 economic recession and rising unemployment that can affect homelessness both directly (via higher levels of mortgage or rent arrears) and indirectly (through pressures on family and household relationships).
- Challenging housing market conditions that make home ownership and private rents less affordable, resulting in a demand for social housing that cannot be met with current supply.
- Welfare, housing and other social policy reforms including: welfare and housing benefit reforms; the localism agenda that affects allocation policies, security of tenure and rent levels in social housing, and the removal of the ring-fence on Supporting People grant funded projects that feature so heavily in homelessness prevention activity.

Potential Solutions

In shaping the City's response to these challenges, there is an opportunity to increase effectiveness by addressing a number of fundamental and cross-cutting issues in a more cohesive way by:

- Developing a more integrated approach to homelessness, with commissioners from health, adult social care, children and young people’s services involved in resolving the causes of homelessness.
- Working with social landlords to ensure that rents remain affordable whilst accepting that they need to maximise rental income to fund building to increase the supply of new social housing.
- Ensuring that we work in partnership with Housing Associations to consider and implement changes proposed in the Localism Bill, to ensure that social housing is able to respond to local needs such as overcrowding and under occupation, as well as being available for those on very low incomes.
- Exploring how the provision described in the Localism Bill - to utilise private rented housing to house those that are owed a homelessness duty – can impact positively on Plymouth, with potential to relieve pressure on valuable social housing resources.
- Developing sound partnership with the City’s private rented sector landlords to ensure that the most vulnerable people have access to good quality, well managed private rented accommodation.
- Focusing our activity on preventing homelessness from occurring, working closely with our voluntary sector partners to sustain people in their accommodation by delivering advice and support at the earliest opportunity.

Tackling housing need, homelessness and support issues lie at the heart of addressing inequality and this plan represents an integrated, partnership approach to the complex issues that cause homelessness, and to secure new solutions to ensuring the availability of affordable housing options for some of the city’s most vulnerable residents.

Priority Objectives

The Plymouth Housing Plan 2011-16 Housing Choices, Smarter Solutions	
Contributes to City priorities	<p>Reduce inequality – Reduce the inequality gap, particularly in health, between communities</p> <p>Provide value for communities – Work together to maximise resources to benefit customers and make internal efficiencies</p>
Housing focus	We will, through better choices and smarter solutions, focus on reducing the incidence of homelessness and rough sleeping, while increasing access to good quality, supported and independent housing choices for all Plymouth residents needing them, with advice and support for the most vulnerable
Priority Objective I	Prevent homelessness
	<ul style="list-style-type: none"> ■ Work to mitigate any negative impacts of welfare reforms on Plymouths residents
	<ul style="list-style-type: none"> ■ Improve the quality of advice provision across the city with partners
	<ul style="list-style-type: none"> ■ Implement and maintain initiatives aimed at preventing homelessness caused by the recession
	<ul style="list-style-type: none"> ■ Provide targeted early intervention services
Priority	End rough sleeping

Objective 2	
	<ul style="list-style-type: none"> ■ Work with the most entrenched rough sleepers to find suitable housing solutions
	<ul style="list-style-type: none"> ■ Develop new ways of working to tackle the causes and consequences of rough sleeping and monitor their effectiveness
Priority Objective 3	Promote access to a range of accommodation options
	<ul style="list-style-type: none"> ■ Ensure provision of supported housing to meet the needs of the most vulnerable.
	<ul style="list-style-type: none"> ■ Develop a Tenancy Strategy to make best use of social/affordable housing reducing overcrowding and under-occupation.
	<ul style="list-style-type: none"> ■ Make best use of the current housing stock, including private rented housing options
	<ul style="list-style-type: none"> ■ Work with partners to ensure adequate pitch provision is made for Gypsy's and travellers
Priority Objective 4	Address the wider causes and impact of homelessness
	<ul style="list-style-type: none"> ■ Tackle access barriers to employment, training and education initiatives for homeless people
	<ul style="list-style-type: none"> ■ Tackle barriers to accessing health care for homeless people.
	<ul style="list-style-type: none"> ■ Support people through life transitions e.g. leaving care or discharge from hospital, prison and the armed services
	<ul style="list-style-type: none"> ■ Support projects tackling financial exclusion and building financial confidence

Successful Communities

Our Successful Communities theme has 4 priority objectives;

