

11 November 2014

To: Councillor Hacker (Chair);  
Councillors D Absolom, Anderson, Davies,  
Dennis, K Edwards, Gittings, Hopper,  
James, Livingston, O'Connell, Stanway,  
Terry, J Williams and R Williams.

Your contact is: Amy Bryan - Committee Services

**NOTICE OF MEETING - HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE -  
19 NOVEMBER 2014**

A meeting of the Housing, Neighbourhoods and Leisure Committee will be held on **Wednesday 19 November 2014 at 6.30pm** in the Council Chamber, Civic Offices, Reading.

**AGENDA**

	<b>WARDS AFFECTED</b>	<b>PAGE NO</b>
1. DECLARATIONS OF INTEREST Councillors to declare any disclosable pecuniary interests they may have in relation to the items for consideration.		-
2. MINUTES OF THE MEETING OF THE HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE HELD ON 8 JULY 2014		1
3. MINUTES OF OTHER BODIES Community Safety Partnership - 9 July 2014		7

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	WARDS AFFECTED	PAGE NO
4. PETITIONS  Petitions submitted pursuant to Standing Order 36 in relation to matters falling within the Committee's Powers & Duties which have been received by Head of Legal & Democratic Services no later than four clear working days before the meeting.		-
5. QUESTIONS FROM MEMBERS OF THE PUBLIC AND COUNCILLORS  Questions submitted pursuant to Standing Order 36 in relation to matters falling within the Committee's Powers & Duties which have been submitted in writing and received by the Head of Legal & Democratic Services no later than four clear working days before the meeting.		-
6. DECISION BOOK REFERENCES  To consider any requests received by the Monitoring Officer pursuant to Standing Order 42, for consideration of matters falling within the Committee's Powers & Duties which have been the subject of Decision Book reports.		-
7. CEDAR COURT EXTRA CARE HOUSING  To receive a presentation on the new Council-built Extra Care Housing Scheme that offers 40 flats with care and support on site for older people.	KATESGROVE	-
8. READING FESTIVAL  To receive a presentation on the 2014 Reading Festival.	BOROUGHWIDE	-
9. CULTURE & HERITAGE STRATEGY CONSULTATION AND ENGAGEMENT: RESULTS AND FEEDBACK / YEAR OF CULTURE 2016  This report outlines key results and feedback from the 'Your Say: Arts, Heritage and Sport' consultation and a community engagement programme, which will help to shape Reading's new Culture and Heritage strategy. This report also sets out the proposal for a Reading Year of Culture in 2016.	BOROUGHWIDE	12

10.	DEVELOPMENT OF A WASTE MINIMISATION STRATEGY FOR READING	BOROUGHWIDE	37
	This report provides information on the development of a Waste Minimisation Strategy and sets out a timetable for the consultation and implementation of the Strategy.		
11.	LOVE CLEAN READING IN NEIGHBOURHOODS	BOROUGHWIDE	41
	This report updates the Committee on the results of the Love Clean Reading initiative.		
12.	FLOATING SUPPORT CONTRACT	BOROUGHWIDE	50
	A report seeking authorisation to enter into a new contract for the Floating Support Service.		

**HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE**  
**8 JULY 2014**

**Present:** Councillor Hacker (Chair);  
Councillors Davies, Dennis, K Edwards, Gittings, James, Livingston,  
Stanway, Terry, J Williams and R Williams.

**Apologies:** Councillors D Absolom, Hopper and O'Connell

**1. MINUTES OF THE PREVIOUS MEETING**

The Minutes of the meeting of 1 April 2014 were confirmed as a correct record and signed by the Chair.

**2. MINUTES OF OTHER BODIES**

The Minutes of the following meetings were submitted:

- Community Safety Partnership - 12 March 2014.

Resolved - That the Minutes be received.

**3. QUESTIONS FROM MEMBERS OF THE PUBLIC AND COUNCILLORS**

A Question on the following matter was submitted, and answered by the Lead Councillor:

Questioner	Subject
Councillor K Edwards	Culture and Heritage - Abbey Quarter

(The full text of the question and reply was made available on the Reading Borough Council website).

**4. WORKING BETTER WITH YOU IN NEIGHBOURHOODS**

The Director of Environment and Neighbourhood Services submitted a report which presented 'Working Better with You in Neighbourhoods' for endorsement. 'Working Better with You in Neighbourhoods' set out the Council's vision and approach to neighbourhood working and to working with local people to identify and tackle the issues that mattered most to them in their local areas. The Council's statement 'Working Better with You in Neighbourhoods' 2014 was attached to the report.

The report explained that the Council's vision was to create cohesive, attractive and thriving neighbourhoods where people wanted to live and work, and to address inequality by closing the gap between the most and least deprived neighbourhoods. The report set out the key principles which underpinned the approach and the Council's commitments to improving the quality of life in Reading's neighbourhoods, creating inclusive places where local people were empowered to shape, feel ownership of and contribute to the life of their neighbourhood.

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The report set out how the Council had created new area based teams to bring together all of the elements of 'caring' for the streets within the same service and that a team of Neighbourhood Initiative officers were funded to support local communities to bring about social change and improve the quality of life in their local areas.

Annemaire Byrnes, Zoe Brown and Lucy Drake gave a presentation on the Southcote Community Association. Councillor D Edwards read out a statement by Leanne Henderson. Copies of the Southcote Echo, the local community newspaper run by the Community Association were available at the meeting.

Resolved -

- (1) That the approach and commitments outlined in 'Working Better with You in Neighbourhoods' be endorsed;
- (2) That the implementation of new area-based teams to provide a greater neighbourhood focus to ensure the effective coordination of services for local residents, building on the success of the Love Clean Reading programme, be welcomed;
- (3) That the budget provision to support and enable communities to improve their neighbourhoods, be welcomed;
- (4) That it be agreed that 'Working Better with You in Neighbourhoods' was a living document forming a basis for continued dialogue with stakeholders to continue to develop the Council's approach to neighbourhood working.

5. PROPOSED IMPROVEMENTS AT RIVERMEAD LEISURE CENTRE

The Director of Environment and Neighbourhood Services submitted a report setting out the planned improvements at Rivermead Leisure Complex and requesting approval to proceed with the three highest priority schemes, which were: the replacement of the outdoor synthetic turf pitch, new boilers and the refurbishment of the swimming changing facilities. A cost breakdown for the proposed artificial pitch replacement was attached to the report at Appendix I.

The report set out the rationale for proceeding with the schemes as a matter of some urgency and the financial provisions in place that would enable the Council to fund the works in accordance with the agreements in place with Greenwich Leisure Ltd (GLL), the company who operated Rivermead Leisure Centre.

The report stated that with regard to the artificial pitch replacement, it was recommended that a sand based surface was specified in order to facilitate the continued use of the facility for hockey as well as football.

Resolved -

- (1) That scheme approval be given to proceed with the replacement of the synthetic turf pitch at Rivermead as outlined in the report;

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- (2) That scheme approval be given, in principle, for the proposals to replace heating equipment and to remodel the wet-side changing facilities at Rivermead as outlined in the report;
- (3) That the Director of Environment and Neighbourhood Services, in liaison with the Head of Finance and the Lead Councillor for Culture, Sport and Consumer Services, be given delegated authority to approve the detail of proposals to replace boilers and remodel the wet-side changing facilities at Rivermead;
- (4) That the proposed investment of approximately £1.15m to improve facilities at Rivermead be welcomed and that the budget cover for this investment was being provided for in the approved capital programme be noted.

6. PROPOSED IMPROVEMENTS TO BERESFORD ROAD AND KENSINGTON ROAD RECREATION GROUNDS

The Director of Environment and Neighbourhood Services submitted a report requesting scheme and spend approval for a range of capital improvements to parks facilities at Beresford Road and Kensington Road. The report stated that following a public consultation in 2013, Policy Committee at its meeting on 23 September 2013 (Minute 35 refers) resolved to set up a Councillor Working Group to develop proposals for the £1.615m Section 106 financial contribution received from the development of the former Battle Hospital site. Three of the priority areas identified were health and wellbeing, leisure facilities and green spaces including play.

The report set out the current position at Beresford Road Recreation Ground and detailed the proposed improvements, which included refurbishing the multi-use games area (MUGA) to include new combination basketball/football goals, new improved surfacing and a new artificial cricket wicket, the installation of more benches and bins, replacing the fencing along Beresford Road, clearance of scrub and brambles, tree planting and replacement signs.

The report set out the current position at Kensington Road Recreation Ground and detailed the proposed improvements, which included extending the toddler play area and installation of additional equipment, installation of a second sports area, refurbishing the artificial cricket wicket, the creation of a circular asphalt route around the perimeter of the park with distance markers, installation of outdoor fitness stations, installation of a concrete pad around the base of the youth shelter, the installation of more seats and bins, bulb planting and replacement signs.

Resolved -

- (1) That scheme and spend approval be given to carry out a range of improvements at the recreation grounds in Beresford Road and Kensington Road as outlined in the report;
- (2) That the Director of Environment and Neighbourhood Services, in consultation with the Lead Councillor for Culture, Sport and Consumer Services and the Head of Finance, be given delegated

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authority to finalise details of the individual projects within the approval given.

7. IMPROVEMENTS TO READING PARKS

The Director of Environment and Neighbourhood Services submitted a report requesting scheme approval for new capital projects starting in 2014/15. A detailed description of the individual projects was attached to the report at Appendix I.

The report set out the projects included in the proposed capital programme for 2014/15 for which approval was being sought, with an indication of the amount of S106 contributions earmarked to fund each scheme, to the estimated total value of £188,000. It was anticipated that the majority of the schemes would be funded from Section 106 receipts.

The report also set out the current progress of a number of schemes that had previously been approved by Cabinet, at its meeting on 12 March 2012 (Minute 165 refers), and Policy Committee, at its meeting on 10 June 2003 (Minute 10 refers), which were yet to be completed. These included Caversham Court Garages, Forbury Gardens, Louisehill Copse, Palmer Park, Rabson's recreation Ground, Robert Hewett Recreation Ground and the Cowsey.

Resolved -

(1) That scheme approval be given for the following capital projects as outlined in the report and in Appendix I:

- Arthur Newbery Park
- Bear Wharf/County Lock
- Blagrove Recreation Ground
- Cintra Park
- Coley Recreation Ground
- Prospect Park
- Thames Parks

(2) That the Director of Environment and Neighbourhood Services, in consultation with the Lead Councillor for Culture, Sport and Consumer Services and the Head of Finance, be given delegated authority to finalise details of the individual schemes and programmes within the approval given.

8. LOVE CLEAN READING - UPDATE

The Director of Environment and Neighbourhood Services submitted a report updating the Committee on the Love Clean Reading initiative. The need to carry out a deep

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clean and vegetation clearance programme for certain areas of highway and housing land was identified and prioritised in response to concerns raised by residents and the wider community. The 134 streets and areas of open space that had been included in the programme was attached to the report at Appendix I.

The report set out the progress of the work and to date 102 streets had been completed, with a target to complete the remaining streets by the end of July 2014. There had been a number of contributory factors which had affected the programme, including strong vegetation growth experienced this spring and summer, verge siding works had been extensive, some tree works had been delayed until the autumn to avoid the bird nesting season and other priorities had taken resources away from the team. The report also set out the feedback that had been received following the works.

Resolved -

- (1) That the report be noted;
- (2) That the Head of Transportation and Streetcare, in consultation with the Lead Councillor for Neighbourhoods, be authorised to make changes to the Love Clean Reading initiative programme, as required.

9. REPORT ON PETITION REQUESTING COMMUNAL BIN AT AMITY ROAD AND CHOLMELEY ROAD

Further to Minute 17 of the meeting held on 1 April 2014, the Director of Environment and Neighbourhood Services submitted a report informing the Committee of the review of the petition from residents living in part of Amity Street and Cholmeley Road requesting a communal bin. A location plan, showing the proposed location of the bins, was attached to the report at Appendix I and photographs showing Amity Street and the relevant section of Cholmeley Road was attached to the report at Appendix II.

The report stated that it was proposed to introduce two 1100 litre residual waste bins which would be permanently located in the highway for residents to use. The bins would be secured so that they could not be moved and would be emptied weekly. The locations of the bins had been approved by highways officers. Provision had also been included for the siting of a trade waste 1100 litre bin for the commercial premises at 101 Cholmeley Road, should the business require this service. Recycling would continue to be collected fortnightly in recycling boxes.

The report stated that an informal consultation of all residents in Amity Street and of those residents in Cholmeley Road whose properties were in close proximity to Amity Street would be carried out. The Committee and the lead petitioner would be informed of the outcome.

Resolved -

- (1) That the report be noted;



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- (2) That an informal consultation be carried out for residents in Amity Street and residents in Cholmeley Road in close proximity to Amity Street and the results of the consultation be reported to a future meeting of the Committee;
- (3) That the lead petitioner be informed accordingly.

(The meeting started at 6.30pm and closed at 7.55 pm).

