

**Plymouth City Council's Draft Response to
Plymouth Fairness Commission Recommendations**

Rec	Theme	Pg	Recommendation	Response	Lead
1		24	That the Plymouth Fairness Commission's Principles of Fairness are agreed by all public bodies in Plymouth, with consideration of how they are included in decision making.	Plymouth City Council welcomes the Principles of Fairness proposed by the Fairness Commission, and will look at ways of embedding them through delivery of its Corporate Plan which already highlights fairness as a key value and objective. Our commitment extends to ensuring the principles are embedded within the Council's extensive transformation programme currently underway.	Tracey Lee
2	Systems Leadership	25	We recommend that the leaders of all public sector bodies in Plymouth learn about and act as internal champions of the Systems Leadership approach to address key cross cutting issues of inequality and unfairness across Plymouth.	<p>Collaborative skills are key to the delivery of the recommendations made throughout the Fairness Commission report and we would accept that Systems Leadership offers us a new view of leadership which could allow us to achieve large-scale change across communities by sharing the burden of leadership.</p> <p>Plymouth, through the Health and Wellbeing Board, has recently been part of a Systems Leadership pilot programme funded by the Department of Health and Local Government Association and delivered by the Leadership Centre for local government. The pilot introduced systems ideas across key agencies through workshops with senior management, councillors and staff to support shared fluency in systems thinking throughout organisations and across political and executive leadership. Senior city leaders who make up the Health and Wellbeing Board have already committed to becoming champions of the systems approach and hold themselves and each other to account for modelling the behaviours they expect of others, and for the organisational and systems outcomes to which they aspire</p> <p>It is important to recognise that leadership is not vested in people solely through authority or hierarchical position and that coming together with others on the basis of a shared ambition will allow us to make progress against some of the complex challenges the city faces.</p>	Carole Burgoyne

3	25	<p>That this approach is embedded within public sector bodies as part of their induction and ongoing training.</p>	<p>Steps have been taken to begin to embed this approach throughout organisations. One example which we hope to build on is the city council's Enterprise Leadership Programme. This leadership development programme is now multiagency involving colleagues from Health Services, Council and the Fire and Rescue Service. The systems leadership approach is a key strand of this programme.</p> <p>It is our view that the ability to instinctively build connections, operate across organisational boundaries and build coalitions of support through informal networks is a key skill for staff. The city council along with partners will bid for further support from the Leadership Centre to build on the learning gained from the initial pilot programme and shortly make proposals on how to deliver this fairness commission recommendation.</p>
4	25	<p>We recommend that, as a minimum, the objectives of Directors, Chief Executives and Senior Management Teams of Plymouth public sector bodies should include measurable objectives sympathetic to the Systems Leadership approach against any performance indicators relating to inequalities and unfairness. These should include how effectively Systems Leadership is working across agencies.</p>	<p>A system of numerical targets cannot appropriately measure whether system leadership is working effectively across agencies and to measure the success of the system leadership interventions will require performance management that is pitched above the level of individual agents in the system. Our measures will need to assess the capability of the whole system and by considering the right measures we will be able to exploit the opportunity for improving performance by making systemic adjustments rather than achieving targets.</p> <p>Progress against shared system priorities, such as reducing the adverse impact of alcohol, will signify whether or not a systems approach is making a difference. To achieve this, our decision-makers must be comfortable working outside formal structures and use trust, commitment and shared ambition to develop whole systems interventions. Our bid for further support from the Leadership Centre if successful will help us to address this recommendation.</p>
5	25	<p>We recommend that agencies actively consider and apply a Systems Leadership approach to the way they agree and deliver the recommendations in the Plymouth Fairness Commission's report.</p>	<p>Response to and delivery against recommendations from the Fairness Commission will require more than the effort of public sector agencies within the city. To enable us to respond to the challenges set out by the report a whole system approach must be taken which will include those</p>

			<p>organisations that have not traditionally been associated with some of the complex problems we face.</p> <p>This is a different way of working, a significant cultural change, and will require skills and strategy to make it happen. We have a commitment from many leaders in the system to apply a systems leadership approach to the address the inequality in the city and are having honest conversations about what organisations and systems need to do to make collaborative, citizen-focussed services a reality.</p>		
6	Strengthen Communities	27	<p>We recommend that all public sector agencies undertake a review of their current approach and processes for engaging with, and listening to, communities and agree a shared approach and individual responsibilities to ensure all communities benefit.</p>	<p>The council acknowledges that the opportunities and support for citizens and communities to engage and influence local issues could be more inclusive and responsive. We have been working with partner agencies and listening to local people through pilots and projects across the city and as a result we have developed a draft Co-operative framework for working with citizens and communities which was agreed at Cabinet on the 15th July 2014. We aim to lead the development and implementation of the framework through a systemic approach that recognises the tensions, challenges and opportunities inherent in a non-prescriptive framework. Our work with partners, members and citizens will define a set of work streams over the coming year to develop and evaluate what works in different situations.</p>	Stuart Palmer
7		27	<p>We recommend that agencies fully explore different ways of engaging with communities of geography to include communities of interest and identity in a way that works for the individual members of those communities.</p>	<p>Instigated by key leaders within the city, agencies are now coming together as a 'community of practice' (CoP). These leaders are working with the 'Framework for working with citizens and communities' to agree the set of principles and core approach to take. The CoP aims to work with local citizens and elected local community leaders on what methods meet the principles of the framework. This includes work across communities of identity and interest as well as geography.</p>	