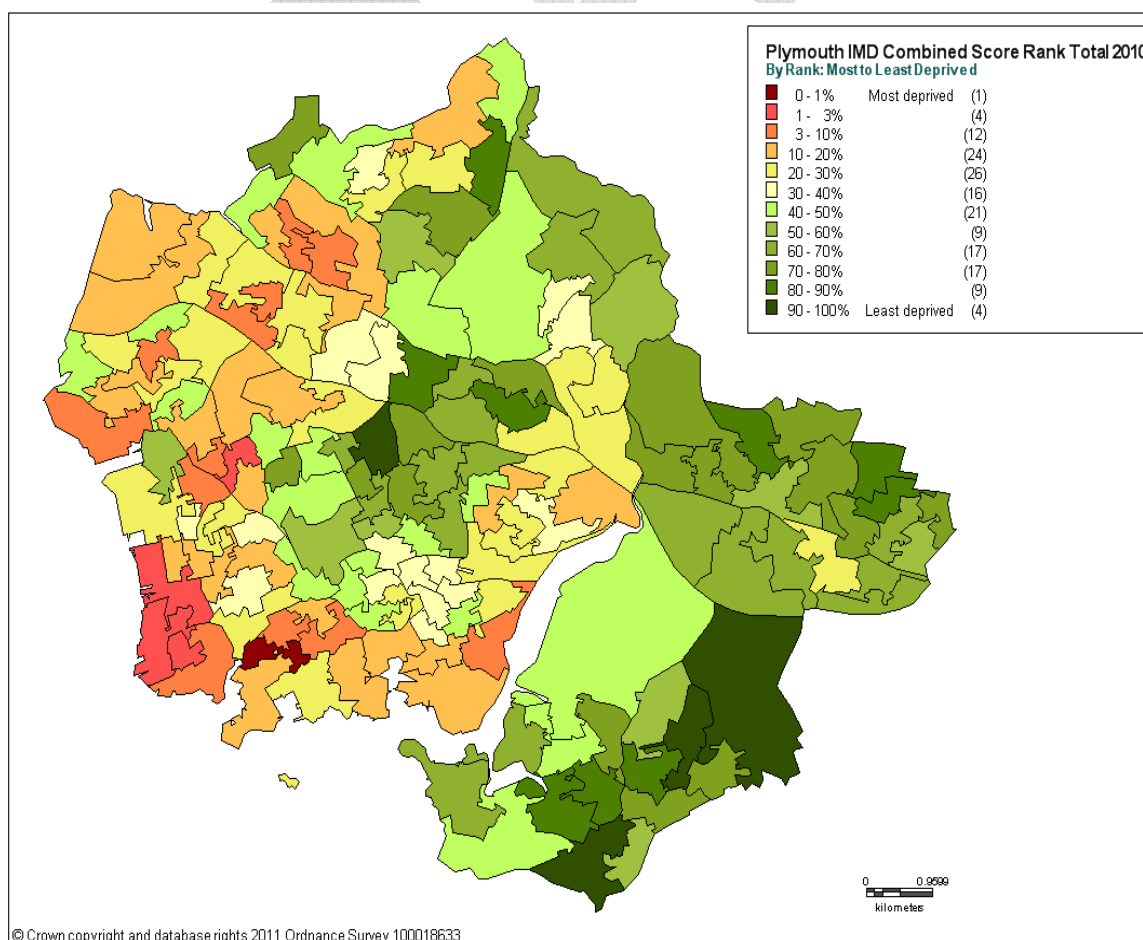
1. **Effectively engage residents in priority neighbourhoods**
2. **Tackle inequality in priority neighbourhoods**
3. **Support our local communities through major regeneration**
4. **Tackle anti-social behaviour, targeted harassment, and reduce significant harm from ASB.**

To create successful communities we will focus on maintaining effective partnerships and building capacity within our neighbourhoods to achieve community cohesion, strong engagement and increased satisfaction, tackle anti-social behaviour and support families with complex needs.

What are the problems?

While much of the City provides a good quality of life for all residents, there are areas where the Council and its partners have invested energy in physical and social regeneration, and this need is still clearly necessary in key locations in order to address community issues and raise personal aspirations.

Plymouth has a greater number of disadvantaged neighbourhoods than much of the south west, as defined by the national Index of Multiple Deprivation (IMD 2010). There are clearly identified inequalities between neighbourhoods in the city, with the most deprived mainly found in the North West and South West, as can be seen from the map below. Some of these areas correlate to major physical regeneration work in the city.



There are 160 Lower Super Output Areas (LSOA) with a combined population of 255,564. 41 LSOA's in Plymouth fall within the top 20% most deprived in England. There are 5 LSOA's in the most deprived 3%, home to 7,458 residents. Devonport and North Prospect have LSOA's in the 1-3% most deprived, and Stonehouse includes the city's most deprived LSOA, falling within the 0-1% most deprived nationally. The domains used in the Index of Multiple Deprivation 2010 are income, employment, health deprivation and disability, education, skills and training, barriers to housing and services, crime and living environment.

Measurement of quality of life indicators through the Place Survey 2008/9 showed a strong correlation between lower quality of life and localities which included the most deprived neighbourhoods. In comparison with its family group of 27 unitary authorities, Plymouth as a city was in the bottom quartile for people from different backgrounds getting on well together (69.9%), people influencing decisions (22%), fair treatment by local services (68.2%), and the third quartile for general satisfaction with local area (79.1%).

Plymouth has a well-established and effective focus on multi-agency problem solving in relation to tackling anti-social behaviour. Over the last three years ASB has reduced by 9%, 14% and 8% respectively. However, demand for action remains constant.