## COMMUNITY SAFETY PARTNERSHIP EXECUTIVE GROUP MINUTES - 9 JULY 2014

Present:

Councillor Terry (Chair)	Lead Councillor for Neighbourhoods, Reading Borough Council (RBC)
Robin Rickard	Local Police Area Commander, Thames Valley Police (TVP)
James Hahn	Local Police Area Deputy Commander, TVP
Keith Stacey	Inspector, TVP
Gabriel Amahwe	Probation Director, Thames Valley Probation
Anthony Brain	Community Safety Manager, RBC
Jo Middlemass	Anti Social Behaviour Team Manager, RBC
Pete Farmer	RBFRS
Lorraine Briffitt	Voluntary and Community Sector representative
Suzanne Westhead	Head of Adult Services, RBC
Tina Heaford	Youth Engagement Service, RBC
Sarah Tapliss	Strategy Officer, RBC
Vicki Lawson	Head of Children's Service's, RBC
Simon Hill	Committee Services, RBC

### Apologies:

Councillor Page	Deputy Leader and Police & Crime Panel representative, RBC
Councillor Lovelock	Leader, RBC
Asmat Nisa	Consultant in Public Health, RBC
Avril Wilson	Director of Education, Adult & Children's Services, RBC
Sarah Gee	Head of Housing & Neighbourhood Services, RBC
Shona Morrison	Policy Advisor, Office of the Police & Crime Commissioner
Ann Manning	Magistrates

## 1. MINUTES

The Minutes of the meeting held on 12 March 2014 were agreed as a correct record.

Further to Minute 3 of the previous meeting it was noted that the following actions were still to be completed:

- The Domestic Violence Delivery Group to consider the issue of abuse against a vulnerable parent;
- Measures of reductions in re-offending to be added to the group of crimes monitored by the Group;
- Publicity for the SOS bus.

Also further to Minute 3 it was reported that a health representative would join the Executive Group and the Domestic Violence Delivery Group.

## 2. DOMESTIC HOMICIDE REVIEW WORKING GROUP - DISSEMINATION OF LEARNING REPORT

Sarah Tapliss submitted a Dissemination of Learning report produced by the Domestic Homicide Review (DHR) Working Group. She explained that the Group had looked at all DHRs in the Thames Valley to identify recurrent themes and to consolidate the recommendation. It was proposed to share the final Action Plans and Executive

Summaries for all DHRs with all CSP Chairs in the region. It was also recommended that CSPs should review all DHRs as a standing item - in Reading this would be done by the Domestic Violence Delivery Group and escalated to the Executive Group if necessary.

AGREED: That the recommendations of the Domestic Homicide Review Working Group be endorsed.

### 3. CRIME FIGURES UPDATE

Anthony Brain gave a presentation giving an overview of crime figures to the end of May 2014. He explained that there had been a 13% year-on-year reduction in the overall number of crimes in the British Crime Survey crime categories. The number of burglaries was continuing to reduce and Reading was now 5<sup>th</sup> of 15 among its comparator group. Shoplifting had also fallen after recent increases, and there had been a decrease in robbery and an increase in theft of vehicle.

The Group welcomed the continuing reduction in overall crime and priority areas such as burglary, and noted the local work such as Integrated Offender Management and the wider social trends that were having an effect. It was noted that there were still risks around a relatively high local population of drug and/or alcohol users, although there were signs of decreasing use among young people. The health implications of alcohol use were increasing in significance relative to crime issues. Anthony noted that the ongoing reduction in crime was beginning to be reflected in the community's perception, but that crime was still seen as a priority.

AGREED: That the presentation be noted.

### 4. COMMUNITY-BASED CRIME DELIVERY GROUP ACTION PLAN

James Hahn tabled the Community-Based Crime Delivery Group's Action Plan for 2014/15. The Group discussed progress and current issues relating to the five priorities and objectives set out in the Plan:

Hate Crime - to improve service and performance relating to hate crime and strengthen the effectiveness of key partner relationships

James noted that there were different groups and 'entry routes' in the area of hate crime and that all needed better engagement with the police. It was proposed to improve collaboration through a Hate Crime Forum and it was suggested that the learning and disability partnership be represented on the Forum, given the high level of hate crime against disabled people as described in the 'Hidden in Plain Sight' enquiry.

Situational Anti-Social Behaviour - to prioritise and secure effective ASB interventions across service areas

The Group discussed the need to carry out better and more efficient partnership working between different services and with the voluntary sector in this area, particularly where a vulnerable adult was being targeted. It was hoped that the Council's new neighbourhoods working approach would help to achieve this.

## COMMUNITY SAFETY PARTNERSHIP EXECUTIVE GROUP MINUTES - 9 JULY 2014

### Anti-Social Behaviour - Sex Workers - to deliver successful outcomes/exit strategies for on-street sex workers, and protect the public from associated ASB

The focus of activity was targeting on-street sex work in the Battle area. Keith Stacey said that there had been some recent success in encouraging sex workers who were victims of abuse to report offences. He noted that there were also dangers associated with off-street sex work and would work with Lorraine Briffitt on this issue.

### Anti-Social Behaviour - Street Population - to develop and improve the partnership's intervention re. street population ASB

There had recently been an increase in the number of rough sleepers. Lorraine Briffitt outlined a proposed scheme that was being discussed.

### Community Engagement - to achieve strategic oversight of community engagement, and reach out to isolated and vulnerable groups

The Group noted the links to the LSP's priority of 'Capable Communities' and the potential of the Council's Neighbourhood Working approach, which had been endorsed by the Housing, Neighbourhoods and Leisure Committee on 8 July 2014.

#### AGREED:

- (1) That the Community-based Crime Delivery Group Action Plan be endorsed;
- (2) That the 'Working better with you in Neighbourhoods' document submitted to the Housing, Neighbourhoods and Leisure Committee be circulated to the Executive Group.

#### 5. CSP DELIVERY GROUP EXCEPTION REPORTS

The Delivery Groups gave verbal updates as follows:

##### (a) Domestic Violence

Sarah Tapliss reported that funding had recently become available from the PCC and that this had been allocated to Reading Voluntary Action, Berkshire Women's Aid (for Independent Domestic Violence Advocate training), and Trust House - the new sexual violence support centre. The Group had carried out an assessment of the MARAC process due to the low number of referrals, although this was improving. A new Domestic Abuse Strategy and Action Plan would be drafted in the autumn, and it was planned to give a presentation to the next meeting.

##### (b) Integrated Offender Management (IOM)

Group Chair Gabriel Amahwe reported that the Group were looking at how to best present data to the Executive Group. There had been 5% reduction in serious acquisitive crime, and a 14% overall reduction in crime, amongst the IOM cohort. However there had been some difficulties with case management during the transition to Community Rehabilitation Companies. A GPS tracking pilot being carried out would be evaluated at the end of the year.

(c) Town Centre

Group Chair Keith Stacey tabled an update report on current issues and performance for shoplifting, violence, assault with injury and assault without injury. He reported that a second Town Centre Sergeant had been appointed and that the BID would be match funding five PCSOs.

(d) Drug & Alcohol

Group Chair Suzanne Westhead reported that a new drug and alcohol service provider had been appointed and was due to start on 2 October 2014. Public Health would be taking over management of the drug and alcohol service.

(e) Community-Based Crime

(See Minute 4 above).

**AGREED:** That the updates be noted.

**6. TRANSFORMING REHABILITATION UPDATE**

Gabriel Amahwe tabled a briefing note giving an update on the 'Transforming Rehabilitation' changes. The transition from Probation Trusts to the National Probation Service (NRS) and Community Rehabilitation Companies (CRCs) had now taken place, and probation service delivery in the Thames Valley had been divided into two clusters. The majority of cases had been allocated into their new structures and new processes for case allocation, risk escalation, offender breach enforcement, offender recall to prison and case transfers were all in place to manage and support the interface between NRS and CRCs. Some operational issues associated with implementation of the new processes and the ICT migration and restructure were being worked through.

The report also noted that post-release community supervision of short term prisoners would be coming into place under the new Offender Rehabilitation Act, and Gabriel said that this would place around 800 new offenders within the system.

**AGREED:** That the position be noted.

**7. COURT DIVERSION SCHEME**

Lorraine Briffitt submitted a briefing note on a proposal for a possible Court Diversion Scheme model for vulnerable people involved in prostitution. She explained the thinking behind the scheme and noted that similar schemes for offenders with Mental Health issues had been successful. Lorraine explained the scheme would not be developed further until the 'Transforming Rehabilitation' changes in probation had been fully implemented.

**AGREED:** That the principle of a diversion scheme be supported.

8. OTHER BUSINESS

The Chair reported that the PCC and Chief Constable would be giving presentations at the Policy Committee meeting on 21 July 2014, and asked partners to forward any questions to her.

Vicki Lawson raised an issue with the timing of CSP and Youth Offending Service meetings, which it was agreed to discuss with Anthony Brain.

9. DATE OF NEXT MEETING

The remaining meetings for 2014/15 would be held on:

Wednesday 24 September 2014

Wednesday 3 December 2014

Wednesday 11 March 2015

(The meeting commenced at 9.32 am and closed at 10.52 am)

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT & NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	19 NOVEMBER 2014	AGENDA ITEM:	9
TITLE:	CULTURE & HERITAGE STRATEGY CONSULTATION AND ENGAGEMENT: RESULTS AND FEEDBACK / YEAR OF CULTURE 2016		
LEAD COUNCILLOR:	COUNCILLOR PAUL GITTINGS	PORTFOLIO:	CULTURE, SPORT & CONSUMER SERVICES
SERVICE:	CULTURE	WARDS:	ALL
LEAD OFFICER:	GRANT THORNTON / JENNY SCOTT	TEL:	0118 937 2416
JOB TITLE:	HEAD OF ECONOMIC & CULTURAL DEVELOPMENT / SENIOR POLICY OFFICER	E-MAIL:	grant.thornton@reading.gov.uk jenny.scott@reading.gov.uk

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The report outlines key results and feedback from 'Your Say: Arts, Heritage and Sport' consultation and a community engagement programme, which will help to shape Reading's new Culture and Heritage strategy, being developed by Reading Borough Council with a wide range of stakeholders and local groups. The report also sets out the proposal for a Reading Year of Culture in 2016, linked to the developing Culture and Heritage strategy.
- 1.2 Over 600 responses were received to the online and hard copy survey. The full consultation report for 'Your Say: Arts, Heritage and Sport' is attached at appendix one.

2. RECOMMENDED ACTION

- 2.1 That the results of the 'Your Say: Arts, Heritage and Sport' consultation are noted.
- 2.2 That the next steps for developing the strategy are noted.
- 2.3 That the committee endorses the proposal for the development of a 'Year of Culture' for Reading in 2016.

### 3. POLICY CONTEXT

- 3.1 Readings Cultural Strategy 2010/13 was endorsed by Cabinet in 2010 as a continuation of the previous strategy 'A Life worth Living - The next Chapter 2009 -2012 Reading's Cultural Strategy'. The key priorities of the strategy were aligned to the previous Sustainable Communities Strategy.
- 3.2 The Cultural Partnership was established in 2010 as a strategic delivery network for Culture, Leisure and Sport, with stakeholders from across sectors to support the delivery of the Cultural Strategy for Reading. This multi-agency board has agreed the development and implementation of Readings next Cultural Strategy as a key objective in its revised Terms of Reference.
- 3.3 A Heritage Strategy for Reading has already been developed. Early development of this strategy was undertaken in part as a necessary requirement to progress the bid to the Heritage Lottery Fund (HLF) for the restoration of the Abbey Ruins and Gateway. The HLF Bid has been successful at Stage 1 and detailed implementation plans are now being developed for approval at Stage 2. The existing Heritage Strategy will be reflected in the wider Cultural and Heritage Strategy.
- 3.4 There is no statutory requirement for Councils to provide a Cultural Strategy however, it is accepted good practice to adopt such strategies and many local authorities have adopted a Cultural Strategy that sets out their long term aspirations and shorter term work streams to help deliver these.
- 3.5 There are many benefits of developing a strategy. A Local Government Association (LGA) paper, March 2013, reports the arts provide nearly 1 million jobs and 67,000 cultural businesses contribute £28 billion every year to the UK economy. Tourism contributes £115 billion to the English economy and as well as attracting visitors to places, the arts encourage visitors to stay longer and spend more. Businesses choose to invest in places with a vibrant arts offer because they offer their employees a high quality of life.

### 4. THE PROPOSAL

#### 4.1 Current Position

##### Your Say Arts, Heritage & Sport

Residents, visitors and businesses were asked for their views on sport and culture in Reading as part of the 'Your Say: Arts, Heritage and Sport' consultation. This took place from 9th June until 30th September. The feedback from the consultation will help to shape Reading's new culture and heritage strategy, being developed by Reading Borough Council with commitment and engagement from the Cultural Partnership and its associated network of community groups and delivery partners. There is strong support for the development of the strategy and for the generation ideas on how culture can play an even bigger role in promoting wellbeing and be an integral part of an even more vibrant and economically successful town.