8		27	We recommend that local councillors review their roles, against recommendations 1 and 2, as elected local leaders within local communities.	The role of elected local leaders is critical to the delivery of the new approach for working with citizens and communities. Working with local Councillors, we have begun planning how the role of elected local leaders can support and enable the delivery of the proposed new approach to working with citizens and communities. Specific sessions for councillors will be held in early autumn to enable the understanding of the impact that this new approach may have on their role. The learning from these sessions will then guide development of the role so that it may evolve to embody the new expectations that are created when you enable communities to self – organise.	
9		28	We recommend that an external, independent civil society expert is commissioned to undertake a critical review of Plymouth’s VCS and provide recommendations to strengthen it.	As a co-operative council we recognise and endorse the development of a strong civil society, and more specifically a vibrant voluntary and community sector. The council commissions and funds the sector directly or in kind to the value of in excess of £21m, including infrastructure support. While we are aware of a similar report undertaken some years ago, we will support an independent and objective analysis of how the sector could develop. We believe this should be led by the voluntary and community sector in collaboration with partners across the city, and would welcome the opportunity to co-commission this piece of work.	Stuart Palmer
17	Public Funding	30	We believe that the city should know the total amount of funding it is failing to receive because of unfair funding formulas from central Government. We recommend that all parts of the public sector jointly quantify Plymouth’s ‘Missing Millions’ to make the case to Government for fairer funding for the city.	Plymouth City Council will co-ordinate a joint campaign during 2014/15 with key partners across the city and region to advocate for a fairer funding settlement for Plymouth.	Giles Perritt
20	Mental Health	33	We recommend that a joint review be completed to agree what crisis response is appropriate for anyone presenting with a mental health need. This should include those who may require a place of safety while a mental health assessment is undertaken and, where appropriate, follow up or after care is provided.	As part of our response to the Fairness Commission recommendation and the National Crisis Concordat, a joint review with partners has been completed in relation to Plymouth’s crisis response with the following action: a place of safety has been developed; options for a place of safety for children are under consideration; a Street Triage Pilot has evidenced joint working across Police, Plymouth City Council, Plymouth Community Healthcare and Devon Partnership	Dave Simpkins

				Trust) and resulted in an improved multiagency response to people presenting in crisis. This means that more people have been supported to recover at home and in the community, significantly reducing the number of people being detained under the Mental Health Act and treated in more institutional settings. A reduction in the use of Police powers to detail under the Mental Health Act has also been evidenced.	
27	Food	36	We recommend that the role of the Office of the Director of Public Health within Plymouth City Council be expanded to include food poverty with responsibility for co-ordinating food poverty initiatives, including those providing healthy and affordable food in communities, across the city. We suggest the following activities are undertaken to support this: 'Struggling to Eat Well' Surveys, aimed at identifying nutritionally vulnerable infants, and primary school age children and older people. Extending the provision of meals cooked in schools to older people in the community. Mapping food outlets to identify food retail deserts and encouraging the provision of food vans and local box schemes in these areas. Development of Social Co-ops in disadvantaged areas which incorporate access to reduced cost food, advice on debt, food skills and eating well, such as the Community Shop Barnsley model. Provision of Food Poverty Awareness Training (as Brighton and Hove Food Partnership does). Coordinating and assisting in the set-up of food growing and buying co-operatives around schools and social housing providers.	Food poverty and nutrition will be identified as a key portfolio area of the newly appointed Consultant in Public Health, Ruth Harrell, starting 1/7/14. The Office of the Director of Public Health (ODPH) business partnering model will be rolled out across the Council in July 2014. Public Health advice will add value to existing Council involvement in the refresh of the Food Plymouth Action Plan 2011-14 which will then be taken to the Health & Wellbeing Board. Local data will be used to assist in mapping food retail outlets to inform targeted provision. The Council will also explore ways in which it can work with communities to grow more food, for example community allotments. Targeted provision will be enabled via the Cities of Services project and Food Plymouth Partnership. The areas suggested by the Fairness Commission will be reviewed and discussed.	Kelechi Nnoaham
28		37	Following the example of Waltham Forest Council, the Fairness Commission recommends that Plymouth City Council amend its spatial planning policy to enable the restriction of fast food outlets within 400 metres or less from a school, youth facility or park.	We are currently reviewing our spatial planning policy as part of the Plymouth Plan process. We will undertake the following tasks: 1. Compile data from Waltham Forest and other authorities who have implemented an Spatial Planning Policy which creates an exclusion zone for new fast food outlets near schools*. Use examples of authorities comparable to	Paul Barnard