There are also an estimated 400 larger families with multiple and complex needs in Plymouth. The Government estimates the cost of such families to be £81,000-£350,000 per year, each, to the public purse.

iQuanta (a Home Office tool for monitoring a wide range of top-level indicators of policing performance against other areas and national and local targets) indicators show that there are relatively low levels of harassment and targeted harassment, with a rate of 0.765 per 1,000 population compared to an average of 0.937/1,000 population. However, for racially and religiously aggravated offences we compare unfavourably, with a rate of 1.020/1,000 population compared to a family average of 0.791/1,000.

Plymouth therefore has a number of neighbourhoods in the city where residents face multiple factors of deprivation, and may have complex needs. They may feel neighbourhood facilities and services are inadequate, community infrastructure is low, and that currently they have little influence.

The 5 neighbourhoods the City Council has supported through neighbourhood regeneration are all within the top 7 most deprived, as defined by the IMD 2010. Multi-agency ASB and family intervention work is focused on hot spots in neighbourhoods determined by statistical data, partners reports or referrals, and often correlates with areas of multiple deprivation also.

Possible Solutions

It is clear that if we are to realise our aim of developing strong, cohesive communities in clean and safe areas, where people choose, and are satisfied to live, we must continue our efforts with partners focused on our priority neighbourhoods, including those with major regeneration schemes. The Localism Bill may offer further potential to local people who wish to engage in controlling and resolving local issues.

Local people identify most closely with their own neighbourhood, and local conditions have a large influence on people's feeling of well-being, quality of life and aspirations. Attractive neighbourhoods that are well designed and managed, and support integrated communities, offer opportunities both for individuals and the wider economic and social prosperity of Plymouth. Therefore our regeneration priorities are critical in achieving transformational change of the whole city. Some areas of work to address this are set out below:

- We need to make sure partners are linking objectives, intelligence and resources to be effective in place shaping, creating a strong and successful community. To do this we need to ensure there is a shared vision between stakeholders, including residents, and effective joined up partnership work.
- We need collectively to support partners involved in employment projects, enterprise initiatives and financial inclusion to engage those not readily accessing existing services and help provide a progression route to economic activity.
- We need to work with an increasing number of partners to address health inequalities. Working intensively with families with complex needs will ensure whole families can be supported in making changes to address any physical, mental/emotional or sexual health concerns.
- It is essential that both existing and newly created neighbourhoods have a well-developed and well maintained infrastructure, including physical, social and green factors, where facilities are appropriate to meet the needs of the neighbourhood, communities are cohesive, and residents are empowered to influence local decision making and to develop and deliver their own neighbourhood activities and projects.
- We need to continue to drive down incidences of ASB across all tenures whilst partners adapt to current financial constraints, changes in structures, practices, and new tools and powers.
- Our BME community currently stands at about 6%, consisting of relatively small numbers of a variety of different ethnic groups. However over the next few years we expect this to increase and there is potential for increased levels of ASB and racist incidents, compounded by the economic climate. There are also an estimated 6,000 migrant workers in Plymouth, predominantly Eastern Europeans. Reports of ASB suggest work is necessary to increase awareness of social norms, and promote cohesion within communities.
- The Plymouth Family Intervention Project for families with multiple and complex needs, has achieved high levels of savings for the city through targeted interventions, contributing to reducing Anti-Social behaviour, reducing the threat of homelessness, worklessness, child poverty and reoffending, but it currently it does not have a sustainable funding base for the future. There is an opportunity to explore pooling budgets with partner agencies and ensuring linkages with locality working as a means of providing a long term sustainable funding solution.
- Vulnerable single adults often fall through the net of local services, with needs that do not meet eligibility criteria for mental health or social work intervention, but who cause a great deal of anti-social behaviour in communities or are most vulnerable to being targeted and made victims. We need to identify and support repeat and/or vulnerable victims.