As a result of and linked to the early discussions on the development of the Culture and Heritage strategy there was a recognition that whilst there is a vibrant and successful cultural offer in Reading this is perhaps not widely acknowledged. The town is therefore not recognised more widely as a cultural destination in the same way as its renown as a successful economic powerhouse and retail hub. Acknowledging that this was of strategic significance to Reading's success the Local



Strategic Partnership (LSP) became involved and Cultural Life was adopted as one of the partnerships three priority areas for further work in 2014/15.

#### Year of Culture

What the consultation discussions have generated are a huge amount of energy and enthusiasm around all that is going on and the possibilities for the future, reflecting the fact that different aspects of cultural life impact on us all and are a key ingredient in quality of life and well-being. Emerging from this enthusiasm and the acknowledged need to raise the profile of cultural activity in the town is the concept of a 'Year of Culture' for Reading, owned and delivered by local people and organisations under the umbrella of the Cultural Partnership and championed by the LSP. To help take this forward a joint LSP/Cultural Partnership workshop on Cultural Life was held in June, where input was gathered for developing a proposed "Year of Culture 2016", linked to the aspirations of the developing Culture and Heritage Strategy.

The Year of Culture 2016 is a means of showcasing, enhancing, promoting and increasing engagement with the wide range of activities, events, networks that exist in the many fields of arts and heritage, all linked to promoting the wider attractiveness and prosperity of the Reading area.

#### 4.2 Options Proposed

The strategy will identify the authority's priorities and objectives for culture and heritage. Refreshing the strategy for Reading will give a sense of priorities and direction for the sector over the medium term.

The proposed period of the strategy is 2014 - 2030 with a review in 2020.

In addition to the wider consultation, existing groups have contributed to the visioning and development of the strategy, including the Creative Arts Network, Sports Development and Arts forums along with the opportunity for members of the public to contribute, via 'Your Say: Arts, Heritage and Sport'. A further session is planned in January 2015 for a wide-range of local Arts Organisations to inform the strategy and the plans for 2016.

A core working group has been established from members of the LSP and Cultural Partnership board. This will focus on the integrated development and delivery of the Cultural and Heritage Strategy for Reading and a year of Culture 2016. The following aims of the group were agreed:

- To recognise and showcase the existing numerous and diverse arts and culture accomplishments, provision and events that already exist in Reading;
- To recognise arts, culture and creative industries as an important component of a vibrant city;
- To promote the idea that arts and culture can play a leading role in the future success of Reading;
- To promote the message that creative people, organisations and approaches are welcome in Reading;
- To utilise the arts and culture message to promote Reading as a destination for tourists and to increase visitor numbers;
- To increase participation and engagement for all in Arts and Culture.

Consultation and engagement programme

A series of events / programmes were delivered to raise awareness of Reading's arts, sport and heritage and used to engage local residents and gather feedback to inform the Culture and Heritage Strategy. The table below provides a summary of the programme aims and activities which was led by Jelly, the creative arts charity.

Event	Summary
Working with children and young people creative activities	Working with pupils on buildings and townscapes, schools were keen to develop this as a way of capturing children's views on how Reading's unique identity would emerge in future years, in terms of the physical and cultural landscape. 162 children participated.
Sports Challenge	Hosted by Rivermead on 31 May 2014, 'Olympiad' to engage with visitors to the event, encourage participation and create aspirations for sporting achievement.
Residents and visitors to deliver Oracle and shop mobility project	Members of the public joined jelly artists to create a collaborative piece of art. Postcards were then displayed as part of the Open for Art Weekend in The Oracle space. The 112 postcards created were collected and textile designer Emma Bradbury created an abstract rag rug pattern, which reflected key cultural and heritage themes. Over 80 people spent over 200 hours helping complete a rag rug.
Heritage and Arts Trail	4 July -6 July 2014 to bring arts, culture and heritage back into the public view, from master classes to pop up exhibitions, classes, activities and trails bringing Reading Town Centre Arts and Culture Programme alive <ul style="list-style-type: none"> <li>• work with Reading Museum to identify a family based heritage/ treasure trail</li> <li>• work with Reading CIC, local business and Reading College to create an Arts trail.</li> </ul> 2500 maps were printed and given out and 89 artists and performers took part over the weekend.
Equalities programme	To reach out to particular audiences in innovative ways to capture their views, using existing arts and sports events and locations, 74 people engaged in the programme. Shadow jelly project curated one pop up shop exhibition of young people's work, started its own writers group and has begun a sensory garden project with the young special needs group.

#### 'Your Say: Arts, Heritage and Sport' summary results and feedback

The consultation was available on the Council website and also a shorter version in via a hard copy in the form of a postcard. Respondents were asked to give their views in the following, a summary of the most popular responses and numbers are included overleaf. The full consultation report is attached at appendix one.

It was clear from the responses to the consultation that peoples focus is on arts, performance and music. Sport is under represented in the responses. The Culture and Heritage strategy will therefore focus on these publicly held perceptions of culture. Proposals for a more formalised Sports Partnership and Forum, which will include a broader focus on physical activity, well-being and health, will be brought forward separately in order to provide a more focused strategic approach to this area of work.

Question	Views
As a local resident or visitor what does culture mean to you?	<p>The performing and visual Arts (454)  Museums and artefacts (415)  Built Heritage (385)  History, music and people were key words used to describe culture</p>
How do you take part in the Arts?	<p>Enjoy Live Music- Lots of people shared the ways which they enjoy live music these included: concerts, gigs, festivals, recitals, local/community bands, national acts. Some people mentioned Reading Festival and the Forbury Bandstand as places they enjoy music. Some of the genres people enjoy were folk, classical, opera, choirs, jazz, pop, indie. (292)</p> <p>Galleries and Exhibitions - Lots of respondents told us how you visit galleries, exhibitions and art trails. People also enjoy, enjoy arts and sculptures indoors and in open spaces, temporary arts installations, art studio trails, visit art shows, art fairs. (277)</p> <p>Watching Performing Arts- Many respondents enjoyed watching performing arts, the following were specifically mentioned: theatre, dance, stage shows, musicals, ballet and opera at both local and national theatres and venues and at amateur and professional level. Many people mentioned local theatre groups such as Reading Rep Theatre and Reading Progress Theatre. (151)</p>
How do you take part in Heritage?	<p>Museums- Lots of respondents told us that they visit museums according to interest, with family and friends, while on holiday nationally/locally to learn about places they visit, they also visit for special exhibitions. (301)</p> <p>Historical Attractions- A lot of people told us they take part in heritage by visiting a range historical attractions these included National Trust properties, archaeological sites, historical monuments historic gardens and landscapes, castles, houses, architectural sites, Open House Weekends, churches, digs and excavations. (270)</p> <p>Reading Museum- Many people told us that they visited Reading Museum whether occasionally or regularly, they also attended events, activities and exhibitions, have visited themselves and with children. (86)</p>
How do you take part / enjoy sports?	<p>Actively Participate- Lots of people told us a variety of ways in which they actively participated in sport or exercise; this could be formal and informal, on their own or as part of a team of group, with family and friends. (354)</p> <p>Lots of respondents told us how they took part in sport individually, though individual exercise and training or individuals sports. (201)</p> <p>Watch/ Support Sport- Many people watch a variety of sports either on TV or live, some those specifically mentioned are football, rugby, tennis. Some people also mentioned specific sporting events such as Wimbledon, the Olympics and the Commonwealth Games. (122)</p>
Why do you take part in cultural activities?	<p>The top three reasons for participating from respondents are:  Interest / Social (575)  Learning (444)  Health &amp; Wellbeing (325)</p>

<p>What do you like about cultural life in Reading?</p>	<p><b>Variety &amp; diversity</b> - Many people commented on the good variety in the cultural programme, variety in types of event, and culture from all over the world, vibrant, range of musical events, racial and social diversity, something for everyone, good quality, international to community events, experimental work, lively and contemporary work, council events complemented by voluntary sector events, show cases the diversity of communities, clubs and societies, multicultural (151)</p> <p><b>Good venues and arts centres</b> - Many responded that there are a number of venues and arts centres that host good events, shows, performances and music. Some commented on a good live music scene, with gigs and concerts. Some people specifically mentioned South Street, the Town Hall and Concert Hall. Some said that there were different music venues to suit all types which provide variety venues for music, comedy, film and theatre (61)</p> <p><b>Good museums and libraries-</b> Many liked the good local museums such as MERL and Reading Museum which have a range of exhibitions and good provision of activities for children. Many thought that they were relevant and useful for visitors and residents to get to know their local history. Others commented on good libraries in Reading. (51)</p>
<p>What would you like to see more of?</p>	<p><b>More music, theatre events-</b> more opportunities and live music, more plays, musicals and theatre shows, more music events, more open air music and theatre, more theatre both professional and amateur, more signed bands and acts, comedy nights, world music (74)</p> <p><b>Renovation of arts spaces/new venues-</b> and arts venue to attract high profile performers, a mixed use venues, more venues, purpose built venues for professional and amateur groups, better theatre facilities, community, performance space for groups of all sizes and audiences, more opportunity for people to use council run arts venues(66)</p> <p><b>Better publicity-</b> reading arts website- Better publicity, many people highlighted that they didn't know what is going on and often find out too late due to a lack of publicity, some discussed having a central place either physical such as events boards, or virtual such as a website to advertise everything that Reading has to offer. Listing in newspapers, promotions of events via the RBC twitter feed, a higher profile for arts and culture, university museums, better integrated advertising, highlight and celebrate cultural side of Reading (52)</p>

### Next Steps

It is proposed the summary of the consultation feedback is available on the Councils website. Work will continue on developing the strategy, informed by the consultation response, over the next few months. It is the intention that a draft strategy for consultation will be reported to this committee for consideration in March prior to publication on the Councils website.

In parallel the working group established under the auspices of the Cultural partnership and LSP will continue to develop proposals for the successful delivery of a Year of Culture for Reading in 2016.

## 5. CONTRIBUTION TO STRATEGIC AIMS

5.1 The Strategy for Reading, will contribute to: Reading in 2030: at the heart of the region

*PEOPLE: From respect to generosity*  
A culturally rich family of communities  
*We look after each other*

*PLACE: From town to city*  
Thriving, vibrant and sustainable  
*We cherish our environment*

*PROSPERITY: From benefiting some to benefiting all*  
Driving a world-class economy  
*We are ambitious*

## 6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 The local 2012 residents survey asked what people think is important in making somewhere a good place to live the results showed that culture and sport considerations rank highly<sup>1</sup>

- Parks and Open Spaces 25%
- Culture (Libraries, Museums and Arts Venues) 15%
- Sports and Leisure facilities 12%

6.2 There has been input from existing interest groups and residents, visitors and businesses through a series of workshops in addition to the wider 'Your Say: Arts, Heritage & Sport' consultation with residents, visitors and businesses. This was in the form of an online and hard copy survey.

6.3 A community engagement programme has also been undertaken by Jelly, the creative Arts charity. A series of events were undertaken to raise awareness of Reading's arts, sport and heritage that will be used as a series of platforms to engage local residents and gather feedback to inform the Strategy and a summary of the outputs are included in the report.

6.4 The consultation report is attached at appendix one.

## 7. EQUALITY IMPACT ASSESSMENT

7.1 Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to—

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

7.2 The Equality duty is relevant to the development of the strategy and an Equality Impact Assessment will be completed for the draft strategy.

## 8. LEGAL IMPLICATIONS

8.1 None

## 9. FINANCIAL IMPLICATIONS

9.1 This will be managed from within the existing resources. The Cultural Partnership including the Council, in its role as facilitator, will work together with arts organisations and stakeholders to maximise the benefits of external investment into Reading to support the delivery of the Year of Culture and Reading and Heritage Cultural Strategy.

9.2 The future cultural offer in Reading must be set in the context of the requirement to make significant savings in the medium term.

## 10. BACKGROUND PAPERS

10.1 'A Life worth Living - The next Chapter 2009 -2012 Readings Cultural Strategy

10.2 Delivering growth through Local Government Investment in the Arts, LGA, March 2013

10.3 Annual Community Feedback Report 2012

10.4 Reading Sustainable Community Strategy

10.5 Community engagement feedback report



## Arts, Heritage and Sport Consultation 2014- 616 Responses

### Introduction

The word culture means different things to people. It covers a wide variety of activities (for example sport, arts, plays), places (for examples, libraries, museums, theatres, built heritage, parks) values and beliefs that contribute to a sense of identity and wellbeing for everyone in our communities.

There are many benefits to developing a strategy. Culture is important in promoting a sense of national and local identity and pride. Participation in sport and providing children with the opportunity to play and have positive impacts on health

### Background

The development and implementation of Reading's next Culture and Heritage Strategy is a key objective in the Cultural Partnerships Terms of Reference.

A Heritage Strategy for Reading has been developed as part of the next steps for the Abbey Quarter project and this will connect to the wider Culture & Heritage Strategy.

'Your Say: Arts, Heritage and Sport' will help to shape Reading's new Culture and Heritage Strategy. Responses will be used to inform the strategy and generate ideas on how sport and culture can play an even bigger role in promoting wellbeing and be an integral part of an even more vibrant and economically successful town.