				<p>Plymouth to create relevant case studies which provide successful examples. By end of September 2014.</p> <p>2. Consult relevant health and education experts in order to understand the nature and scale of the problem in Plymouth. By end of October 2014.</p> <p>3. Consider options for consulting food outlet stakeholders and young people, and consult if appropriate. By third week of November 2014.</p> <p>4. Make recommendations for a spatial planning policy, plus any related policies or strategies which would support the objectives identified by the Fairness Commission. By second week of December 2014.</p> <p>5. Refine recommendations with input from key stakeholders and publish final solution end of March 2015.</p>	
29		37	<p>We recommend that Plymouth City Council work with the organisers of Plymouth's main events, such as the Fireworks Championships, to reduce the number of fast food outlets offering food of low nutritional value at public events and improve the food offer available.</p>	<p>Plymouth City Council delivers a huge programme of cultural and historical events across the city. The Office of the Director of Public Health Consultant-led team covering Food & Nutrition will work with colleagues in Economic Development to gain membership of those relevant project boards and enable improved links with the Food Plymouth Partnership's existing and planned work with citizens and retailers. An options appraisal will be undertaken jointly with Economic Development to look at incentives to encourage sustainable and healthy caterers at city events, as well as increased take up of such options.</p>	Kelechi Nnoaham
32	Learning and Skills	40	<p>The Commission welcomes the move of Plymouth's secondary schools to work more closely together through the model already established by the Plymouth Teaching School Alliance. We recommend that this collaborative approach is made a priority. It also requires additional momentum to achieve consistent standards across secondary school teacher training, professional development and school-to-school support to tangibly improve standards of educational achievement for all Plymouth's pupils.</p>	<p>All secondary schools have now signed up to the Plymouth Association of Primary Heads (PAPH) and the plans collaborate further are gathering momentum. The geographical and educational sectors of greatest need are being addressed. There is a focus on developing a commissioning intent that is for 'common good'. As a Strategic Partner the Local Authority is a strong supporter of the concept of school to school support and we are actively blending our work to ensure that Plymouth schools can benefit from as joined up and coherent service as possible. We will continue to support the further strengthening of the Plymouth Teaching School Alliance and its cooperative principles.</p>	Judith Harwood

33		41	As part of the Plymouth Skills Plan, we recommend that a specific review be undertaken with young people in the city to understand and address the factors that prevent young people taking up apprenticeships, and agree concrete steps to address them.	The Plan identifies the need to audit and review provision and will incorporate this recommendation fully. The specification is currently being finalised and will then be commissioned. We can support the engagement with young people through the Youth Service and using the City Youth Council. As partners within the Education Skills Board we will support the strategic impact of the study and its recommendations.	
36		41	We recommend that all primary and secondary schools develop an alumni programme, identifying local pupils who have subsequently achieved in a variety of fields, and invite them to contribute to raising awareness of potential careers and aspirations among current pupils, such as FutureFirst	As a strategic partner within the Plymouth Teaching Schools Alliance we will support the implementation of this proposal. Contact will be made with Futurefirst to establish feasibility of approach here or translate good practice.	
37		41	We recommend that all Plymouth's secondary schools and other organisations working with young people and young adults be encouraged to form relationships with local and regional employers, in particular members of the Plymouth 1000 Club and other local micro and SMEs, to encourage presentations, workshops and placements to demonstrate the range of potential careers available to pupils, as well as the qualifications and softer skills they should aspire to in order to be 'work ready'.	The Employment and Skills Board is currently being established. As a key partner for this activity, Plymouth City Council will facilitate the implementation of this proposal. Both are being addressed through City Deal as part of the employability gateway which is brokering closer relationships between schools and employers. This will build on existing activity including the 'skills passport' developed in partnership with the Plymouth Learning Trust, and closely aligned with the City Deal's aim to create 10,000 new jobs, with a particular emphasis on boosting youth skills and employment	
38		41	That a formal system is brokered linking schools and businesses so all young people have fair access to internships, work placements and youth enterprise schemes. These should particularly involve micro businesses and SMEs and cover different sectors (cultural, care sector, engineering etc.). Students should be encouraged to set up their own enterprises.		
39	Positive Youth	42	We recommend that a 'Positive Youth' approach to the commissioning of services for young people in the city is developed.. This should encompass a range of settings to provide all young people, 'targeted' or not, with the support and opportunities they need to empower	The council fully supports the principles of a 'Positive Youth' approach and has strengthened the mechanisms to involve young people in the inspection, design and delivery of opportunities and activities that meet their support, learning and developmental needs. Young people are also in positions where they can directly influence important policies and	Stuart Palmer