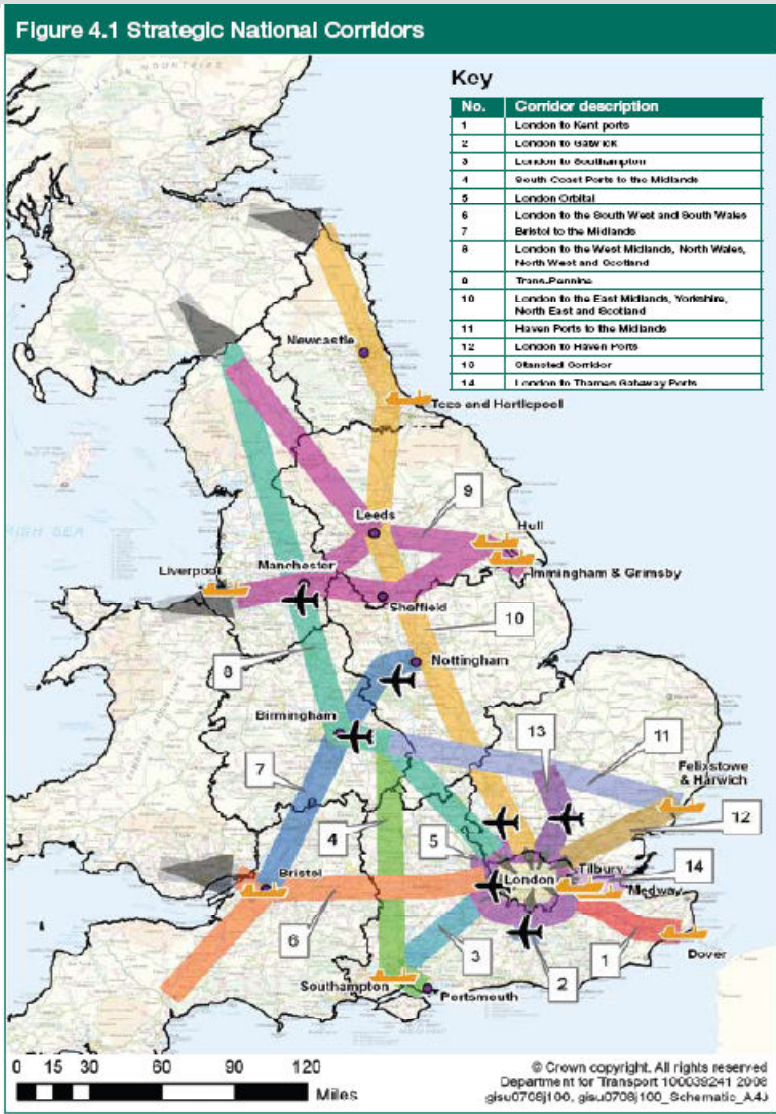
There are complex issues impacting on communities, families and individuals which present many challenges, including getting access to and retaining a home in an area people want to live. Tackling bricks and mortar regeneration alone will not resolve the problems set out above. Therefore our approach should be to co-ordinate our efforts in priority neighbourhoods and major regeneration projects, so that neighbourhood issues are dealt with, and families and individuals can contribute positively to their communities, neighbourhoods and the city of Plymouth.

Priority Objectives

The Plymouth Housing Plan 2011-16 Successful Communities	
Contributes to City priorities	Reduce inequality – Reduce the inequality gap, particularly in health, between communities Raise aspirations - Promote Plymouth and encourage people to aim higher and take a pride in the city
Housing focus	To create successful communities we will focus on maintaining effective partnerships and building capacity within our neighbourhoods to achieve community cohesion, strong engagement and increased satisfaction, tackle anti-social behaviour, targeted harassment and support families with complex needs.
Priority Objective 1	Effectively engage with residents and partners in priority neighbourhoods
	<ul style="list-style-type: none"> ■ Strengthen the ability of communities to improve their own neighbourhoods
	<ul style="list-style-type: none"> ■ Proactively promote tolerance within communities, whilst building resilience to ASB and harassment
	<ul style="list-style-type: none"> ■ Engage partners and residents in working together effectively to address local issues
Priority Objective 2	Tackling inequality in priority neighbourhoods
	<ul style="list-style-type: none"> ■ Work with communities and partners to remove barriers to economic activity
	<ul style="list-style-type: none"> ■ Encourage healthier lifestyles
Priority Objective 3	Support our local communities through major regeneration.
	<ul style="list-style-type: none"> ■ Assist communities and partners to participate in the development and co-ordination of clear delivery structures
	<ul style="list-style-type: none"> ■ Support communities through step-changes associated with major regeneration
	<ul style="list-style-type: none"> ■ Support both existing and new resident communities that emerge through regeneration
Priority Objective 4	Tackle anti-social behaviour, targeted harassment and reduce significant harm from ASB.
	<ul style="list-style-type: none"> ■ To drive down incidences of ASB and targeted harassment through improved partnership work
	<ul style="list-style-type: none"> ■ Develop an integrated approach for dealing with families with multiple and complex needs, and secure sustainable funding sources
	<ul style="list-style-type: none"> ■ Develop a process for identifying and supporting vulnerable or repeat victims

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Strategic National Corridors for England



Benchmarking of road and rail connectivity (English Cities outside London)



Cities outside of London ranked in order of population	Connected to the Strategic National Corridor	Fastest proposed Journey Time (minutes) to & from London after HS2 and electrification	Ranking of Vulnerability out of 324	Cities outside of London ranked in order of population	Connected to the Strategic National Corridor	Fastest proposed Journey Time (minutes) to & from London after HS2 and electrification	Ranking of Vulnerability out of 324
Birmingham	Y	49	234	Wolverhampton	Y	75	304
Leeds	Y	80	187	Southampton	Y	76	230
Sheffield	Y	75	266	Portsmouth	Y	99	291
Bradford	Y	109	279	York	Y	113	156
Manchester	Y	73	217	Peterborough	Y	53	220
Liverpool	Y	97	287	Lancaster	Y	135	224
Bristol	Y	77	167	Oxford	Y	50	171
Wakefield	Y	105	268	Preston	Y	108	262
Coventry	Y	57	243	St Albans	Y	19	2
Leicester	Y	53	302	Norwich	N	104	190
Nottingham	Y	55	275	Chester	N	105	168
Newcastle upon Tyne	Y	157	259	Cambridge	Y	123	122
Sunderland	Y	188	308	Salisbury	N	89	79
Kingston upon Hull	Y	146	320	Exeter	Y	123	203
PLYMOUTH	N	192	309	Gloucester	Y	113	218
Brighton and Hove	N	60	140	Chichester	N	88	57
Derby	Y	60	267	Winchester	Y	58	29
Stoke on Trent	Y	65	322	Carlisle	Y	166	233