### Methodology

The consultation was launched on 9<sup>th</sup> June and ran until the 30<sup>th</sup> September. The consultation was available to view on the Council website and also via a hard copy in the form of a postcard. Respondents were asked to give their views in the following:

- As a local resident or visitor what does culture mean to you?
- How do you take part in the Arts?
- How do you take part in Heritage?
- How do you take part / enjoy sports?
- Why do you take part in cultural activities?
- What do you like about cultural life in Reading?
- What would you like to see more of?

### Promotion

The online survey and hard copies were promoted in a number of ways including

- A press release for the consultation was published on the Council's website, and sent to local media.
- A link to the consultation was available on the front page of the Councils website
- The consultation appeared weekly in Reading Arts newsletter- Postcards were distributed to Reading venues including Libraries, Leisure Centres, the Hexagon, Museum, South Street



- Postcards were handed out at various events including Reading Arts week, Waterfest
- Postcards were also hand-out during the Jelly programme of engagement events throughout the summer (detailed engagement report attached)
- The link to the consultation was sent out to everybody on Abbey Quarter database

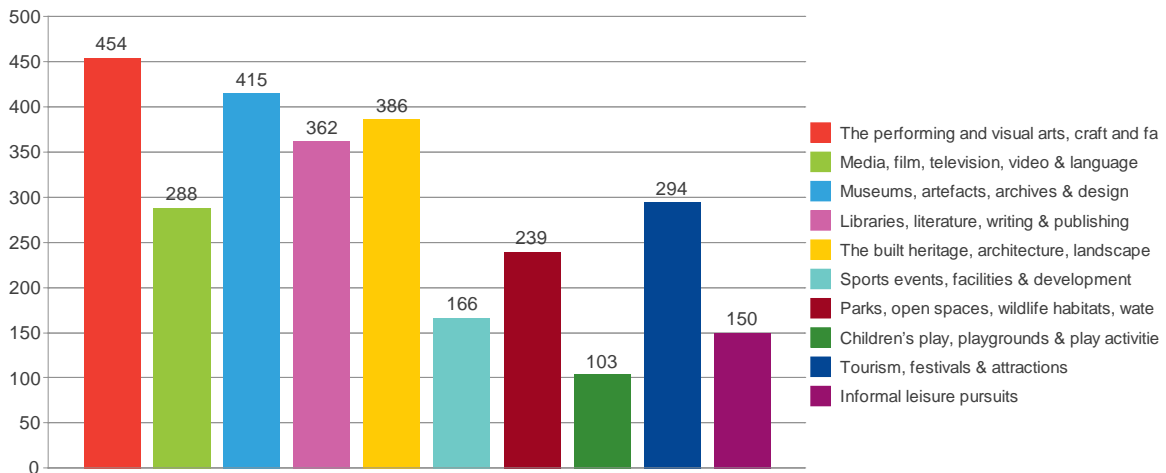
Summary of Responses

In total there were 616 responses to the Art, Heritage and Sport Consultation. Of these 507 were online consultation responses and 109 were hard copies. Responses to the questions below have been grouped thematically.

We Asked

1. As a local resident or visitor, please tell us what does Culture mean to you?

As a local resident or visitor, please tell us what does Culture mean to you? (Tick all that apply)







On this question respondents has the opportunity to provide other responses:

Question 1 Word Cloud Analysis

As a local resident or visitor, please tell us what does Culture mean to you? Anything else - please state below



You Said

**Learning-** Some people told us that culture was about learning and education maybe formally through courses and research or informally through new experiences. (37)

**Diversity-** A number of people said culture was understanding diversity y. For some respondents this meant the diversity of Reading and for other diversity is something that enriches people's lives. (36)

**Identity and Pride-** Some respondents told us that for them culture meant the identity of an individual or shared identity and pride of a community or a place. (34)

**History and Heritage-** A number of respondent felt that culture was about history and heritage, some people mentioned historic architecture and local history. Others said that culture meant a sense of history. (32)

**Values, Traditions and Beliefs-** Some people felt that culture was a mixture of values and traditions; this could be faith, religious belief, shared or family traditions. (31)



Important part of life- Some people saw culture as an important part of life, and as something that adds and enriches people's lives. (22)

Social and Community Activities- Some people suggested that culture was community events or social activities. (20)

Bringing people together-Some respondents felt that culture was about social interaction and bringing people together. (19)

Music- Some people specifically mentioned that culture for them meant music. (15)

Interesting things to do- Culture for a small number means having interesting things to do or places to go, which are engaging. (14)

Food- A few people thought that culture also meant experiences through different foods. (9)

Self-expression and Representation-A few people thought that culture was self-expression and how people present themselves. (7)

Accessible- A few people thought that it was important to be able to access culture. (5)

Sport- A few people mentioned sport as culture. (3)

### We Asked

2. How do you take part in the Arts? (e.g. visits to galleries, painting, concerts)

### Question 2 Word Cloud Analysis

How do you take part in the Arts (eg visits to galleries, painting, concerts)





### You Said

**Enjoy Live Music-** Lots of people shared the ways which they enjoy live music these included, concerts, gigs, festivals, recitals, local/community bands and national acts. Some people mentioned Reading Festival and the Forbury Bandstand as places they enjoy music. Some of the genres people enjoy were folk, classical, opera, choirs, jazz, pop and indie. (292)

**Galleries and Exhibitions-** Lots of respondents told us that they visit galleries, exhibitions and art trails. People also enjoy arts and sculptures indoors and in open spaces, temporary arts installations, art studio trails, visit art shows and art fairs. (277)

**Watching Performing Arts-** Many people enjoyed watching performing arts, the following were specifically mentioned: theatre, dance, stage shows, musicals, ballet and opera at both local and national theatres and venues and at an amateur or professional level. Many people mentioned local theatre groups such as Reading Rep Theatre and Reading Progress Theatre. (151)

**Local Venues, Galleries and Museums-** Many people told us about the local venues where they enjoyed the arts these included the Concert hall, the Hexagon, Progress Theatre, Palmer Park, South Street Arts Centre, RISC, Forbury Gardens Bandstand, The Global Café, The Rising Sun Arts Centre, Jelly, and Caversham Court. They also told us about the local galleries and museums they visit specifically the Lemon grove, the Sir John Madejski Gallery, Open Hand Space at the Keep, Reading Museum and the Museum of English Rural Life. (109)

**Art and Arts and Crafts-** Many respondents produced and in some cases exhibit their own art and commissions, these include painting, drawings and illustrations, legal street art, photography, stained glass, film production, textiles, printmaking while others enjoy arts and crafts, and attend craft sessions. (81)

**Local events-** Many respondents shared a variety of local events they have attended where they have taken part in the Arts such as Reading Festival, Jelly events, Eat Reading Festival, Reading Arts Weeks, Whiteknights Art Trails, Reading Carnival, Caversham Festival, Reading Fringe, Open House Events, Whitley Arts Festival, Caversham Open Air Cinema, Forbury Bandstand Summer Season, Waterfest, Reading University Degree Show and WOMAD. (77)

**Museums-** Some respondents said they like to visit museums, historical sites and properties to take part in the arts. (68)

**Cinema and Film-** Some people enjoy the arts through film, including mainstream, independent and art house film. Some people mentioned Reading Film Theatre, Open Air Cinema like that at Caversham Court, independent cinemas, film festival events, live performance viewings and a few had produced their own films. (59)

**Play Music or Sing-** Some people actively enjoy music through playing or singing. Some of the ways people mentioned were singing in a choir such as Reading Lunchtime Choir,



Reading Chorale, Reading Bach Choir and Reading Minster other people played in bands and a few people mentioned specifically Beatroots Samba Band, Small Strings Ukulele Band and at Readipop. (56)

Literature and Libraries- A few people enjoyed the art through literature and libraries these included book groups, writing, poetry readings, literary festivals, writers groups, reading and use of libraries. (40)

Courses, Classes, Workshops and Talks- Some respondents attend or teach classes and workshops for all ages such as drama, life drawing, painting and craft workshops, dance classes, music courses, ceramics, flower arranging, pottery. Others either attend or give talks or lectures to others on the arts. (39)

Participate in performing arts- Some respondents shared that they also liked to participate in performing arts through many ways; local amateur dramatics, musical performing societies, production and direction, professional and amateur acting. Some of the groups mentioned were Beautiful Creatures Theatre Company, Progress Theatre, Reading Rep Theatre and Reading Between the Lines Theatre Company. (36)

London Galleries and Theatre - Some people specifically mentioned attending galleries in London or nationally and others told us that London better suited what they were looking for. These people mentioned in particular the National Gallery, TATE, the V & A and London theatres. (33)

Work or Volunteering- A few people said that they take part in Arts through their work, volunteering opportunities or helping with the organisation of events, exhibitions and performances. (33)

Comedy- Some respondents said they enjoyed comedy, in particular they mentioned South Street Arts Centre and the Hexagon as venues they have visited for comedy. (19)

Friends Groups and Membership- A few respondent told us about the Friend groups and memberships they had, these included Member of Reading Film Theatre, Reading Guild of Artists, Progress Theatre, the Georgian Society, Arts Fund, V & A, British Museum, Tate, Royal Academy, NADFAS, National Portrait Gallery, Sadler's Wells. (15)



We Asked

- 3. How do you take part in Heritage? (e.g visits to museums, historic attractions)

Question 3 Word Cloud Analysis

How do you take part in Heritage? (eg visits to museums, historic attractions)



You Said

Museums- Lots of respondents told us that they visit museums according to interest, with family and friends, while on holiday to learn about the places they visit, national or local museums, they also visit for special exhibitions. (301)

Reading Museum and Blakes Lock- Many people told us that they visited Reading Museum whether occasionally or regularly, they also attended events, activities and exhibitions, have visited themselves and with children(86)

Museum English Rural Life (MERL)- Some respondents told us about regular or occasional visits to MERL, they also visited to exhibitions and talks. (29)

Local Museums and Sites- Some people mentioned a range of other local museums that they visit and enjoy including Museum of Berkshire Aviation, the River and Rowing Museum, Berkshire Medical Museum, REME Museum of Technology, URE Museum of Greek Archaeology and Silchester Roman Town. (25)



**London National/Museums and Attractions-** Some people told us about national or London attractions that they visit, these included British Museums, Victoria and Albert, St Pauls, Cortauld, Pitt Rivers, National History Museum and the Tate Modern. (29)

**Historical Attractions-** A lot of respondents told us they take part in heritage by visiting a range historical attractions these included National Trust properties, archaeological sites, historical monuments historic gardens and landscapes, castles, houses, architectural sites, Open House Weekends, churches, digs and excavations. (270)

**Local History-** Many respondents had a particular and active interest in local history and learnt about it through visiting places of interest locally, appreciated local buildings and architecture. (67)

**Events-** many people told us about the heritage event and activities they have taken part in such as guided walks, talks, educational events, heritage trails, museum activities, lectures, Heritage Open Days, digs and excavations. (66)

**Abbey Ruins and Forbury Gardens-** Some people mentioned that they had visited the Abbey Ruins before they were closed or they had attended a tour since its closure, some mentioned that they would like to see them re-opened; other had attended events in the Forbury Gardens (51)

**Memberships and Friends Groups-** Some people told us that they were a member of a friends groups or interest group these included the National Trust, Reading Civic Society, Friends of Reading Museum, Friends of Reading Abbey, Berkshire Archaeology Research Group, Friends of British Museum, English Heritage, Historic Houses Association, Friends of Caversham Court Gardens, Reading History Society and the Art Fund. (48)

**Volunteering or Work, Organising events-** A small number of respondents told us that they take part in heritage through volunteering, work or by organising events. Some of the examples they gave were Heritage Open Days at Caversham Court and the Abbey Quarter, volunteering at MERL or Reading Museum or heritage attractions, working archives, working on heritage projects, as a trustee of museum, raising awareness for local history, written or published book on aspects of Reading's history, volunteering arts centres, organising exhibitions and events, leading walks and talks and heritage trails. (19)

**Building Preservation-** A few respondents told us that they had an interest in the preservation of heritage and heritage building techniques, they supported heritage preservations and found it important. (9)

**Caversham Court Gardens -** A few people have visited Caversham Court Gardens. (8)

**Archives and Records Office-** A small number of respondents use the archives and records office to take part in heritage. (5)

**No heritage in Reading-** A few people felt that there wasn't much heritage in Reading. (6)



We Asked:

4. How do you take part/enjoy Sports (eg participating in, watching, coaching)

Question 5 Word Cloud Analysis

How do you take part / enjoy in Sports (eg participating in, watching, coaching)



You Said:

Actively Participate- Lots of people told us a variety of ways in which they actively participated in sport or exercise; this could be formal and informal, on their own or as part of a team of group, with family and friends. (354)

Lots respondents told us how they took part in sport individually, though individual exercise and training or individuals sports. (201)

Many respondents told us about how they take part in sports as part of as a member a sports team or club or in a group sport or activity. (56)

The variety of sports that respondents told us they participated in or watched- Football, rowing, sailing, rugby, american football, water polo, basketball, running and running groups, table tennis, walking, cycling, netball, volleyball, tennis, hockey, boules, squash, rounders, rambling, cricket, badminton, swimming or synchronised swimming, gym/training, swimming, dance (zumba, tap dance, salsa), cycling, hiking, boxing, mountain biking, kickboxing, exercise classes, rock climbing, canoeing, golf, horse riding, power walking, ice skating, roller skating, aerobics, Nordic walking, pilates, Tai Chi, yoga,



fishing, triathlons, skiing, Chi Kiung, boot camps, scuba diving, snorkelling, aqua aerobics, fencing, gymnastics, circuit training and Tae kwon do.