			<p>themselves, form relationships, build skills, exercise leadership, and help their communities. The underlying approach of this should be assets based and include the following elements: Young people are viewed as a valued and respected asset to society; Policies and programs focus on the evolving developmental needs and responsibilities of young people, and involve them as partners rather than clients; Young people are provided with the opportunity to experiment in a safe environment and to develop positive social values and norms; and Young people are engaged in activities that promote self-understanding, self-worth, and a sense of belonging and resiliency.</p>	<p>programmes in partnership with the Council. Examples include, Young Inspectors, Safeguarding Children's Shadow Board, Listen in Care Council, Young Ambassadors, UK Youth Parliament, Annual Youth Challenge, Youth Cabinet & Scrutiny and Targeted Grants Advisory Group. Following a full consultation across young people, stakeholders and partners this year a transformation programme has been agreed with a reinforcing of targeted work and a programme of community development pilots to support young people and community groups to co-design and deliver new projects that have a greater young people and community ownership and governance. This will be rolled out over the next two years.</p>	
40		42	<p>The Fairness Commission believes that every young person in the city should be able to access free recreational and cultural activities within one bus ride.</p>	<p>Our approach to targeting and neighbourhood based community youth work supports this recommendation and we have youth activities and services accessible across the city. We have reviewed services and are now on a programme of change which will take into account this recommendation. We will look to support the co- design and development of youth activity and provision citywide. Our youth service provides support and where appropriate transport to disadvantaged or vulnerable young people who would not otherwise be able to participate, free at the point of access activity. We will continue to work with our partners across the city to ensure equal opportunity to access positive activities. In addition, through key community development activities, commissioning and targeted funding, we will ensure that accessibility for young people is taken into account as a priority.</p>	
41		43	<p>Building on the work already being undertaken by the Learning and Skills Group, we recommend that the touchpoints of contact for young carers are identified and actively targeted to ensure more young carers contact Youth Services and benefit from their referrals and services.</p>	<p>We have well established support networks and activities for young carers and continue to give this group of children and young people a high priority through our safeguarding and corporate parenting duties. Through the support networks children and young people currently have opportunities to achieve nationally accredited awards that build on their interests, skills and aspirations. Schools are a key universal 'touchpoint' for young carers and the support networks are working closely here as well as through other community</p>	

			settings to highlight the need to identify these young people and support them into the networks that can provide additional help. Further work to promote a better understanding of these young people's needs and to increase capacity for direct support is currently being reviewed by Children's Social Care and partners,		
42		45	<p>The Commission recommends that the city engage in a consolidated effort to generate leadership on tackling discrimination in all its forms in the city, with the following actions: A city leadership workshop to develop a collective understanding of discrimination, its causes, and how to tackle it. A high profile public event at which city leaders sign an agreement to commit actively to tackling all forms of discrimination. This should be accompanied by specific actions to which leaders are committing, and agreement to how and by whom they shall be measured. A high profile campaign should be developed to bring this initiative to the consciousness of the people of Plymouth. Roll out of evidence based, age appropriate school based programmes to address discrimination across all early years, primary and secondary schools and further/higher education, such as the Roots of Empathy programme and the Brown Eyes, Blue Eyes tool.</p>	<p>Plymouth City Council strongly endorses this recommendation and believes that all discrimination is wrong. While the Council has developed a Welcoming City action plan with diverse communities across the city, as well as the Community Covenant, we recognise that to be fully effective this requires firm leadership and championing from all sectors, including the commercial sector, and fundamentally with learning institutions. The Council will call together city leaders to mutually agree a refreshed set of actions to give a clear message that there is no place for discrimination in any part of Plymouth and will seek support for visible campaigns and positive messages about our varied and diverse cultures and history that makes Plymouth truly welcoming to all.</p>	Stuart Palmer
45	Living Wage / Zero Hour Contracts	47	<p>We recommend that all public sector bodies in Plymouth should, like Plymouth City Council, commit to pay their staff the Living Wage, seek accreditation by the Living Wage Foundation and commit to provide a Living Wage for all employees of agencies that work for them.</p>	<p>Plymouth City Council implemented the living wage payments on a discretionary basis to their employees on 1 January 2014 and a further uplift in line with the national rate of £7.65 from 1 June 2014. Our Co-operative Commissioning framework in particular promotes the development of a Fair market, with the provision of services from local suppliers who prevent abusive employment practices by championing the rights of staff, including offering the living wage and offering contracts to locally employed staff on a basis wanted by the workforce. Our master vendor contractor for the supply of our temporary staff has also implemented the living wage effective from 1 June 2014. We are currently exploring accreditation with the Living Wage Foundation.</p>	Malcolm Coe