CITY OF PLYMOUTH

Subject: Corporate Non HMPE
Winter maintenance preparations 2011/2012

Committee: Growth & Prosperity Overview & Scrutiny Panel

Date: 9 January 2012

Cabinet Member: Councillor Bowyer, Cabinet Member for Finance, Property and People.

CMT Member: Director for Corporate Resources

Author: Ian Banfield, Facility Manager. Finance Assets and Efficiencies, Corporate Property.

Contact: Tel: 01752 304587
e-mail: ian.banfield@plymouth.gov.uk

Ref:

Key Decision: N

Part: Part I

1. Introduction

Following the interim status report of 13th October planning preparations have continued with meetings between PCC officers and Amey's representatives developing and refining the prioritisation and procedural arrangements. These meetings reviewed the PCC operational sites for their relationship with treated highway routes. This identified two sites which require adding to Amey's vehicular treatment routes:-

- for access to the Register Office (Lockyer Street from Notte Street) and
- Colwill Lodge (Leypark Walk from Dover Road).

One further operational site off of a treated route is Douglas House, however the services provided from this site have been relocated in the past, when access has been unavailable (Douglas Road from Blandford Road), is also worth considering to be added to Amey's route.

2. Current state of preparedness.

- a. All Persons in Control (PIC) have been communicated with by the PIC coordinator to :-
 - i. Enquire what salt stocks they have in readiness for the winter.
 - ii. To offer the procurement of salt stocks, in bins, bulk and small bags via Amey's partnership with PCC.
- b. Guidance from Amey on `Clearing snow and ice from pavements` has been issued to PCC caretakers and is being emailed out to all PIC's

- c. Prince Rock depot had a stock of 30 tonnes of salt remaining from last winter, to which has been added a further 115t. It is proposed to add an approximate additional 100 tonnes each year, during the summer to benefit from the best prices, irrespective of the quantity remaining if we have a mild winter, to build up a reserve year on year. If stocks are diminished additional quantities will be procured.
- d. Two one tonne dumpy bags have been ordered to be delivered to Parks Central Park depot as an additional corporate stock in a central location.
- e. Arrangements have been made for Amey to undertake pre treatment of the main vehicular route within Prince Rock depot and along Sendalls Way (Windsor House), as part of their pre treatment routines.
- f. Three additional sections of highway have been identified serving sites which provide a prioritised service, but are separated from existing treated highway routes. A request has been submitted to the Head of Network Management to have these added to the prioritised highway treatment routes. These are :-
 - i. The Register Office – Lockyer Street, from Notte Street
 - ii. Colwill Lodge – Leypark Walk from Dover Road and
 - iii. Douglas House – Douglas Road off of Blandford Road
- g. Coordination meetings have been held between the Facility manager, directorate representatives and the Civil Protection team to assess prioritisation arrangements based on Business continuity. With arrangements agreed for winter weather warnings received by the Civil protection team to be communicated to FM Manager to enable advance warnings to be issued to Persons in Control (PIC) of sites and liaison with Amey's team.
- h. Park Services have confirmed that the parks staff will be available, when they cannot undertake their `normal` duties, to undertake snow and ice clearance and gritting, to support the two teams Amey have for footpath clearing. They will liaise with Amey's team and target the main shopping areas of :-
 - i. City Centre,
 - ii. Broadway,
 - iii. Ridgeway,
 - iv. Mutley Plain and
 - v. Stoke Village.

Treatment will only be to areas where ice has formed or snow laid and resources available. On advice from Amey's technical staff, footpaths will not be pre treated. Treatment areas will be designated by `route cards` prepared by Amey, which will be shared with PCC officers for issue to their staff for use, after liaison with Amey to ensure clear allocation of routes. Treatment will be via push along spreaders (4no.) and hand spreading (as 2. b.) above.

- i. The remainder of the Corporate operational estate, referred to above (2. a .i) have their own stocks for the PIC to arrange distribution in accordance with the guidance (2. b.). Any sites with specific problems will contact the Corporate Property Service desk

to request additional assistance and / or supplies from the stock at Prince Rock depot, any spare Parks service staff not dedicated to their normal duties or the locations referred to in h (above), or external contractors. This additional assistance will be subject to a prioritisation review, based on Business continuity and maintenance prioritisation criteria for the site and resource availability.