**Watch/ Support Sport-** Many people watch a variety of sports either on TV or live, some those specifically mentioned are football, rugby, tennis. Some people also mentioned specific sporting events such as Wimbledon, the Olympics and the Commonwealth Games. (122)

**Parks and Outdoor Spaces-** Many respondents told us that they used local parks and outdoor spaces for participating in sport this included using playground spaces, running or walking in local parks and along canals and rivers, cycling and training. (47)

**Local Sports Teams-** Many respondents told us that they watched and in some cases held season tickets for some of the larger local teams including Reading FC, London Irish and Reading Rockets. (40)

**Sports and Leisure Centres-** Some people told us that they use local sport and leisure centres to participate in sport. This included swimming, using the gym or sports courts and exercise classes. Some of these had leisure centre or gym membership. (38)

**Work or Volunteer-** Some respondents participate in sport though their work or others volunteer through coaching for sports teams or organising sports events. (30)

**Community Sport Events-** Some people told us about community sports events that they participate in such as Reading Half Marathon, the Race for Life, fun runs, charity walks and Reading Park Run. (20)

**Do not participate regularly or at all-** Some of the respondents told us that they don't take part in sports very much or at all. (78)

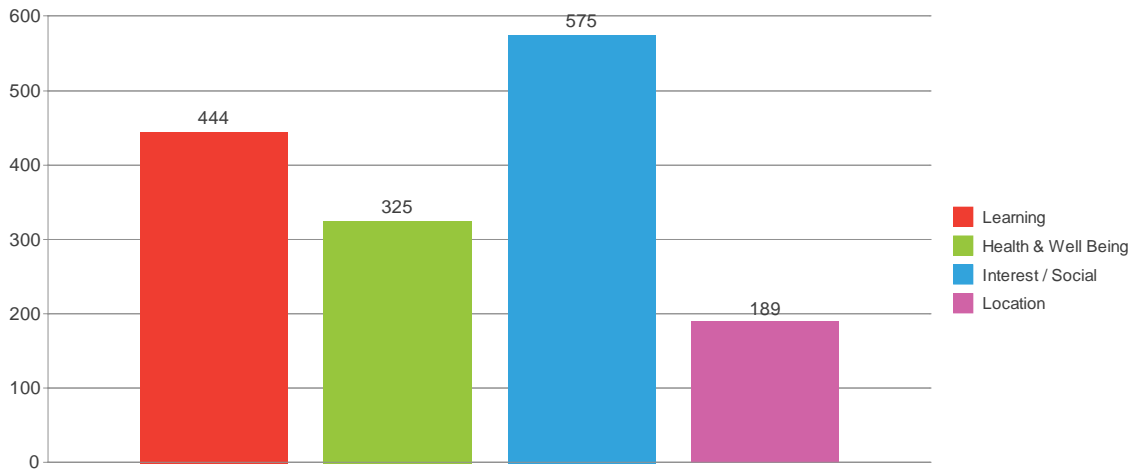




We Asked

5. Why do you take part in Cultural activities?

Why do you take part in Cultural activities?



On this question respondents had the opportunity to provide other responses.

Question 5 Word Cloud Analysis

Why do you take part in Cultural activities? - Other (Please Specify)





You Said

**Enjoyment or Pleasure-** Many people told us that they take part in cultural activities for enjoyment or pleasure. (32)

**Self-expressions and Creativity-** A few people said that they felt cultural activities allowed them to be creative and express themselves or to inspire them. Some said that cultural activities were an important part to their lives and well-being. (20)

**Learning or Personal Development-**Some respondents told us that they saw cultural activity as an opportunity to learn and for personal development. (16)

**Personal or Professional Interest-**A small number of people said that they take part in culture through personal or professional interest. (13)

**To feel connected to where I live/to contribute-** A few respondents said that cultural activities made them feel like they were connected or had contributed to the place they live. It also made them feel part of the community (10)

**Spend Time with or Meet New People-** A few people suggested that cultural activities were a good way to meet new people or spend time with similar people. Others take part in cultural activities in order to spend time with family and friends. (9)



We Asked

6. What do you like about cultural life in Reading?

Question 6 Word Cloud Analysis

What do you like about Cultural Life in Reading?



You Said

Variety & diversity - Many people commented on the variety, good quality and vibrancy in cultural programme and events and a range of international to community. Some people said that council events were complemented by voluntary sector events. (151)

Good venues and arts centres - Many responded that there are a number of venues and arts centres which host good quality events, shows, performances and music. Some commented on a good live music scene, with gigs and concerts. Some people specifically mentioned South Street, the Town Hall and Concert Hall and Sub89. Some said that there were different music venues to suit all types of acts which provide variety venues for music, comedy, film and theatre. (61)

Good museums and libraries- Many liked the good local museums such as MERL and Reading Museum which have a range of exhibitions and good provision of activities for children. Many thought that they were relevant and useful for visitors and residents to get to know the local history. Others commented on good libraries in Reading. (51)



Community events and community groups- voluntary sector. Many people said that there were good community events and community, charity and voluntary groups organising cultural events e.g .Jelly, the Rising Sun, RISC, WEA, Global Cafe Children's Festival, Reading Film Theatre, local civic, friends groups and history societies. Some people said that there was a range of good voluntary sector organisations and lots of volunteering. Some liked the grass roots organisations trying to promote the local arts scene and other said that the community making things happen for a more vibrant cultural life. (48)

Lots going on and opportunities to participate- Some people thought that Reading's cultural life has a lot to offer and there is a lot for people to participate in. This means that the cultural life appeals to many different people. (30)

Sense of community and inclusiveness- Some people said that the cultural life in Reading had a community focus, was informal, and provided an opportunity to meet and share with like-minded people. A few people said that the local flavour makes it inclusive; that Reading's cultural life improves society and brings people together. (26)

Good local events-Some respondents commented that there are good local events in Reading and a wide variety of events were mentioned such as the concert season, children's festival, comedy festival, Waterfest, Reading Carnival, Reading Fringe, Whitley Festival, speciality markets, Reading Festival, local theatres and art exhibitions. (25)

Accessible and well-priced: Some people said that cultural life in Reading was accessible and accommodating for all and that events have a good range of prices including free ones. (22)

Needs improvement- Some people did not think that cultural life in Reading was as good as other towns and it has room for improvement and Reading could learn from other areas. A few people suggested that it could be more inclusive and at the moment it is not co-ordinated enough. Some suggested there was the potential for more events less mainstream. (22)

Heritage-Some respondents like that Reading seemed to be beginning to appreciate its built heritage, they also like the mixtures of styles architecturally and that the town had key historic attractions and sites of interest. Some acknowledged the potential of the Abbey Quarter and liked tours that had been held. (15)

More publicity needed-Some people felt that cultural life is not promoted enough, and you have to be prepared to look for it. (12)

Good open spaces and events- A few respondents commented on the open spaces in Reading. Some people told us they enjoyed the parks in Reading and outdoor events which are held in parks, rivers and canals. Some people thought that outdoor events bring people together. (8)



Sports and Leisure Centres- a few people said that sports facilities are getting better and that there were plenty of opportunities for sport. (7)

Food- A few respondents told us that they like the variety of types of food on offer in Reading and the number of restaurants and food outlets, Eat Reading Live was also liked. (6)

RBC Support: A few people thought that cultural life was well supported, well-funded, the council seems to care about the arts and encourage it. (4)

Limited/lacks culture- Some thought that Reading had limited culture. (17)

We asked:

7. What would you like to see more of?

You Said:

Music and Theatre Events- Lots of responses wanted to see more live and open air music, plays, musicals, theatres show and comedy nights from both professional and amateur performers . High-profile and visiting theatre- Some people told us they wanted to see more high profile performers and bigger touring musicals, theatre and opera companies, touring opera companies. (110)

Better venues and arts spaces- Many people said they would like to see more or new arts venues and performance spaces in Reading which were mixed use, could be used by both amateurs and professionals, and could cater for all audiences' types and sizes. Other suggested that current venues such as the Hexagon were no longer suitable and needed improvements, there also need to be more opportunities for people to use council run arts venues. (66)

Better Publicity- Lots of respondents share a desire to see better publicity for cultural activity in Reading, many people highlighted that they often didn't know what was going on and found out too late due to a lack of publicity. Some discussed having a central advertising place either physical -such as events boards- or virtual- such as a website- to advertise everything that Reading has to offer. Other suggestions were listings in newspapers, promotions of events via the RBC twitter feed and integrated advertising to highlight and celebrate the cultural side of Reading. (52)

Heritage- Many people thought that there should be more publicity of Reading's heritage so that more people are made aware of it. Some people would like to see more access, signage and information in historic areas. As well as more events and activities including exhibition and heritage trails. (42)

Galleries and Exhibition- Many people realised the lack of a gallery and exhibition space in Reading and would like to see more. Respondents suggested more public displaying areas, exhibition and studio space for artists and more affordable spaces to hire. (35)



**Public Events Programme-** Some people pointed out that there is not a consistent events programme all year round, others wanted to see more large scale community events. (32)

**Support and Funding-** Some respondents told us that they would like to see more funding and support from RBC or others to help raise the profile and support for various work in Reading, the suggestions included; small live music venues, local arts communities and organisations, local businesses, local sport, museums, council run venues, Berkshire Record Office, cultural activity and young musicians. (30)

**Green and Outdoor Spaces-** Some respondents would like to see more outdoors events and more utilisation of outdoors spaces and Reading's two rivers. Suggestions included more trees and wildlife in open spaces, public art and installations in parks, stalls for arts and culture and more play streets. (28)

**Opportunities to Participate-** Some people felt that there needs to be opportunities for people to get involved and try new things in Reading across all age ranges. Some people suggested ways this would be possible though sample sessions, workshops and festivals at accessible locations offering a range of activities: acting, dancing, sport, art, literature. (26)

**Sports and Leisure Facilities and Libraries-** Some respondents commented on the sports and leisure facilities in Reading, people would like to see improved swimming pools and facilities, sport which is more affordable and more accessible to families, community sporting events and opportunities for parents and children exercising together. A few people mentioned that they wanted more investment in libraries. (20)

**Art- Exhibitions and Events-** Some people wanted to see more art in Reading through street art, further exhibitions and bigger exhibitions, further opportunities for local artists, touring exhibitions, community or student level art, studio trails and craft fairs. (19)

**More affordable-** There were many aspects of cultural life in Reading that respondents felt could be more affordable. Some of those mentioned were; affordable theatre/performance space, more affordable exhibition spaces, more free events, affordable prices at leisure centres and sports, more affordable ticket prices at venues and a membership scheme. (18)

**Partnership Working & Co-ordination-** Some respondents suggested that there needs to be more partnership working and better co-ordination and collaborative working across all agencies and organisations and groups, others would like to see community led arts and culture this could done through a large scale cultural event bringing together all aspects of culture. (18)

**Market and Independent Shops-** Some people would like to see more markets and independent shops selling local products. (15)

**Cinema-** A few people commented that they would like more, British, independent and art-house films and independent cinema in Reading. (12)



**Built Heritage-** A few people would like to see more importance placed on the preservation of Reading's built heritage, this could be through sympathetic building preservation, more support and better protection for protecting built heritage and more investment. (10)

**Opportunities to Learn-** A few respondents said that they would like more opportunities for learning in Reading, some of the way mentioned were adult education courses, activities and workshops which are more accessible. (9)

**Variety and Celebration of Diversity-** A few respondents wanted cultural life in Reading to have more variety and events to better reflect Reading's ethnic diversity (8)

**Cycling-** A few respondents would like better facilities for cyclists in Reading, suggestions included more dedicated cycling lanes and routes and a greater coverage for Readibikes. (8)

**Reading Museum -** A few people suggested some activities, events and exhibitions they would like to see at the Museum of Reading, ideas included; nationally recognised exhibitions at the museum, living museum activities, more special exhibitions and more displays of Reading's permanent collections. (7)

### Next Steps

It is proposed this consultation report is available on the Councils website.

The draft strategy for consultation will be reported to the Housing Neighbourhoods and Leisure Committee for endorsement in March prior to publication on the Councils website.

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	19 NOVEMBER 2014	AGENDA ITEM:	10
TITLE:	DEVELOPMENT OF A WASTE MINIMISATION STRATEGY FOR READING		
LEAD COUNCILLOR:	COUNCILLOR LIZ TERRY	PORTFOLIO:	NEIGHBOURHOODS
SERVICE:	TRANSPORTATION AND STREETCARE	WARDS:	BOROUGHWIDE
LEAD OFFICER:	DAVID MOORE	TEL:	(0118) 9372676
JOB TITLE:	ASSET MANAGER, HIGHWAYS	E-MAIL:	<a href="mailto:David.moore2@reading.gov.uk">David.moore2@reading.gov.uk</a>

1 PURPOSE AND SUMMARY OF REPORT

- 1.1 To identify the need, and support for, a comprehensive Waste Minimisation Strategy for Reading.
- 1.2 To update Members on the development work carried out to date on the Waste Minimisation Strategy.
- 1.3 To provide Members with a preliminary timetable for the consultation and implementation of the strategy, subject to it being adopted at a future meeting of the Housing, Neighbourhoods and Leisure Committee.