46		47	We recommend that Plymouth City Council and other public sector agencies work with subcontractors to ensure that they in turn pay 100% of their workers a Living Wage within two years.	Plymouth City Council has currently committed to promote payment of living wage with our contractors and their sub-contractors. Within the next 2 years it is our intention to implement this into our tender/contract documents and monitor it through contract management. * However we need to be mindful that this has the potential to increase cost at a time when budgets and funding is decreasing.	
49		48	We recommend that the use of zero hours contracts across the city should be monitored annually.	We will commit to raising this as a collective issue for discussion with our partners.	
50		48	We recommend that exclusive zero hours contracts are not advertised by job centres or recruitment agencies in Plymouth.	Plymouth City Council does not advertise or recruit to exclusive zero hours contracts. Also, our master vendor contractor for the supply of temporary/interim staff, do not advertise in this way either, they employ all of their staff of guaranteed hours.	
51		48	We recommend that all public sector agencies review their current use of subcontractors and commissioned services that use exclusive zero hours contracts and pledge to commission only from services that do not restrict their employees to exclusive zero hours contracts.	Plymouth City Council intends to make this a pass fail criteria as part of the pre-qualification stage of tenders. This change will be made at the same time as the changes required from the introduction of the new procurement regulations which are due to be finalised and implemented by the end of year (2014)	
52	Debt and Credit	49	Plymouth City Council should demonstrate that it is maximising its planning restrictions, within the current legal framework, to control the number of betting shops, fixed odds betting terminals and payday lenders in the city.	This recommendation will be considered as part of the development of the Plymouth Plan which aims to become the single strategic plan for the City.	Paul Barnard
53		49	We recommend that Plymouth universities and education providers partner with schools and youth organisations to provide student led peer mentoring, similar to CitizensUK Money Mentors Programme, to train young people to become confident in budgeting and managing money.	<p>Plymouth City Council has three programmes that will be launched in September 2014</p> <ul style="list-style-type: none"> • Financial capability education for young people at school: teachers will be trained to deliver sessions, and a financial capability package will be delivered at the beginning of the new academic year. • A credit union savings scheme for 12 and 16yr olds is being jointly delivered through schools. 	Stuart Palmer

			We would be interested in expanding our approach in collaboration with other partners.
54		We recommend that Plymouth City Council work with partners to develop robust visible campaigns against the use of payday loans and illegal loan sharks.	Plymouth City Council had already recognised this as a key problem for the city and is considered an exemplar in its response following a motion on notice on payday lending and credit unions that was agreed at Full Council in 2013. We have developed a comprehensive response with our partners to address the situation, and have actively lobbied government for help in regulating the sector. We believe we are leading the way on this agenda and are committed to on-going work. Once the feasibility study regarding ethical alternative lending is completed we will consider the recommendations and implement actions that support this.
55	49	The Fairness Commission recommends that Plymouth City Council, housing associations and other relevant agencies work together to consolidate customers' debts and offer payment plans to help customers manage repayments as well as direct them to expert sources of help and advice.	While this sounds like a useful idea, this recommendation requires investigation. Current restrictions on data sharing across agencies limits our ability to share information on personal debt. We will however consider a similar approach adopted in Lambeth, Islington and Birmingham as a starting point. In addition we are continuing significant debt advice via our Advice Plymouth contract and through our joint work on welfare reform mitigation we have improved benefit take up and supported cross agency training, including health partners. We are not being complacent, and following an upcoming co-operative scrutiny review on personal debt, would suggest a systematic review of options and initiatives on personal debt in the Autumn of 2014 to consider best practice.
56	49	Every point of access that the public have with public agencies should provide clear and accessible links to specialist debt advice, benefit maximisation and sources of affordable credit such as Plymouth Citizens Advice Bureau, Money Advice Plymouth and Christians Against Poverty more readily and prominently on their websites.	Work is underway through our Customer and Services Transformation Programme to ensure there is comprehensive advice and signposting in new arrangements for First Stop and this will include the read across to Advice Plymouth and other access channels to advice and information through websites

It is essential that alternative and affordable forms of credit are accessible to residents across Plymouth. The Fairness Commission believes that Plymouth credit unions and their partners must take greater responsibility for ensuring that they offer a broad range of services that benefit the city, including, but not limited to, the list below. If they do not wish to do this or are unable to prove they can by December 2014, Plymouth City Council should step in to take action. The Commission recommends that the following groups be actively encouraged to hold membership: Employees of all large private and public organisations in Plymouth, providing payroll deductions to support this. Tenants of Social Landlords. Congregations of all churches in the city and other faiths. In addition Plymouth City Council and other major employers should hold non-member deposits in the credit union. Undertake a review of current services to identify areas where input from other sources, e.g. marketing support from students from further and higher education institutions, process inputs from Credit Unions, could help raise the profile of credit unions and maximise their effectiveness. Implement a high profile campaign in partnership with the Plymouth Herald and other media outlets to explain the function of credit unions, and to attract additional depositors. Create a Plymouth-wide Christmas Club as an alternative to current high cost online providers. The Plymouth Christmas Club could work with local banks to accept deposits and seek discounts/vouchers from local retailers if savers spend with them. Ensure widespread availability of products such as jam jar accounts, white goods and furnishing schemes, contents and income protection insurance and new savings accounts. In areas identified as having high levels

Plymouth City Council supports credit unions and commends the list of activities and services that promote credit unions. We look forward to seeing the response from the credit unions to this recommendation, and hope they will meet the challenge laid down by the Fairness Commission. However, if credit unions believe or choose not to follow this route, Plymouth City Council will work with partners from across sectors to explore provision of a financially viable alternative.