- j. The parks four tractors could be a resource for snow clearance if snow plough attachments were available, to clear snow and ice from large areas (e.g car parks). The cost of these is being investigated
- k. Varied transport service arrangements e.g. Meals on Wheels.
 - i. Option to liaise with the Civil Protection team to seek assistance from other volunteer organisations, such as the Devon four wheel club, to assist with transportation, should the need arise.
 - ii. In house (fleet) four wheel drive vehicles, availability co-ordinated through the Park services and Street scene team
- l. Procurement have been given an example of `footwear` adaptations, provided by Amey's staff, to assist working and walking in winter conditions, and requested to have these or similar added to the procurement catalogue.

3. Further actions required for future years

- a. Develop Corporate arrangements for Guidance, advice and communication.
 - i. Provide guidance to PIC's to enable them to prepare their own site specific route cards, to issue to their staff for site clearance and treatment. *Inclusion of Winter prep into Section 3 of the PIC site control log book.*
 - ii. Develop community resilience, with `community snow wardens` and communication structures based on the snow code - http://www.direct.gov.uk/en/NII/Newsroom/DG_191868
 - iii. Produce guidance on clearing snow and ice and how and when to use rock salt to issue to the Snow wardens and general public for PCC web site.
 - iv. Publish Grit bin restocking – contact information (*Possibly as a plaque on each bin with unique reference number*).
 - v. Publish information Primary and Secondary treatment routes on PCC web site.
 - vi. Locations of salt stock suppliers for public information to purchase
 - vii. Publish levels of Salt stocks supplies and resilience.
- b. Communications (*include social media and networking*) to include the guidance above and advice below to be published on the `Staff room` and website – regularly updated to include information such as :-
 - i. areas being treated
 - ii. Duty partners etc. (e.g. pharmacies)
 - iii. Means of prioritisation
 - iv. Snow code
- c. Advice
 - i. Weather preparations and warnings
 - ii. Specific to site – fuel supplies (heating oil stock)

- iii. Alternative work arrangements (locations), hot `desking`, use of ICT training suites, other public buildings (libraries)
- iv. Personal preparations – clothing and equipment.
- v. Community reliance and supporting neighbours (the elderly, ill or infirm).
- vi. Travel / commuting
 - 1. Use of public transport (inc. park & ride)
 - 2. Car sharing (reduces traffic and gives mutual aid to those travelling).
 - 3. Travel preparations – vehicle (snow chains) and personal, (clothing, footwear) etc
 - 4. Allocate salt stocks, training and equipment to snow wardens.

PLYMOUTH CITY COUNCIL

Subject:	Bi-annual Scrutiny Report
Committee:	Growth and Prosperity Overview and Scrutiny Panel
Date:	9 January 2012
Cabinet Member:	-
CMT Member:	Anthony Payne (Director for Development & Regeneration)
Author:	Gill Peele, Business Manager for Development and Regeneration
Contact:	Tel: 01752 304226 e-mail: gill.peele@plymouth.gov.uk
Ref:	GP-OSP 2011/12
Key Decision:	No
Part:	I

Executive Summary:

This report sets out a review of the Growth & Prosperity Overview and Scrutiny Panel for the period June 2011 to September 2011.

Corporate Plan 2011-2014:

The Growth & Prosperity Overview and Scrutiny Panel provide strategic scrutiny of the following City and Council Priorities and key areas:

- Delivering Growth
- Raising Aspiration
- Reducing Inequalities
- Value for Communities
- The strategic and operational activities of the Department for Development & Regeneration

**Implications for Medium Term Financial Plan and Resource Implications:
Including finance, human, IT and land**

None

Other Implications: e.g. Community Safety, Health and Safety, Risk Management and Equality, Diversity and Community Cohesion:

None

Recommendations & Reasons for recommended action:

That the report is noted.

Alternative options considered and reasons for recommended action:

N/A

Background papers:

Growth and Prosperity OSP terms of reference

Sign off: N/A

Key achievements during the period June 2011 to September 2011.

Plymouth Community Homes

The panel hosted a further review of Plymouth Community Homes to receive progress against the commitments made to tenants in Plymouth on transfer of the housing stock. The panel was informed that 65 of the 125 promises have been met and that customer satisfaction had increased, albeit there was still work to be done to increase it further to above average. The panel requested information on the promises that PCH were hoping to meet next year

Highways Maintenance

The panel sought reassurance that appropriate progress was being made by officers following the task and finish review last year. They were informed that the task and finish had made a significant difference to service levels, value for money and provided a greater emphasis towards Highways Maintenance in the Capital programme. Operation Upgrade took place in which £1m of extra resources were made available to upgrade the road network and an Invest to Save bid is still on schedule for pavement repairs

Highways Coordination

The panel requested information on the role of the Council in the management of street works, having been concerned about some of the road closures across the city. It was subsequently agreed that major works should be communicated to Ward Members in advance and that members support officers in their quest for the requirement for at least 12 months notice by the utility companies

Winter Maintenance Preparation

The panel set up a task and finish to review the preparedness of the Council for the winter weather. The panel were assured of the arrangements in place with the Transport & Highways Partnership to protect the primary and secondary routes across the city, but identified no strategic coordination for the management of non HMPE land or gritting provision. This has led, historically, to unplanned and reactive decisions being made and resulted in undue pressure on the salt supplies held by the Transport & Highways Partnership

The panel made a number of recommendations, not least for the Council to procure additional salt stocks which will ensure guarantee greater capacity for the city wide gritting service. The ability to treat areas of high footfall and high dependency will reduce the negative impact on the economy in the event of another harsh winter. The panel also recommended that the Departments of Corporate Support and Development & Regeneration, be responsible for the development and implementation of an operating model that will ensure optimum value for money. This will include the responsibility and arrangements for the distribution and spreading of the supplies to non HMPE locations and the identification of corporate resources.