2. RECOMMENDATION

- 2.1 That the Housing, neighbourhoods and Leisure Committee acknowledges the need for a comprehensive Waste Minimisation Strategy and support the proposed timetable for consultation and adoption at a future Committee.
- 2.2 That the Head of Transportation and Streetcare, in discussion with the Lead Councillor for Neighbourhoods, is authorised to develop and make changes to the Waste Minimisation Strategy throughout the consultation and development process as required.
- 2.3 Consultation feedback and the final version of the Waste Minimisation Strategy will be reported to a future meeting of the Housing, Neighbourhoods and Leisure Committee in early 2015.



### 3. POLICY CONTEXT

- 3.1 The Corporate Plan states as an objective: to 'Protect and manage the cleanliness and safety of the streets, open spaces and the green environment'.
- 3.2 A key Council priority is 'To keep Reading clean with a crack down on fly tipping and graffiti'.
- 3.3 Priority 3 of the Corporate Plan commits the Council to 'Increase the amount we recycle and reduce the amount we send to landfill through education on recycling, reuse and waste prevention including the implementation of weekly collections in flats, improve recycling and introduce a recycling incentive scheme using funding from the DCLG (Department, Communities & Local Government) Weekly Collection Support Scheme'.

### 4. THE PROPOSAL

- 4.1 The Council is committed to reduce the growth of waste by promoting waste minimisation through reuse, recycling and composting and to minimise disposal.
- 4.2 As the Council services will soon be delivered on a Neighbourhood basis, there is a real opportunity to consult and engage within Neighbourhoods to promote waste minimisation on the doorstep and within communities and Neighbourhood Centres.
- 4.3 Doorstep collections are carried out by the Council for general waste, recycling and green waste. Additional recycling is available at bring-banks for recycling of glass, textiles, tetra-packs, foil, batteries, books and shoes. These waste streams are then recycled or disposed of at the re3 Materials Recycling Facility (MRF) at Island Road.
- 4.4 There are obvious environmental benefits of reuse and recycling, however, it is essential that the Council continues to promote reuse and recycling with a corresponding reduction in general waste which will be disposed of at a landfill site. A combination of housing growth, increasing landfill costs and increased levels of waste being disposed of (as the economy recovers) means that the cost to the Council will increase unless we are able to convert general waste in to recycling.
- 4.5 As a result of these challenges, the proposal is to produce a comprehensive Waste Minimisation Strategy. This will set out how the Council is going to achieve this for the period 2015 - 2020 and it will form the basis for the future strategy beyond 2020. The draft strategy will have 4 key objectives:
  - Objective 1. Increase recycling and re-use rates.
  - Objective 2. Minimise the amount of waste sent to landfill
  - Objective 3. Increase understanding and engagement in waste & recycling for the local community and key stakeholders.

- Objective 4. Effective, efficient value for money service delivery.

4.6 The Waste Minimisation Strategy will be supplemented by a suite of 3 supporting documents which effectively expand on how the Strategy will be delivered. The 4 documents are listed below:

- **Waste Minimisation Strategy.** This is the overarching strategy document and it states the aims and objectives of the strategy, describes current practice and sets out the challenges ahead.
- **Implementation Plan.** The Implementation Plan responds to the waste strategy and sets out the activities and measures to achieve the waste strategy's 4 key aims. Developing such a plan will allow the Council to clearly set out the activities it is currently undertaking, the activities it is planning and the timescales for their development during the lifetime of the strategy.
- **Action Plan.** The action plan is the day to day live working document and is the means by which the implementation plan is applied in practice and then monitored. It will be subject to a formal annual review, but as with all live documents it will be subject to change and revision in response to changes in resourcing, legislation and council priorities.
- **Neighbourhood Engagement Plan.** Sets out the communications strategy for waste minimisation, establishing Love Clean Reading as the key waste minimisation brand, identifying target audiences and messages and defining the media channels to be used.

4.7 The Strategy and supporting documents are currently being developed with internal stakeholders and these discussions will take place throughout November with the aim of having a first draft of the Strategy during December. Once the draft has been completed it will be subject to an online consultation in order to gain wider feedback from key stakeholders and from Neighbourhood communities.

## 5. CONTRIBUTION TO STRATEGIC AIMS

5.1 To promote equality, social inclusion and a safe and healthy environment for all.

## 6. COMMUNITY ENGAGEMENT AND INFORMATION

6.1 The waste minimisation strategy will be subject to consultation via the approved Council online channels and through Neighbourhoods.

## 7. LEGAL IMPLICATIONS

7.1 The Council has duties under a number of pieces of UK and EU legislation to deliver waste services, both collection and disposal, principally the Environmental Protection Act 1990 and the revised EU waste framework directive 2008.

## 8. EQUALITY IMPACT ASSESSMENT

8.1 In addition to the Human Rights Act 1998 the Council is required to comply with the Equalities Act 2010. Section 149 of the Equalities Act 2010 requires the Council to have due regard to the need to:-

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

8.2 An equality impact assessment has not been carried out at this stage.

## 9. FINANCIAL IMPLICATIONS

9.1 The development of the Waste Minimisation Strategy will be funded from existing budgets.

## 10. BACKGROUND PAPERS

10.1 RBC Corporate Plan.

READING BOROUGH COUNCIL

REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	19 NOVEMBER 2014	AGENDA ITEM:	11
TITLE:	LOVE CLEAN READING IN NEIGHBOURHOODS		
LEAD COUNCILLOR:	COUNCILLOR LIZ TERRY	PORTFOLIO:	NEIGHBOURHOODS
SERVICE:	TRANSPORTATION AND STREETCARE	WARDS:	BOROUGHWIDE
LEAD OFFICER:	DAVID MOORE	TEL:	(0118) 937 2676
JOB TITLE:	ASSET MANAGER, HIGHWAYS	E-MAIL:	<a href="mailto:David.moore2@reading.gov.uk">David.moore2@reading.gov.uk</a>

1 PURPOSE AND SUMMARY OF REPORT

- 1.1 To update Members on the results of the Love Clean Reading (LCR) initiative, the feedback received, lessons learnt and to make recommendations about how they may inform the reshaping of the Transportation and Streetcare services and the Neighbourhood Agenda.

2. RECOMMENDATION

- 2.1 That the report is noted.
- 2.2 That regular update reports are brought to the Committee on the progress of Love Clean Reading initiatives within the emerging Neighbourhood and Waste Minimisation works programmes.

3. POLICY CONTEXT

- 3.1 The Corporate Plan states that the Council will: 'Protect and manage the cleanliness and safety of the streets, open spaces and the green environment'.
- 3.2 Another key Council priority is 'To keep Reading clean with a crack down on fly tipping and graffiti'.

### 3.3 The Administration has identified the following key priorities:

- ‘Enhance the vision for Reading which takes account of the needs and aspirations of all residents’.
- ‘Continue to invest in front line street care services but work smarter and more efficiently by harnessing new technology’.
- ‘Review and enhance the grass cutting regime and find ways to improve the service, particularly during the spring and early summer’.

## 4. THE PROPOSAL

In 2013 the Lead Member for Neighbourhoods identified a need to carry out a deep cleaning and vegetation clearance programme for certain areas of highway and housing land, in response to concerns raised by residents and the wider community. The Love Clean Reading initiative carried out deep cleans in 134 streets and areas of open space throughout the Borough using a combination of in house staff, agency labour and sub-contractors and removed 65 tonnes of waste.

The preliminary list of roads, footpaths and carriageways identified by Members and Officers is shown in Appendix A.

### 1. The Love Clean Reading initiative had 4 works stages:

- Pre-inspection. The roads and alleyways listed in Appendix A were inspected and cross referenced with the results of EVA’s, Cleansing, Housing, Safer Reading and Highways inspections. The inspections identified particular problems, such as overhanging trees or hedges, overgrown vegetation to be cleared, access issues and estimated the resource needed to carry out the work. The inspection included pre-condition photographs to allow a before and after comparison.
- Appendix A was then refined into a works schedule.
- The works programme began with an extra highways grass cut in October and November 2013 and the main clearance works began in early January and were completed by the end of July 2014.
- Post works inspections were carried out and “after” photographs were taken.

### 2. The Love Clean Reading initiative concentrated on the following areas of concern: Detritus, weed growth, overhanging hedges and trees, grass cutting, dog fouling, fly tipping, street furniture cleaning and graffiti removal.

### 3. Communication Strategy

The Love Clean Reading initiative was supported by a communications strategy which used the following methods:

- Boroughwide via the RBC website, Twitter and Facebook. The My Reading page of the website was updated to include streets covered by the Clean and Tidy initiative. A weekly progress update was posted on the web.
- A project launch was carried out on the Canal towpath at Blakes Lock.

- Love Clean Reading branded notices were put up in advance of the works to advise residents.
- A post work pre-paid feedback card ( as shown in Appendix B) was given to all residents in the streets that were cleaned asking their opinion of the works and comments.

#### 4. Love Clean Reading results and recommendations.

The Love Clean Reading initiative was highly successful, both from a perspective of results on the ground but also in the positive customer feedback received via post and on site during the works. It achieved its aim of restoring areas of poor environmental quality to a high standard of quality and safety as well as improving the public perception of an area and Neighbourhood services in general.

443 pre-paid response cards were returned by residents following the deep cleaning works. We asked for the following feedback, scored on a scale of 1 to 5, 1 being very poor, 5 being excellent, the results of which are shown below:

Standard of cleanliness after visit. 98% of responses were good or above.  
 Overall impression/quality of work. 93% of responses were good or above.  
 Would you like an annual deep clean? 98% of responses were yes.

A selection of the comments made on the cards is as follows:

“Very pleasant to look out also to walk. A cleaned street.Thank you.”  
 “Needs to be more than once a year! Very, very pleased to see work done as the streets were in a state!! More please”.  
 “Ask Thames Water to clear the drains at the same time. Ask for a volunteer street champion to alert you of specific issue”.  
 “Good job well done the estate now reminds of how it used to be years ago. Thank you”

Love Clean Reading also threw up a number of challenges for the emerging Neighbourhood Services, namely to prevent environmental deterioration in the first place and to design a schedule of deep cleaning for the Borough which is embedded within the normal business of the Service which is preventive rather than reactive.

1. Timing. The timing deep cleaning works has a significant effect on its efficiency and efficacy. The Love Clean Reading initiative works took place during the main spring growth flush when resources were stretched and in future we would look to schedule works in the autumn and winter to fit with the annual shrub maintenance works and would scale them back during March to September whilst all hands are to the pump. Tree works would be restricted to the winter months again to fit with the annual highways tree maintenance works.

Recommendation 1. Timing of deep cleaning works will reviewed and prioritised outside the grass cutting season.

2. Assessment and prioritisation. The works produced significant improvements in all the roads and drew favourable comments from residents. However, it is

clear that the resources required to carry out a deep clean in all highway areas on an annual basis is unsustainable under current budget restrictions and that a system of assessment and prioritisation will be developed to target the areas of most need whilst maintaining a baseline standard in all areas.

**Recommendation 2:** An assessment system will be introduced via the Neighbourhood Officers identifying target areas in their patches and coordinating the relevant works to address them.

3. Resources. The Love Clean Reading programme worked best when a settled, dedicated team of staff carried out the work with the input of specialists or additional labour as required or when it became available.

**Recommendation 3:** Existing resources will be re-evaluated with a view to creating a dedicated deep cleaning team, working with the Neighbourhood Officers. The possibility of dedicating a supervisor to Love Clean Reading will be investigated.

4. Grass cutting -One area of particular concern is highways grass cutting, the frequency of which has been gradually reduced in response to budget pressures and is currently based on 6 cuts a year. This has resulted in a build-up of grass cuttings on footpath back-lines, channels and in gullies, compounding the build-up of detritus and outstripping the capacity of current resources to clear it. One extra cut was carried out this year, 6 cuts are planned for 2014/15 and a service review will be carried out in order to increase the number of grass cuts within existing budgets.

**Recommendation 4:** The number of grass cuts is increased to a minimum of 8 with the aim of restoring it to 10 in the future.

5. Verge siding ( edging). Love Clean Reading proved that a tidy verge is a major factor in the perception of a quality environment and it was a significant contributor to the success of the initiative.  
It must be carried out on a regular basis to prevent degradation of footways and channels which resultS in additional costs.