		of financial exclusion, credit unions must work with local partners to enable credit unions to operate. We recommend that all schools should invite credit unions to run Junior Savers Club. We recommend a drive to encourage members of business groups such as the Rotary Club, Chamber of Commerce, Lions, Federation of Small Businesses and others to volunteer as board members of credit unions.	
58	50	To maximise the availability of affordable credit to individuals and enterprises across the city, the Commission recommends development of a baseline to include: Use the industry-wide data jointly compiled by the British Bankers' Association and the Council for Mortgage Lenders to map the personal loan data for all Plymouth city postcodes. Publish a Personal Loan Data report for Plymouth (as Birmingham City Council has done) to help identify the areas of credit deserts. The Council should use its own banking contracts to lever an assurance from providers that they will improve the provision of affordable credit in credit deserts.	As recommended we will explore the industry data and utilise the information to scope the geographical picture in relation to affordable credit in our city. Once this is available relevant action will be considered including the appropriate use of our own banking contracts.
59	51	We recommend an annual, centrally-located pre-Christmas campaign, bringing together debt and money advice services, banks, trade unions, credit unions and relevant Council departments to raise awareness of their services and provide the opportunity to open bank and credit union accounts, as savers and depositors, get advice on housing, debt arrears etc.	We welcome this recommendation as it assists in the work that we are already undertaking and it can be delivered via our Advice Plymouth contract. We will however initiate further conversations with other partners including trade unions.
60	51	We recommend the development of an annual, city-wide 'Fair Money' awards dinner, sponsored by the large high –street banks and publicised by the Plymouth Herald, with a range of award categories which the people of Plymouth can vote for. Examples of award categories include: school savers, tackling debt, biggest contribution to local economy, volunteering etc.	An annual award event led by relevant organisations would give a focus to delivering this recommendation and Plymouth City Council would consider becoming involved in a similar way to other award events that we have jointly funded and supported in the last year. We will discuss with colleagues across sectors to determine how we could resource this. We would need to ensure sponsorship organisations had appropriate standards of fair lending.

63	Think Local	53	That a 'Buy Local, Give Local' trademark scheme is developed for local traders, producers, public bodies and the voluntary sector to help customers and producers identify local providers	A number of Buy Local initiatives have been held or planned including local food festival planned; Buy Local part of Christmas campaigns. We will work with the Plymouth Chamber of Commerce to continue to promote the buy local initiatives, including the possibility of a trademark, if appropriate.	David Draffan
64		53	Plymouth City Council should review all the charitable trusts, including dormant trusts, for which it is a corporate trustee and explore methods of amalgamating them (where their charitable objects are compatible), and transferring the management of their assets to a Plymouth community-based charity.	An audit of the Charitable Trusts where the Council is a corporate trustee has been undertaken by the Head of Legal Services. As a result of this work, trusts which have been dormant and for which no funds exist have been removed in consultation with the Charity Commission. Further work is needed in terms of how best the Council can deliver its corporate trustee role and indeed, if it is best placed to deliver this role, in so far as those Trusts for which funds exist or which hold fixed assets. This is being built into the 3 year work programme of the Head of Legal Services.	Dave Shepperd
65	Social Value	54	We recommend that all public, charitable and private sector organisations in Plymouth should develop a social value/sustainability statement with clear social value outcomes and measures through which they buy and commission goods and services.	Plymouth City Council is currently drafting a sustainable procurement strategy which will clearly define social value outcomes and measures through which we buy and commission goods and services. The Co-operative Commissioning framework also states that commissioning decisions will focus on delivering value for money and promoting social value.	Malcolm Coe
66		54	All public sector agencies to fully explore the steps they could take towards meeting best practice, beyond the requirements of the Public Services (Social Value) Act 2012, to ensure the inclusion of social value in all contracts for goods and services, regardless of the EU threshold.	Plymouth City Council embedded the Social Value Act requirements into our tender documents and procurement guidance manual for European Union Threshold procurements when the legislation came into force in January 2013. We are now looking to include this into our tender opportunities that are not subject to the regulations (>£100k for goods & services & >£200k for works)	

67		54	<p>The City Deal to clarify both how it will deliver social value and how this delivery will be measured and evaluated.</p>	<p>The Plymouth & South West City Deal has created a range of social value and economic targets to be delivered through the South Yard Project, Growth Hub and Youth Deal elements of the City Deal as follows:</p> <p>Marine Industries Production Campus – South Yard</p> <ul style="list-style-type: none"> ▪ Create 1200 jobs by 2025 <p>Growth Hub – Business Support – across Cornwall, Devon, Plymouth and Somerset</p> <ul style="list-style-type: none"> ▪ 880 jobs created by March 2017 ▪ 20,000 businesses engaged by March 2015 <p>Youth Deal - across Cornwall, Devon, Plymouth and Somerset</p> <ul style="list-style-type: none"> ▪ Enable 900 of the very hardest to help young people to enter work, with 540 of these young people sustaining work for at least six months by May 2017. ▪ Enable 525 young people to increase their earnings by November 2015 <p>These targets are being monitored through the Programme Board on a monthly basis, indicating projective achievement against profile across the duration of the project.</p>	David Draffan
68	Public Sector Procurement	55	<p>We recommend that baseline data on current public spending with local businesses is established, to enable public bodies in Plymouth to create clear targets for the levels of public spending they will spend with local businesses, including Micro/SME's, and report on them as part of their annual reporting mechanisms.</p>	<p>This information has been reported on a monthly basis since financial year 09/10. In 13/14, 45% of our total spend of £177m was within the PL post code and 37% of it was with Small and Medium Size Enterprise's (SMEs). Targets the forthcoming years have also been set as follows:</p> <p>PL Post Code 2014/15 – 48% 2015/16 – 52%</p> <p>SME's 2014/15 – 39% 2015/16 - 41%</p>	Malcolm Coe