Economy and Growth Board Update

The panel received an update on the Growth Board and Plymouths main economic issues. The panel discussed the over reliance on the public sector, the high proportion of claimants aged 18 – 24 and high rates of economic activity. They were reassured by the plans to tackle Worklessness in the city and the focus on future job creation, productivity and economic inclusion. The panel agreed

to consider a task and finish group to review what training and employments opportunities were being provided for young people.

Subsidised Bus Services Briefing

The panel scrutinised the Public Transport budget to establish the criteria for subsidising bus services, and the budget available.

Connectivity (Road/ Rail/ Digital)

The panel were updated on the work being undertaken to lobby for the improvements to road and rail travel to and from Plymouth. The present Great Western franchise is terminating at the end of March 2013 and the panel were reassured of the progress and the aim for a three hour direct journey time from Plymouth to London without having to realign the network

This report describes the work of the Growth and Prosperity Overview and Scrutiny Panel during the period June 2011 – September 2011. This includes the following meetings:

- a) 13th June 2011
- b) 11 July 2011
- c) 5 September 2011

Task and Finish Meetings took place on:

- 8 /15 September 2011 – Winter Maintenance Preparation.

The Panel, through effective strategic and operational scrutiny, supports the following Cabinet members and CMT officers

Title	Name
Cabinet Member (Planning, Strategic Housing and Economic Development)	Councillor Fry
Cabinet Member (Transport)	Councillor Wogens
Director for Development and Regeneration	Anthony Payne

Scope of the Growth & Prosperity Overview and Scrutiny Panel

The Growth and Prosperity Overview and Scrutiny Panel are primarily concerned with the strategic scrutiny of the following Corporate Improvement Priorities and key areas:

- Delivering Growth
- Raising Aspiration
- Reducing Inequalities
- Value for Communities
- The strategic and operational activities of the Department for Development and Regeneration

Members of the Panel and their attendance
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June – September 2011	Name	Attendance (3 meetings)
Councillor (Chair)	Nicholson	3
Councillor (Vice Chair)	Coker	3
Councillor	Berrow	3
Councillor	Churchill	3
Councillor	K. Foster	2
Councillor	Martin Leaves	2
Councillor	Murphy	3
Councillor	Mrs Nelder	1
Councillor	Dr Salter	2
Councillor	Wheeler	3
Councillor	Williams	3
Councillor	Wright	3
Lead Officer	G. Peele	3
Democratic Support	H. Rickman	3
Councillor	Mrs Aspinall	2 as substitute
Councillor	Lock	1 as substitute
Councillor	Mrs P. Nicholson	1 as substitute

Task and Finish Group attendance

Winter Maintenance Preparation	Name	Attendance (2 meetings)
Councillor (Chair)	P. Nicholson	2
Councillor	Coker	2
Councillor	Berrow	2
Councillor		2
Councillor		2
Councillor	Murphy	2
Councillor	Williams	2
Councillor	Wright	2
Lead Officer	G. Peele	2
Democratic Support	H. Rickman	2
	Churchill	

The detailed terms of reference for the Panel are contained in Appendix I.

Appendix I
Growth & Prosperity Overview and Scrutiny Panel

Terms of Reference

Terms of Reference

- To review new and existing policies and consider how they may be improved and developed;
- To monitor the budget and performance of the Cabinet Member, Department and partners to ensure that the priorities for the area are being delivered upon;
- To monitor performance against the relevant Corporate Improvement Priorities;
- To review Policies within the Budget and Policy Framework;
- To consider Equality Impact Assessments against new and existing policies;
- To investigate local issues to find out how the council and its partners can improve to meet the needs of local people;
- To make recommendations about service delivery to the Cabinet (via the Board)
- To review and scrutinise the performance of partner organisations
- To set up Ad-Hoc Working Groups as and when required;
- To produce quarterly progress reports to go to the management board

Cabinet Members

- Transport
- Planning, Strategic Housing and Economic Development
- Customers Services (Street Scene, Waste and Sustainability)

Directorate

- Development and Regeneration
- Planning
- Transport
- Strategic Housing
- Economic Development
- Sustainability and Climate Change

Corporate Priorities

- Monitor performance against the relevant corporate priorities

LSP Link

- Wealthy Theme Group

Membership

The Chair of the panel shall serve on the Overview and Scrutiny Management Board. The Growth and Prosperity Overview and Scrutiny Panel will be chaired by a Member of the majority political group with the vice-chair from the opposition political group. All Members of the panel will adhere to the general rules of Overview and Scrutiny.

