

When telephoning, please ask for: Laura Webb
Direct dial 0115 914 8511
Email constitutionalservices@rushcliffe.gov.uk

Our reference:
Your reference:
Date: Tuesday, 18 September 2018



**Rushcliffe Community
Contact Centre**
Rectory Road
West Bridgford
Nottingham
NG2 6BU

To all Members of the Community Development Group

Dear Councillor

AGENDA SUPPLEMENT

Please note the attached documents below for the meeting of the Community Development Group to be held on Tuesday, 18 September 2018, the agenda for which has already been published.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Julian Crowle'.

Julian Crowle
Monitoring Officer

In person
Monday to Friday
8.30am - 5pm
First Saturday of
each month
9am - 1pm

By telephone
Monday to Friday
8.30am - 5pm

Telephone:
0115 981 9911

Email:
customerservices@rushcliffe.gov.uk

www.rushcliffe.gov.uk

AGENDA

4. Digital by Design (Pages 1 - 12)

The report of the Executive Manager – Transformation and Operations.

5. Single Use Plastic Action Plan Update (Pages 13 - 24)

The report of the Executive Manager – Neighbourhoods.

6. Report on Diversity in Rushcliffe (Pages 25 - 52)

The report of the Executive Manager – Communities.

Membership

Chairman: Councillor T Combellack

Vice-Chairman: Councillor R Inglis

Councillors: B Buschman, B Cooper, J Donoghue, M Edwards, J Greenwood, K Khan and F Purdue-Horan

Postal address
Rushcliffe Borough
Council
Rushcliffe Arena
Rugby Road
West Bridgford
Nottingham
NG2 7YG



Meeting Room Guidance

Fire Alarm Evacuation: in the event of an alarm sounding please evacuate the building using the nearest fire exit, normally through the Council Chamber. You should assemble at the far side of the plaza outside the main entrance to the building.

Toilets: are located to the rear of the building near the lift and stairs to the first floor.

Mobile Phones: For the benefit of others please ensure that your mobile phone is switched off whilst you are in the meeting.

Microphones: When you are invited to speak please press the button on your microphone, a red light will appear on the stem. Please ensure that you switch this off after you have spoken.



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Rushcliffe
Borough Council



Rushcliffe Borough Council



Digital by Design

Pre-2018

page 1



RUSHCLIFFE - GREAT PLACE • GREAT LIFESTYLE • GREAT SPORT

Agenda Item 4



Digital by Design

Pre-2018 Web update

- 2015/16 delivery of 'Get Online' Communication Plan highlighting what activities could be done through the website and via self-serve terminals
- Digital by Default project 2015-2016 – contained a strand focused on delivering a mobile responsive website with clear access to self-service options from the home page, encouraging channel shift, including the enhanced visibility of eforms and backed up with regular analysis of statistics using data to inform future development.



Digital by Design The 2015-17 Customer Access Strategy delivered

- A responsive website (adapting the content and navigation of the website to suit a desktop computer, tablet or mobile)
- Improved navigation, structure and search facility on the website to make it easier for customers to find the services they are looking for
- Improved existing eforms focusing them to customer needs not organisational desires, targeting the highest demand services first
- Development of new eforms giving customer greater access to the services they need
- A review the content of the website to ensure it is up to date and relevant, easy to access and helpful to customers



Digital by Design External validation of website

- Our 2018 SOCITM (Society of Information Technology Managers) results showed the success of this approach:
- In 2018 we were four points away from a four star rating
- To achieve 4 stars sites have to get:
 - Minimum 12 points over the 4 service tasks (we got 10 and had mod.gov been implemented before testing it would have been 11)
 - Combined usability of 3 or 4 points (we achieved 3 points)
 - Accessibility 2 or 3 (we achieved 2 points)



Digital by Design

Comparative results from Notts districts

page 5

| | Star rating | Accessibility |
|-------------------|-------------|---------------|
| Ashfield | 2 star | N/A |
| Bassetlaw | 1 star | N/A |
| Broxtowe | 3 star | Fail |
| Gedling | 3 star | N/A |
| Mansfield | 2 star | N/A |
| Newark & Sherwood | 1 star | N/A |
| Nottingham City | 1 star | N/A |
| Notts CC | 3 star | N/A |
| Rushcliffe | 3 star | Pass |



Digital by Design

Statistics about current website usage:

Mobile usage is increasing and is challenging desktop usage as the no. 1 method to access the website. August 2018 was the first month where mobile users exceeded desktop / tablet users (mobile 45.5%, desktop 40.8% and tablet 13.7%). This was primarily driven by visits to the Rushcliffe Country Park or to events e.g. Lark in the Park, Tour of Britain. Desktop usage Monday to Friday excluding events is however higher than mobile traffic.