**Recommendation 5:** Verge siding is carried out on a regular basis, ideally on a 3 yearly cycle.

6. Parked Cars. Love Clean Reading proved that to achieve a thorough deep clean in areas with on street parking, vehicles must be removed. This has been considered previously, employing a temporary traffic order to suspend parking, but it has never been tried in Reading and is rare nationally. The cleaning crews were regularly approached during the works by residents offering to move their cars because they could see the benefits and wanted the street cleaned more effectively. Clear streets will also allow highways to carry out repairs and inspections, empty gulleys, repair street lights and renew lining

**Recommendation 6.** That a Neighbourhood Engagement Strategy is created that will improve communications and target specific neighbourhood and environmental maintenance such as the removal of

cars by residents to allow works. A trial area for voluntary removal of cars should be identified and a trial set up as soon as possible.

7. Overhanging vegetation. The majority of residents cut back their hedges and trees away from the highway, but overhanging vegetation is an ongoing problem for all users. Pruning privately owned vegetation is beyond the Council's resources and is currently managed under the provisions of the Highways Act via letters to residents which ask them to prune their vegetation away from the highway. These letters are effective, but communications channels must be improved to encourage residents to carry out the work before it becomes a problem and what services the Council can offer to help residents, such as green waste recycling collection bags, HMRC opening times and composting advice.

Recommendation 8: Information about pruning private vegetation should be a target of the Neighbourhood Engagement Strategy (see Recommendation 7).

## 5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 To promote equality, social inclusion and a safe and healthy environment for all.

## 6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 Posters, fliers and the Council web site were used to inform residents of the Clean and Tidy works.
- 6.2 Residents feedback surveys were be carried out as part of the Clean and Tidy.
- 6.3 Statutory consultation will be carried out in accordance with the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

## 7. LEGAL IMPLICATIONS

- 7.1 The Council has powers under Section 151 of the Highways Act 1980 to require property owners to cut vegetation back to their boundary and to a height of 2.75m over a footway and 5.5m over a carriageway.

## 8. EQUALITY IMPACT ASSESSMENT

- 8.1 In addition to the Human Rights Act 1998 the Council is required to comply with the Equalities Act 2010. Section 149 of the Equalities Act 2010 requires the Council to have due regard to the need to:-
  - eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
  - advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
  - foster good relations between persons who share a relevant protected characteristic and persons who do not share it.



8.2 An equality impact assessment has not been carried out at this stage.

## 9. FINANCIAL IMPLICATIONS

9.1 The Clean and Tidy will be funded from existing budgets and the identified additional funding.

## 10. BACKGROUND PAPERS

None.

Love Clean Reading List of Streets 2014  
HNL Committee Nov 2014 APPENDIX A

1	Mount Street	Katesgrove
2	Charndon Close	Katesgrove
3	Taynton Walk	Katesgrove
4	Westerham Walk	Katesgrove
5	Spring Terrace	Katesgrove
6	Blyth Walk	Katesgrove
7	Kinver Walk	Katesgrove
8	Edgar Millward Close	Norcot
9	Basingstoke Road	Katesgrove
10	Boult Walk	Katesgrove
11	Bourne Ave	Katesgrove
12	Canterbury Road	Katesgrove
13	Clent Road	Katesgrove
14	Dorothy Street	Katesgrove
15	Elgar Road South	Katesgrove
16	Hagley Road	Katesgrove
17	Henry Street	Katesgrove
18	Home Farm Close	Katesgrove
19	Footway from Home Farm Close to Basingstoke Rd	Katesgrove
20	Lincoln Road	Katesgrove
21	Katesgrove Lane	Katesgrove
22	Mount Street	Katesgrove
23	Northumberland Avenue ( Part)	Katesgrove
24	Fobney Street (& towpath) to Bridge street	Abbey
25	St Marys Service Yard Valuations behind Heaven Scent	Abbey
26	Corner of Epsom Court/Coley Avenue	Minster
27	Area to the side of Coley School field (Wolseley St).	Minster
28	Brockley Close footpath to Louse Hill Copse	Norcot
29	Footpaths between Aberford Close	Norcot
30	Footpaths between Appleby End	Norcot
31	Footpaths between Ibstock Close	Norcot
32	Footpaths between Kirton Close	Norcot
33	Footpaths between Verney Mews	Norcot
34	Wantage Road	Norcot
35	Honey End Lane	Southcote/Norcot
36	Curzon Street	Battle
37	Edinburgh Road, Prince Wales Ave and Kensington Road (western Side)	Battle
38	Lorne Street	Battle
39	Prospect Street	Battle
40	Valentia Road	Battle
41	Footpath at the end of the Tesco's car park in Napier Road	Battle
42	Waverley Road	Battle
43	Footpaths end of Chester Street to Portman Road	Battle
44	Beresford Road	Battle
45	Portman Rd / Fulmead road	Battle
46	Weldale Street / North Street	Abbey
47	Audley Street	Battle
48	Alleyway between Waverley Road and Windrush Way.	Battle
49	Argyle Street	Battle
50	Battle Hospital Arch	Battle
51	Brunswick Hill	Battle
52	Catherine Street	Battle
53	Burghfield Road (Ainsdale southwards)	Southcote
54	Coronation Square	Southcote
55	Granville Rd Flats islands onto A4	Southcote
56	Kearsley Road	Southcote
57	Liebenrood Road / Tilehurst road	Southcote
58	Land at the end of Kearsley Road (off Liebenrood Road)	Southcote
59	Newcastle Road access into Cintra Park	Redlands
60	Right of way from Circuit Lane to Tallis lane	Southcote
61	Entrance to the subway from Granville Road	Southcote
62	At the rear of 33 Dwyer Road alleyway opp Appleford Road	Southcote
63	The alleyway Charles Clore Court from Appleford Road	Southcote
64	Blandford Road	Whitley
65	Burlingham Close	Whitley
66	Callington Road	Whitley
67	Camelford Close	Whitley
68	Hanover Close (shops)	Whitley
69	Greenfields Road	Whitley
70	Stockton Road	Whitley
71	Swallowfield Drive	Whitley
72	Whitley Wood Lane	Whitley
73	Wincanton Road	Whitley

74	Whitley Wood Road	Whitley
75	Exbourne Road	Whitley
76	Mylum Close	Whitley
77	Northumberland Avenue ( Part)	Whitley
78	Margaret Close	Whitley
79	Foxhays Road	Church
80	Hawkchurch Road	Church
81	Exwick Square	Church
82	Holberton Road	Church
83	Footpath between Kendrick Road and Crown Place	Church
84	Northumberland Avenue ( Part)	Church
85	Northumberland Avenue ( Part)	Redlands
86	Corbridge Road	Redlands
87	Bede Walk	Redlands
88	Newcastle Road	Redlands
89	Hexham Road	Redlands
90	Blagdon Rd from Littern Rd up to and including Sycamore Rd, Beech Road	Church
91	Linden Road	Church
92	Addington Road	Redlands
93	Redlands Road	Redlands
94	Kendrick Road	Redlands/Katesgrove
95	Cedar Road and entrances into Shinfield Rec.	Church
96	Cholmeley Road ( Check alleyway behind No 1 Manchester Rd)	Park
97	Crescent Road	Park
98	Culver Road	Park
99	Alleyway between Crescent and Culver Roads	Park
100	Grange Avenue	Park
101	Armour Rd/Kentwood Hill	Tilehurst
102	Church End Lane South	Tilehurst
103	Mayfair (Eastern end)	Tilehurst
104	Calder Close	Tilehurst
105	Delaney Close	Tilehurst
106	Lemart Close	Tilehurst
107	Ivydene Road	Kentwood
108	Ledbury Close	Kentwood
109	Lyndhurst Rd	Kentwood
110	Savernake close + Alley to Hardwick Road	Tilehurst
111	Walnut Way/ The Triangle	Tilehurst
112	Norcot Rd Roundabout and up to Dulnan Close Jct	Tilehurst
113	English Martyrs Alley	Norcot/Tilehurst
114	Pangbourne Street	Kentwood
115	Potteries Rd / Norcot Rd running East	Kentwood
116	Potteries Road Wealden jct to Dresden Way jct.	Kentwood
117	Ringwood Road	Kentwood
118	Ripley Road	Kentwood
119	Kentwood Hill area around Oaktree Rd jct + footpath to Rodway rd	Kentwood
120	Oxford Road around Selborne Gds jct	Kentwood
121	Church Road	Caversham
122	Footpath Church Street to Abbots Mead	Caversham
123	George St from Bridge to Queens Rd (Cav)	Caversham
124	Kings Rd Cav	Caversham
125	Mill Green to Send Rd alley	Caversham
126	Queens Rd Cav	Caversham
127	Rodway Rd pottery Rd junction surrounds	Kentwood
128	Stone Street	Kentwood
129	Thirlmere Ave	Kentwood
130	Tidmarsh Street	Kentwood
131	St Peters Hill Southern Section	Caversham/Thames
132	Peppard road southern section next to Henley Rd/Prospect St Junction	Thames
133	Alleyway Southview Avenue - Caversham	Caversham
134	Alleyway between Grove Road and Knights Way	Peppard

Appendix B

Dear Resident,

We have recently carried out a Clean and Tidy of your street. To help us improve our service to you, we would appreciate it if you could spare a few minutes to complete and return this short questionnaire in the post or alternatively it can be completed on our website [www.reading.gov.uk/cleanandtidy](http://www.reading.gov.uk/cleanandtidy).

Please supply your postcode so we can identify your approximate location

Please tick the box that best describes your experience of our work:

	Excellent	Good	OK	Poor	Very Poor
Our communication before the work started	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our overall communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attitude of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety of the work carried out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your overall impression/quality of our work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Much Improved	Improved	No change	Worse	Much worse
Do you feel your street is cleaner ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you like to see an annual Clean and Tidy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Comments

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## READING BOROUGH COUNCIL

### REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE		
DATE:	19 NOVEMBER 2014	AGENDA ITEM:	12
TITLE:	TENDER FOR FLOATING SUPPORT SERVICE		
LEAD COUNCILLOR:	COUNCILLOR DAVIES	PORTFOLIO:	HOUSING
SERVICE:	HOUSING	WARDS:	BOROUGHWIDE
LEAD OFFICER:	TOM SIMPSON	TEL:	0118 937 2631
JOB TITLE:	HOUSING SERVICE DEVELOPMENT MANAGER	E-MAIL:	<a href="mailto:Tom.simpson@reading.gov.uk">Tom.simpson@reading.gov.uk</a>

#### 1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report seeks authorisation to enter into a new contract for the Floating Support Service following the conclusion of the procurement process.
- 1.2 The purpose of the Floating Support Service is to reduce the number of vulnerable households that could become homeless in Reading, by assisting them to sustain their tenancies. Wherever possible and appropriate to do so, the service will enable residents to remain in their own homes and gain the skills required to sustain their tenancies effectively into the future.
- 1.3 An Equalities Impact Assessment has been carried out, and this is attached at Appendix 1.

#### 2. RECOMMENDED ACTION

- 2.1 That the Director of Environment and Neighbourhood Services, in consultation with the Lead Councillor for Housing and the Head of Finance and the Head of Legal and Democratic Services be authorised to award the contract for the provision of a Floating Support Service in Reading for a period of three years with an option to extend up to a maximum of three years, to the successful tenderer in accordance with the Council's Contract Procedure Rules.

#### 3. POLICY CONTEXT

- 3.1 In *Making Every Contact Count* (August 2012) the Government stressed that everyone who is at risk of homelessness should get help at the earliest possible stage to prevent them from losing their home. The Floating Support Service will complement and support the Council's Housing Services to help residents with support needs to remain in their own homes and reduce the need to access emergency or temporary accommodation.

- 3.2 In December 2012 Cabinet (Minute 86 refers) approved an extension of the contracts for floating support until 31 March 2015, with a further one year extension option if required.
- 3.3 In September 2014 a report via a Decision Book set out the decision to extend the current provision of floating support for up to 6 months from April 2015 to September 2015 whilst a procurement exercise was conducted.
- 3.4 In September 2014 Policy Committee (Minute 32 refers) approved a proposal to reduce costs through retendering floating support contracts for single homeless people as a part of wider savings and income proposals.

#### 4. THE PROPOSAL

##### 4.1 Current Position

4.1.1 The Council currently commissions housing-related floating support services from three external providers. The option for an extension to these contacts has been exercised from April 2014 for up to 6 months, ending on 30 September 2015. However, subject to the anticipated completion date of the retendering exercise these services will be decommissioned after the first three months of the extension period.

4.1.2 Floating support is delivered in residents' own homes and in the community. It is available to families and single people with any type of tenure, including owner-occupiers, private sector and social housing tenants and people living with friends or family. The purpose of the service is to help residents with support needs to sustain their accommodation through developing their capacity to live independently. This can include support to manage money and reduce debt, get help for drug and alcohol problems or access employment, education and training opportunities.

##### 4.2 Option Proposed

4.2.1 It is proposed that the new contract will be awarded to the winning tenderer in March 2015 at the completion of the tender evaluation process. This course of action will allow the minimum anticipated lead-in period for the implementation of the new contract arrangements. Delegated authority will therefore be required in order to award the contract within the required timeframe for the successful completion of the tender exercise. The anticipated contract start date would be 1 July 2015 for a period of three years, with an option to extend up to a maximum of three years, in accordance with the Council's Contract Procedure Rules.