Public sector commissioning and the processes that supports it need to be much more efficient to provide better access to public spend for local, small suppliers. We recommend a thorough review of the current Sell2Plymouth portal and associated procurement systems of public sector agencies with recommendations for what changes are required to ensure there is an efficient way to link up public sector commissioners with private sector suppliers. Conversely, work must continue with local business to ensure they are positioned to take advantage of public sector procurement opportunities. Areas to address include: Improving technical efficiency. Monitoring how consistently and transparently the portal is used by different bodies. Identifying why and appropriate responses to why local businesses are not maximising opportunities via the portal. Reducing unnecessary red tape and bureaucracy. Increasing opportunities for Meet the Buyer events.

As members of the Plymouth Procurement Forum, Plymouth City Council meets on a regular basis with City College, Plymouth Federation of Small Businesses and the Plymouth Chamber of Commerce, Plymouth Community Homes, Plymouth University and University of St Mark and St John. The Council has signed up to a charter to increase economic stimulus to the City by working together to broaden the overall support for local business, putting initiatives in place to help small businesses and maximise the potential of the local supply chain.

While we acknowledge that there are still problems to overcome, we have worked hard alongside our partners to increase spend with local suppliers and SME's as follows:

Plymouth City Council increased its low value procurement thresholds, where we only need to seek 3 quotations rather than undertake a tender process, from £75k to £100k in 2012. With the implementation of our buying team we also mandated that a minimum of 2 of the 3 quotes must be sourced from local suppliers (PL post code) where possible, however as this function is now centralised more often than not 3 quotations are sourced locally. For these procurements we utilise the Sell2Plymouth (S2P) portal to source suppliers. This allows us to check that they have the correct accreditations and insurance to do business with the Council, we can also determine if the supplier qualifies as an SME as we endeavour to pay our SME suppliers in 15 days as opposed to the standard 30 days.

To support supplier's in how to do business with the Council, since September 2013 we have run 14 different training/meet the buyer events for suppliers supporting them with registration on the S2P portal and also on the supplying the south west portal where we, together with the other members of the Devon & Cornwall procurement partnership, we advertise our tender opportunities. We inform them on how to do business with Plymouth City Council. Working in conjunction with the Plymouth Chamber of commerce &

				<p>Industry we provide tender training for their customer base. We also provide specific tender training targeting local suppliers via the S2P portal. We also advertise on our procurement web pages that if any supplier is interested in tender training to contact the procurement team.</p> <p>http://www.plymouth.gov.uk/homepage/business/doingbusinesswiththecouncil/buylocal.htm</p>	
76	Private Sector Housing	58	<p>Plymouth City Council to develop a comprehensive and resourced response to raising standards in the private rented housing sector.</p>	<p>We recognised the impact of poor housing standards and management in the private sector on local people, and provided evidence to the commission which has guided our development of a draft Charter for the Private Rented Sector in Plymouth, using the Council’s ‘Principles’ and ‘Programme of Actions’. This will be developed with landlords and other stakeholders including tenants to be launched by October 2014 with the initial impact being assessed by February 2015. The Charter is likely to include the development of a Plymouth Healthy Homes Standard together with a ‘Rent with Confidence’ rental standard, and other measures. We also welcome and endorse the challenge to central government to help us achieve improvement, and have written to all local MP’s to this effect.</p>	Stuart Palmer
77		58	<p>We recommend that Plymouth undertake a pilot to investigate the viability of a voluntary licensing and accreditation scheme for private sector landlords (PSL). This pilot should: Examine the costs, benefits and potential barriers of such a scheme. Look at the process of include clear standards to reach legal minimum requirements for properties. Benchmark how this scheme would measure up against other PSL accredited schemes.</p>	<p>The viability of introducing a voluntary licensing scheme will be investigated but it is considered unlikely that landlords will sign up voluntarily even if incentivised. National, mandatory licensing already operates and opportunities for additional and/or selective mandatory accreditation schemes will also be considered. Voluntary accreditation is already in place and we will work together with Landlord Association partners to further promote this to landlords together with training programmes for landlords and agents. The one thing that would really help is if central government backed a mandatory self-funding registration scheme for landlords and agents so that we can contact, support and advise the numerous small landlords who are new to the sector.</p>	