- Top five (content) pages in 2018 are:
 - Garden waste scheme – Rushcliffe – 33,588
 - Rushcliffe Country Park – 30,079
 - Find and contact us (Customer Services) – 22,957
 - Tour of Britain – 19,783
 - Pay Council Tax – 15,286
- Year to date page views are 10% higher than last year – 1,289,541 compared to 1,169,237.



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Rushcliffe Borough Council

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Digital by Design

2018 onwards



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Digital by Design

2018 onwards

- Digital by Design is an emerging programme that will cater to changing technology, and residents needs
- Transforming the Council to enable the delivery of efficient high quality services – by utilising digital technology, and by doing so
- Transform the relationship between residents and the Council



Digital by Design

2018 onwards

- Programme focuses on delivering
 - Understanding Residents Needs?
 - Accessibility for Everyone
 - Shifting services to front line staff
 - Ability to access services from one place
 - Robotics, and exploring new digital technologies like Artificial Intelligence (AI)



Digital by Design

2018 onwards

- Understanding Residents Needs?
 - Learn from what we know using data collected from existing services.
 - Look for trends, or gaps
 - Speak to Residents, and conduct surveys
 - Enhance existing digital services



Digital by Design

2018 onwards

- Accessibility for Everyone
 - Digital services to be secure, ease of access and navigation, inclusive, legible and readable as possible. Keeping residents engaged.
 - Build Digital platforms such as ‘My Account’ portals, and self-serve facilities to allow residents access to Council services from one place.
 - Digital services to be accessible across a wide range of devices such as smartphones, tablets



Digital by Design

2018 onwards

- Robotics and Artificial Intelligence
 - Automation of business process, enabling staff to provide faster responses.
 - Integration between systems increase efficiencies when dealing with complex requests that require access to information from multiple sources.
 - Instant response to requests made online by residents.
 - Monitor the development of Artificial Intelligence technologies.



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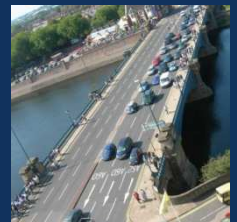


Single Use Plastics Update for Community Development Group 18/9/18

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Geoff Carpenter

Environmental Health Manager



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Agenda Item 5

1,000,000 plastic bottles purchased every minute worldwide

Average household uses 480 plastics bottles a year but only recycles 270



500 billion disposable cups consumed every year

8-12 million tonnes of plastic end up in the oceans.

“Rushcliffe Borough Council resolves that in response to growing global concerns about single use plastics an item be placed on the Community Development Group scrutiny work programme for 2018 to consider the following objectives:

- a) *Assess the current use and feasibility of reducing single use plastic in relation to Council activities*
- b) *Consider the mechanisms to ban the use of Chinese lanterns and helium balloons on Rushcliffe Borough Council land and open spaces*
- c) *Consider the provision of Council advice and information on single use plastic, Chinese lanterns and helium balloons for local residents and businesses*

Assess and reduce the amount of single use plastic we use as an organisation

- Audit of single use plastics currently being used:
- Drinks machines
- Stationary
- Waste disposal

Assess and reduce single use plastic use by our key partners and contractors (supply chain)

- Parkwood Leisure have agreed a number of steps including:
 - Wooden cutlery
 - Compostable paper cups
 - Stopped using plastic food containers
 - Poolside Overshoes
 - Working with partners e.g. Zoggs

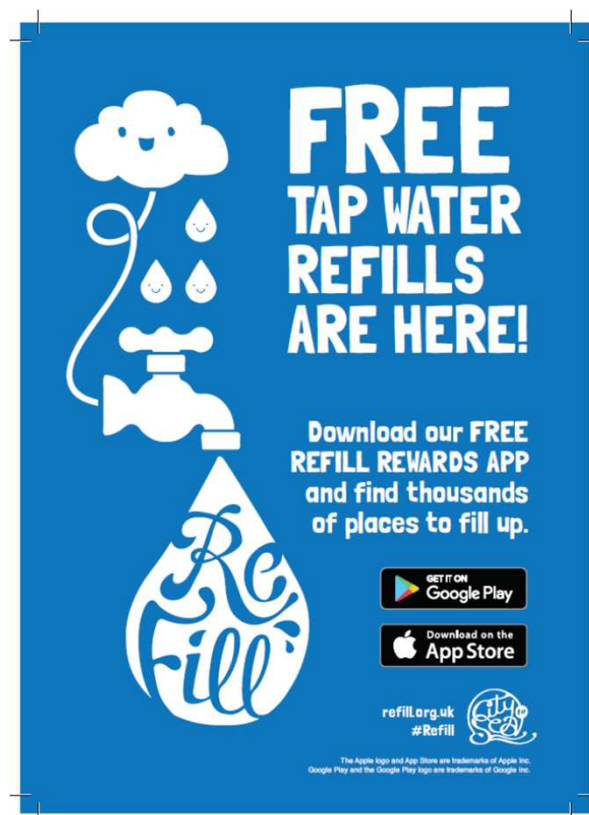
- Build conditions within new contract proposals