4.2.2 The current contract arrangements have been extended up to the end of September 2015, although subject to the successful completion of the tendering exercise the target is to decommission the contracts at the end of June 2015. It is proposed that a detailed implementation plan will be agreed for the three months to June so that there is no disruption to the service. It is anticipated that the Transfer of Undertakings (Protection of Employment) Regulations 2006 (TUPE) are likely to apply to this contract.

#### 5. CONTRIBUTION TO STRATEGIC AIMS

5.1 This proposal will contribute to the strategic aim "*To promote equality, social inclusion and a safe and healthy environment for all*" by ensuring that a quality service is provided to vulnerable residents in Reading that is positively developed to meet the needs of service users.

## 6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 The engagement and information activities undertaken for the development of this service began in 2011. Consultation with service users and providers led to the development of detailed service monitoring arrangements so that an understanding of customer needs and best practice for meeting those needs could be identified.
- 6.2 Specific consultation activities regarding floating support have been included as part of wider and on-going consultation on the Homelessness Strategy which has involved a number of events with internal and external stakeholders.
- 6.3 Stakeholders and all of the current providers were asked to contribute their ideas on how floating support should be focused and areas of improvement for, and achievement within, services.
- 6.4 This feedback has shaped the Council's requirements for floating support and for the tender evaluation process, for example the focus on:
- early intervention in the prevention of homelessness
  - improved access and referral arrangements
  - embedding partnership working in support provision
  - improving capacity of available resources by innovative service delivery, such as by providing support workshops.
- 6.5 In order to assist existing and new potential providers, a 'Market Engagement Event' was held in September 2014, to go through the Council's requirements and the timetable for the tender process. This meeting was attended by 26 organisations, including representatives of the three current external providers. A summary of the key areas from the Service Specification was shared, followed by an opportunity to ask questions and give comments.

## 7. EQUALITY IMPACT ASSESSMENT

- 7.1 *Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to—*
- *eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;*
  - *advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;*
  - *foster good relations between persons who share a relevant protected characteristic and persons who do not share it.*

The Equality duty is relevant to this decision. The Floating Support Service to Prevent Homelessness is a contract re-letting. Any changes to the service as a result of the re-letting and a new Service Specification must be assessed so that the impact of the proposed changes can be fully understood.

- 7.2 An Equality Impact Assessment has been completed and is attached at Appendix 1. The assessment found that whilst there may be a differential impact based on disability and age, this was assessed to be a positive one and there were no negative impacts identified.

## 8. LEGAL IMPLICATIONS

- 8.1 It will be necessary to enter into a contract with the winning tenderer.
- 8.2 Whilst the current EU and UK procurement regulations do not require contracts for health and social services to be advertised in the Official Journal of the European

Union (OJEU) RBC in this case decided to publish a voluntary contract notice in OJEU (Part B Service). A two-stage restricted tendering procedure has been applied which is compliant with the Public Contract Regulations 2006 (as amended) and the Council's Contract Procedure Rules.

## 9. FINANCIAL IMPLICATIONS

9.1 It is estimated that the total annual value of this contract is £396,276. The anticipated service start date is 1 July 2015 therefore the expenditure in 2015/16 is proportionally less.

	2015/16 £	2016/17 £	2017/18 £
Employee costs			
Other running costs - payments to service provider	297,207	396,276	396,276
Capital financings costs			
<b>Expenditure</b>	<b>297,207</b>	<b>396,276</b>	<b>396,276</b>
Income from:			
Fees and charges			
Grant funding (specify)			
Other income			
<b>Total Income</b>			
<b>Net Cost(+)/saving (-)</b>	<b>(+) 297,207</b>	<b>(+) 396,276</b>	<b>(+) 396,276</b>

## 9.2 Value for money

9.2.1 The re-let for the floating support contract will result in a reduction in cost, including through increasing the use of volunteers to maximise support hours, reducing hourly support costs and increasing group support where appropriate.

## 10. BACKGROUND PAPERS

- Cabinet Report "Contracts and Commissioning for Adult Social Care Services 2013-14", 3 December 2012
- Decision Book "Contract Extensions For Housing-Related Floating Support Services 2015", 12 September 2014
- Policy Committee Report "Savings and Income Proposals", 22 September 2014



## Equality Impact Assessment

**Name of proposal/activity/policy to be assessed**

Re-let of Floating Support Service to Prevent Homelessness

Directorate: Environment and Neighbourhood Services

Service: Housing

**Name and job title of person doing the assessment**

Name: Tom Simpson

Job Title: Housing Service Development Manager

Date of assessment: 16<sup>th</sup> September 2014

**What is the aim of your policy or new service?**

To reduce the number of vulnerable households that could become homeless in Reading.

To enable residents to remain in their own homes and gain the skills required to sustain their tenancies effectively into the future.

To take the best of what our current providers offer in their services and embed the ideal quality across the entire provision through a Service Specification based on the best practice.

To reduce costs through: increasing the use of volunteers to maximise support hours; by reducing hourly support costs; and increasing group support where appropriate.

To reduce the number of floating support contracts from three to one.

**Who will benefit from this proposal and how?**

Customers, including vulnerable residents who are at risk of homelessness, will benefit from a high quality support service that addresses their needs and enables independence.

Customers are central to the new service; the service will involve customers in the model and delivery and they will have the opportunity to contribute as peer mentors and volunteers.

Stakeholders and the wider community will benefit as service beneficiaries are supported to reduce any incidents of antisocial or offending behaviour, address any drug or alcohol problems and engage positively with their community.

**What outcomes will the change achieve and for whom?**

The scope of the service will not change fundamentally, the revised service specification draws on the best local and national practice to achieve the best possible outcomes for Reading residents.

The primary aim of the service is to prevent homelessness by enabling people to stay in their homes or to move on in a planned way into more suitable accommodation.

The service will promote independence and enable customers to gain the skills to sustain a tenancy without support.

The service will address customers' needs holistically, including: access to primary and secondary health services; support to engage with drug and alcohol treatment services; support to reduce offending behaviour; income maximisation and debt reduction; access to paid or unpaid work, training or education.

**Who are the main stakeholders and what do they want?**

Stakeholders that have referred their customers for floating support in the past include: the Council's Housing and Neighbourhoods and Children's Social Care services; criminal justice services; mental health services; drug and alcohol treatment services; and Reading's current providers of homelessness support services.

The revised service specification has benefited from consultation from stakeholders (see consultation section below). Stakeholders want: a proactive service that prevents homelessness; is flexible to individual customers' needs; and promotes the benefits of floating support and how to access support before a problem becomes a crisis.

Do you have evidence or reason to believe that some (racial, disability, gender, sexuality, age and religious belief) groups may be affected differently than others? (Think about your monitoring information, research, national data/reports etc)

Yes  No

Is there already public concern about potentially discriminatory practices/impact or could there be? Think about your complaints, consultation and feedback.

Yes  No

**Consultation**

How have you consulted with or do you plan to consult with relevant groups and experts?

Relevant groups/experts	How were/will the views of these groups be obtained	Date when contacted
Past and present customers of floating support services	Interviews and questionnaires were carried out as part of a service user consultation at the commencement of the floating support review	April 2011

	<p>period</p> <p>Customer focus groups in development of Homelessness Strategy, including the role of floating support</p>	<p>July-August 2013</p>
<p>Current floating support providers</p>	<p>Meetings and questionnaires</p> <p>Stakeholder focus groups in development of Homelessness Strategy, including the role of floating support</p> <p>Standalone focus group for providers - arranged as part of Homelessness Strategy consultation to discuss role of floating support in detail</p>	<p>April 2011</p> <p>July-August 2013</p> <p>August 2013</p>
<p>Other stakeholders</p>	<p>Stakeholder focus groups in development of Homelessness Strategy, including the role of floating support</p> <p>Standalone focus group for stakeholders - arranged as part of Homelessness Strategy consultation to discuss role of floating support in detail</p>	<p>July-August 2013</p> <p>August 2013</p>
<p>Potential bidders (including representatives of Reading's current floating support providers)</p>	<p>Market engagement event - shared key priorities in revised service specification followed by a question and answer session.</p>	<p>September 2014</p>

Data collection and assessment

Describe how this proposal could impact on Racial groups

Ethnic origin is currently recorded for every referral for a floating support service. Recent analysis for the purposes of this contract re-let showed that White British customers were slightly under-represented (67%) compared to the wider population as recorded in the 2011 census (73%). Using the same comparator, within BME groups there is some over-representation (e.g. Black Caribbean and Black Other) and some under-representation (e.g. Asian/Asian British) in past recipients of these services.

There is no evidence that any racial group may be affected differently as a result of the revised service specification and there has been no public concern demonstrated about potentially discriminatory practices in this regard. In order to ensure that this remains the case the service specification now requires that staff/volunteers can communicate in or access services so that language is not a barrier for the most widely used community languages (Polish, Nepalese, Punjabi, Urdu) and that translation/interpretation is available for any other language.

Ethnic origin will continue to be recorded and monitored so that floating support continues to be accessible and appropriate for all racial groups.

Is there a negative impact?      Yes       No       Not sure

Describe how this proposal could impact on Gender/transgender (cover pregnancy and maternity, marriage)

The choice of floating support provider is currently dependent on a particular service's access criteria. For example, some services only support single people whereas others work with families. The new service will have common access criteria and will be capable of meeting individual needs whatever the customer gender/transgender or household type.

Is there a negative impact?      Yes       No       Not sure

Describe how this proposal could impact on Disability

A criterion for the type of support that is to be delivered as part of the new contract arrangements is that the relevant support activity is not one that has been identified as part of a social care assessment. This is relevant to those with a disability as the revised service specification does emphasise that the service is not a replacement for statutory services provided by the Council's Adult Social Care services. As such there may be occasions where some with a disability will not be eligible for the floating support service because their relevant needs will be met by a statutory service. This is not a change to the current process but is a change to the service specification in terms of clarity.

This impact of this proposal is assessed as a positive one on disability, as the process will continue to ensure that the most appropriate service offer is made, taking into account the needs of the customer.

Is there a negative impact?      Yes       No       Not sure

Describe how this proposal could impact on Sexual orientation (cover civil partnership)

Sexual orientation is recorded as part of the service referral process and will continue to be monitored under the new contract arrangements. Recent analysis for the purposes of

this contract re-let found that over half of referral forms missed out the requested information regarding sexual orientation (rather than indicating the question was declined). There is no public concern or evidence regarding discriminatory practice however stakeholders will continue to be encouraged to request this information from their customers.

Is there a negative impact?      Yes       No       Not sure

**Describe how this proposal could impact on Age**

The choice of floating support provider is currently dependent on a particular service's access criteria. For example, some services only work with adults aged over 18 whilst some will support 16 and 17 year olds as well.

The new service will be available to anyone over the age of 16 (with no upper age limit), thus increasing the potential service availability for young people.

The revised service specification does emphasise that the service is not a replacement for statutory services provided by the Council's Children's Social Care services. As such there may be occasions where some young people will not be eligible for the floating support service, because their relevant needs will be met by a statutory service. This is not a change to the current process but is a change to the service specification in terms of clarity.

This impact of this proposal is assessed as a positive one on age, as the process will continue to ensure that the most appropriate service offer is made, taking into account the age of the customer and particularly for young people.

Is there a negative impact?      Yes       No       Not sure

**Describe how this proposal could impact on Religious belief?**

Religious belief is recorded as part of the service referral process and will continue to be monitored under the new contract arrangements. Recent analysis for the purposes of this contract re-let found that almost two thirds of referral forms missed out the requested information regarding religious belief. A further 28% were recorded as 'no religion', with Christian, Hindu and Muslim making up the remaining 13%. There is no public concern or evidence regarding discriminatory practice however stakeholders will continue to be encouraged to request this information from their customers for the benefit of future service development and planning.

Is there a negative impact?      Yes       No       Not sure

Decision

- |  |                |                                     |
|--|----------------|-------------------------------------|
| 1.    No negative impact identified                                | Go to sign off | <input checked="" type="checkbox"/> |
| 2.    Negative impact identified but there is a justifiable reason |                | <input type="checkbox"/>            |
- You must give due regard or weight but this does not necessarily mean that the equality duty overrides other clearly conflicting statutory duties that you must comply with.

3. Negative impact identified or uncertain

What action will you take to eliminate or reduce the impact? Set out your actions and timescale?

How will you monitor for adverse impact in the future?

The service specification requires the provider to ensure equality of access to all and a robust quality assurance framework will be put in place to ensure that this is complied with. Equalities monitoring will continue to be collated and analysed and stakeholders will be encouraged to complete all of the requested information, including specifically that on sexual orientation and religious belief.

Service requests for those whose relevant support needs will be met through access to statutory care will continue to be closely managed so that the request is effectively considered by the most appropriate service and that customers are able to access the services that they are eligible for. Continued training and close joint-working between statutory services will be in place so that services are accessible for all customer groups.

Signed (completing officer) Tom Simpson

Date 22<sup>nd</sup> September 2014

Signed (Lead Officer) Bryony Hall

Date 22<sup>nd</sup> September 2014