78		58	Examine the possibility of property-specific penalties for non-compliant Private Rented Sector homes, to include looking at whether non-compliant Private Rented Sector homes could be earmarked as “not Housing Benefit eligible” until fully compliant with statutory standards and requirements, in a way that penalises the landlord – not the tenant.	We will examine the possibility of property specific penalties for non-compliant Private Rented Sector homes. There are already existing 'penalties' for non-compliant property conditions for which we can and do take enforcement action. This will form part of the programme of actions which will be set out in the charter	
79		58	Consult on and implement a comprehensive; measured and monitored Empty Homes Strategy for Plymouth to consider why the property is empty and uncovering systemic issues and working positively to address them.	By March 2015, Plymouth City Council will produce a “Plan for Empty Homes” in line with the design precedent set by the Plan for Homes. Consultation for the Plan for Empty Homes will be undertaken via the consultation process for the Plymouth Plan.	Paul Barnard
80		59	As part of the Fairness Commission’s support of the ‘doing with’ rather than ‘doing to’ approach, we recognise the importance of helping private tenants have a local voice. This will help tenant-to-tenant communication, provide useful ‘on the ground’ advice about poor tenancy experiences and give tenants information about their legal rights. We support the creation of a virtual Plymouth Private Tenants Forum, advising private tenants of their rights, offering an online space to exchange experiences, publicise consultations and offer contact details on further public sources of support.	We will work with partners to examine the options for the creation of a virtual Plymouth Private Tenants Forum, although it is recognised that an open tenant’s forum may pose concerns as some sites do currently. We will update our website to improve information and advice for tenants on their rights and expectations and other areas of support, and could work with Shelter on links to their national on line forum.	Stuart Palmer
81	Specialist Housing	59	We recommend a full examination of the coverage of specialist housing provision in Plymouth is carried out, comparing what is available against known demographics of groups in need and including a full gap analysis of unmet need.	While the Strategic Housing Market Assessment covers the needs / demand for general needs housing and projections in the Plymouth Plan, we would agree that we do not have a comprehensive analysis of specialist housing needs in one place for example Gypsy and Traveller and housing for other groups etc. We have however recently carried out a review of the need for Extra Care Housing and further reviews have been explored over a number of years. It would be timely to commission this review and we will scope the extent of it with partners by December 2014.	Paul Barnard

82	Ageing Population	60	<p>We recommend the creation of an 'All Ages City' Taskforce to co-ordinate both the social and non-social care aspects of Plymouth living for older people, as part of the Plymouth Plan process. These include, but are not limited to: Working with Plymouth's voluntary and community sectors to join up initiatives such as befriending schemes, lunch clubs, pooled transport, shared backroom services and access to facilities, including how technology can assist such co-ordination. Work with Plymouth universities and other tertiary education providers to encourage investment in technology to encourage connection to the wider community and address digital exclusion, remote healthcare provision by local and regional providers, virtual communities and domestic adaptations, e.g. Skype TV. Support commissioning of personal health, public health and social services which focus on prevention and early intervention through primary health care. Working with urban planners and housing associations to shape future housing provision and, where possible, adapt existing provision, to provide better community specific development, encourage land asset release and incentive schemes for suitable private investment. Co-ordinate existing and potential activities that promote intergenerational and cultural activity such as skills cafes, using school kitchens for mixed-age lunches and increasing opportunities for older people to volunteer.</p>	<p>Plymouth City Council is willing to participate in discussions with city partners for the best way to take this recommendation forward.</p>	Giles Perritt
83	Dementia	61	<p>We recommend that the Plymouth Joint Dementia Strategy is given the highest priority to ensure its recommendations on professional awareness, early diagnosis, carer support and recognised standards of care are actively delivered across the city.</p>	<p>Joint Dementia Strategy and Action Plan going for approval at Cabinet in September 2014. Extension of Dementia Friendly Coordinator role within Cooperative Commissioning Team taking forward the Dementia Friendly City element. Dementia Stakeholder Group in place to oversee and monitor the implementation of the action plan. Awaiting approval of plans to put in place Council wide workforce development plan</p>	Dave Simpkins

			around awareness of Dementia. Skills audit of care sector to be carried out in 2014 leading to workforce development plan for the sector. Dementia Quality Mark in place for care homes and Leadership programme for Care Homes currently being delivered. New carer support group for male carers in place June 2014. Funding for targeted diagnosis work in care homes is being applied for from Strategic Clinical Network.	
84		61	As part of this strategy, the Commission also recommends that additional consideration be given to ensure that people with dementia who require, and can demonstrate that they meet the eligibility criteria (e.g. unsteady walking, confusion and agitation and the risk of their actions harming themselves or others) are encouraged to apply for the blue badge scheme using the discretionary powers of the Local Authority.	This will be added to the Joint Dementia Action Plan.
85		61	We recommend that an information pack containing details of sources of advice, information and support is made freely available to patients, families and carers in all primary care settings, and provided for dementia patients and their carers.	Toolkit for businesses (including GP surgeries) created and launched in May 2014. Toolkit for patients, families and carers is being developed by Plymouth Community Healthcare and the Alzheimer's Society and is at the stage of being costed. Expected date is December 2014.
86		62	The Fairness Commission Secretariat within Plymouth City Council will work with key partners to develop a performance framework to allow both the Commission and the City as a whole to determine whether Plymouth is becoming a fairer city.	A proposal for how we can measure whether we are becoming a fairer city has already been developed and is under review in partnership with Plymouth City Council, Plymouth University and the Plymouth Fairness Commission Secretariat. Plymouth City Council will ensure that this is embedded within the existing Co-operative Council performance management framework and benefits realisation of its transformation programme.
				Giles Perritt