Encourage others to reduce use of single use plastics

- Community Leadership Role
- Press releases, social media
- Parish Councils
- Local Businesses (Corporate Social Responsibility)
- Consider prohibiting SUP with street Traders
- Refill Rushcliffe

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FIND YOUR FILL

Using the Refill app, anyone with a smartphone can quickly see where they can top up their bottle free.

Without a smart phone? Just look out for the Refill stickers displayed in shop front windows.







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Assess Use of Plastics at Council Events and Venues

- Ban on sky lanterns and helium balloons from Council parks
- T & Cs for events to encourage traders to minimise use of plastics at our events



- Continued roll out of Refill Rushcliffe across the Borough
- Ceasing plastic wrapping of Autumn gardener magazine
- Supporting other District Councils
- Close the task and finish group and mainstream activities as part of business as usual

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Rushcliffe
Borough Council



Rushcliffe Borough Council

Diversity of Rushcliffe

Equality Framework for Local Government

Community Development Scrutiny Group

Derek Hayden & Alex Julian



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Introduction

As a borough council we are committed to supporting the Equality Act 2010 and aim to create an environment where we can all live in harmony with access to what is needed to play a full and active part in society, free from fear or discrimination.

We will continue to work to achieve a consistent approach to equality and diversity when delivering all services and as an employer. This underpins everything we do. We will strive to ensure our staff and our residents receive a fair and equitable treatment and we will work to build strong communities.

Source: *Rushcliffe Respectful Relationships Equality & diversity Scheme 2016 - 2020*





Rushcliffe Profile

- Total population 116000
- Male 57100 (49%) Female 58400 (51%)
- Aged 0-17 24000 (20%)
- Working Age Population 18-64 67700 (68%)
- Aged 65+ 24300 (21%)
- Aged 85+ 3500 (3%)
- 8005 are non-white (7%)
- 4755 are Asian Indian/Pakistani/Bangladeshi/Chinese (4%)
- 2088 are mixed / multiple ethnicities (2%)
- 696 are Black African/Carribbean/British (0.6%)
- 435 are other ethnicities (0.3%)

Source: *Nottingham Insight* - This district profile was generated on 31/08/2018.
District profile data was last updated July 2018.



Socio-economic factors

- Ranks 315th of 326 on national deprivation scale
- Yet, there are pockets of relative deprivation
- Strong employment profile
- Predominantly service sector employment
- One of safest places in Nottinghamshire

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Population density:

Population density is the number of usual residents per hectare. A hectare is the metric unit of area defined as 10,000 square metres or approximately 2.47 acres.

| Table: Census 2011 population density | | | | | |
|--|------------|-----------------|---------------|---------|-----------------|
| | Rushcliffe | Nottinghamshire | East Midlands | England | Nottinghamshire |
| Density (number of persons per hectare) (Ratio) (2011) | 2.7 | 3.8 | 2.9 | 4.1 | 3.8 |

Source: ONS, Census 2011



Age Profile

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Marital & Civil Partnerships

Marital and civil partnership

Marital and civil partnership status classifies an individual according to their legal marital or registered same-sex civil partnership status as at census day, 27 March 2011. Data is shown as a percentage of all people aged 16 or over. (Numbers are shown in brackets).