REQUEST FOR SCRUTINY WORK PROGRAMME ITEM



PLYMOUTH
CITY COUNCIL

1	Title of Work Programme Item	Youth Unemployment in Plymouth
2	Responsible Director (s)	Anthony Payne, Director for Place Carol Burgoyne, Director for People
3	Responsible Officer Tel No.	David Draffan, Assistant Director for Economic Development Colin Moore, Assistant Director for Lifelong Learning
4	Relevant Cabinet Member(s)	Cabinet Member for Planning, Strategic Housing and Economic Development Cabinet Member for Children and Young People

5	Objectives	<p>Youth unemployment has risen to over one million in the UK. Here in Plymouth, unemployment for 18 – 24 year olds has risen to a level which causes concern to the Council and local community.</p> <p>The task and finish will review local strategies and plans currently in place to help Plymouth’s young unemployed and to help identify any gaps or additional interventions that can be put in place to provide more opportunities for them to gain places in work or training.</p> <p>The task and finish will acknowledge the Council’s Worklessness Plan and the current workstreams of the city’s Growth Board Worklessness Sub Group. It will seek to add value and avoid duplication by addressing the short to medium term rather than longer term plans and objectives</p> <p>To achieve this, the key objectives will be to;</p> <ul style="list-style-type: none"> • Review the latest youth unemployment figures and their location across the city • Review current employment or training programmes across the city and their take up (including barriers such as accessibility) • Review leading employers currently engaged with existing programmes and what can be done to encourage more • Review the current apprenticeship schemes in place, and their occupational classification and whether they are leading to permanent employment opportunities • Review arrangements for encouraging and supporting quality apprenticeship placements; • Review the Council’s approach to employing apprentices • Review current provision by other public sector providers • Review business links with education and training providers with regard to employability skills
6	Who will benefit?	<p>Young people will have access to a wider range of opportunities. Businesses will benefit from the skills and engagement of young people. Councillors will be assured of a coherent framework in place between providers and organisations across the city to ensure the optimum potential for work and training opportunities for young people.</p>
7	Criteria for Choosing Topics (see table at end of document)	<p>The topic was raised at Full Council on 5th December 2011 MOTION ON NOTICE No 15 (11/12)</p>

8	What will happen if we don't do this review?	Plymouth has an above average youth employment rate and an over reliance on the public sector. The recession and threats to local jobs will only increase the pressure and competition for work. As Plymouth seeks to achieve its vision for growth we need to ensure that young people are engaged and have appropriate skills to match the needs of future employers. Apprenticeships are a strong option for the continued education and training of many young people in the city. The schemes offer viable opportunities for key industries to recruit and develop new talent. If this review isn't carried out, the council misses the opportunity to directly challenge local strategic decision makers and businesses to provide a good range of employment and training opportunities.
9	What are we going to do?	Task and finish group involving meetings to be completed by the end of March 2012.
10	How are we going to do it? (witnesses, site visits, background information etc.)	Background information, witnesses, review existing plans.
11	What we won't do.	This review will focus on the general issue of opportunities for young people 18 – 24 yrs. It will not consider adult unemployment above this age.
12	Timetable & Key Dates	The first scoping meeting will take place early to mid January 2012. Further meetings will be arranged with a final report and recommendations to the Overview and Scrutiny Management Board by end March 2012
13	Links to other projects or initiatives / plans	Children and Young People's Plan Local Economic Strategy Worklessness Plan Growth Board and Worklessness Sub group
14	Relevant Overview and Scrutiny Panel / Membership if Task and Finish Group (to be decided by OSP before submission to OMB	Growth and Prosperity Overview and Scrutiny Panel. Children and Young People Overview and Scrutiny Panel
15	Where will the report go? Who will make the final decision	Overview and Scrutiny Management Board, Cabinet , Growth Board and LSP.
16	Resources (staffing, research, experts, sites visits and so on)	Lead Officer, Growth & Prosperity OSP Lead Officer, Democratic Support Officer
17	Is this part of a statutory responsibility on the panel?	No
18	Should any other panel be involved in this review? If so who and why?	This requires a joint task and finish with Growth & Prosperity Overview and Scrutiny Panel and Childrens and Young People Overview and Scrutiny Panel

19	Will the task and finish group benefit from co-opting any person(s) onto the panel.	Yes. Representative members will be sought from key organisations and providers such as the Plymouth Chamber of Commerce, JobCentre Plus, National Apprenticeship Scheme, The Federation of Small Businesses
20	How does this link to corporate priorities?	By nurturing young talent, organizations and sectors develop a stronger local workforce. This will not only support the future Growth of the City and the Raising Aspiration agenda, but will improve inclusivity .

Work programme	J	J	A	S	O	N	D	J	F	M	A
Driving Speeds on the Hoe (held pending Councillor Call for Action) (not scrutinised 2010/11)											
Winter Maintenance				8/ 15							

Key

* **New item**