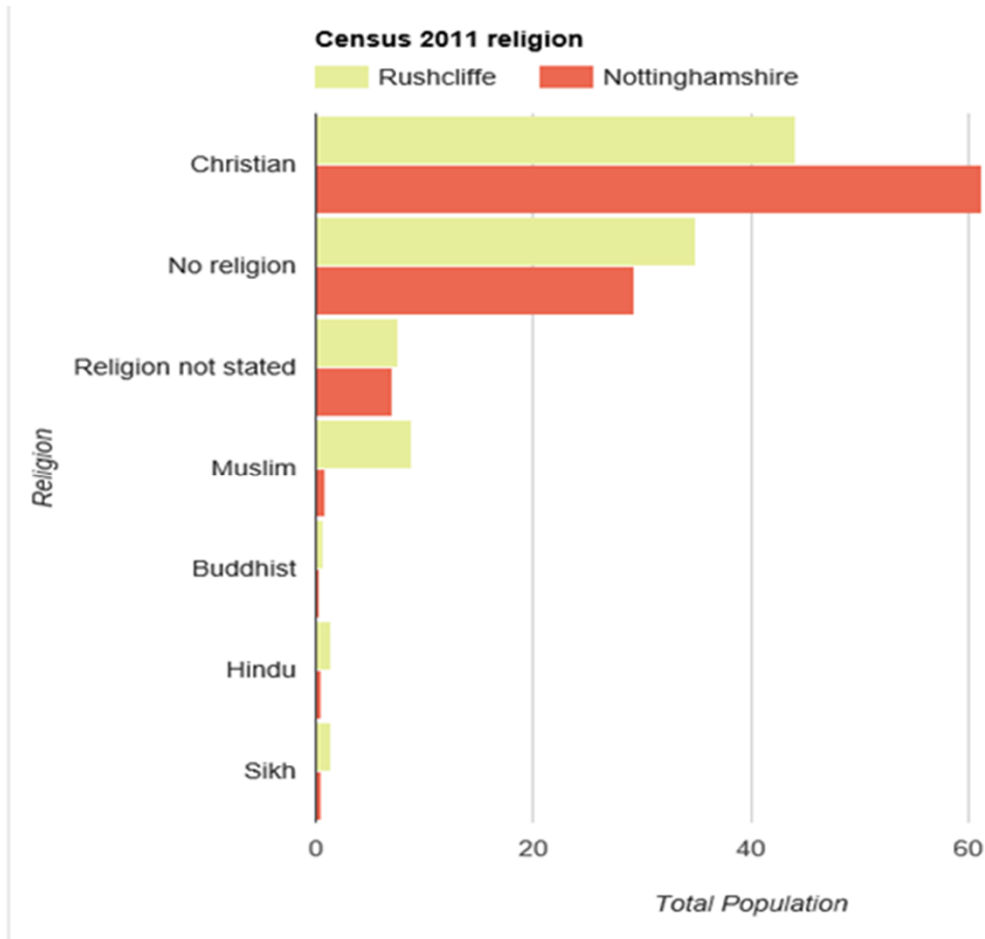
Table: Census 2011 Marital and Civil Partnership

| | Rushcliffe | Nottinghamshire | East Midlands | England | Nottinghamshire |
|--|------------------|-----------------|---------------|---------|-----------------|
| Single (never married or never registered a same-sex civil partnership) | 28.7 (26,005) | 29.9 | 32.3 | 34.6 | 29.9 |
| Married | 53.6 (48,543) | 50.2 | 48.5 | 46.6 | 50.2 |
| In a registered same-sex civil partnership | 0.2 (159) | 0.2 | 0.2 | 0.2 | 0.2 |
| Separated (but still legally married or still legally in a same-sex civil partnership) | 2.1 (1,858) | 2.5 | 2.6 | 2.7 | 2.5 |
| Divorced or formerly in a same-sex civil partnership which is now legally dissolved | 8.3 (7,527) | 9.6 | 9.3 | 9.0 | 9.6 |
| Widowed or surviving partner from a same-sex civil partnership | 7.1 (6,459) | 7.5 | 7.2 | 6.9 | 7.5 |

Source: ONS, Census 2011



Faiths & Beliefs





Maternity, Pregnancy, Sexual Orientation & Gender reassignment

Table: Births and deaths

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| Dataset name | Nottingham | Rushcliffe | Nottinghamshire |
|--|---------------|--------------|-----------------|
| Live Births, General Fertility Rate (Rate per 1,000 women in age group) (2017) | 51.6 (4178) | 55.1 (1090) | 51.6 |
| All Deaths (rate per 100,000 people) (2017) | 1128.2 (2367) | 863.1 (1104) | 1016.1 |

Source: [ONS Death Registrations Summary Tables](#), [ONS Births Summary Tables \(2017\)](#)

No data available for Rushcliffe on sexual orientation or gender reassignment



Long term illness or disability

Prevention

Modifiable risks in Nottinghamshire County

Risk factor

| | |
|--------------------------|-------------|
| Dietary risks | 16.1% |
| Tobacco smoke | 15.3% |
| Obesity / overweight | 14.4% |
| High blood pressure | 12.0% |
| Alcohol and drug use | 7.8% |
| High blood sugar | 7.4% |
| High total cholesterol | 5.5% |
| Poor kidney function | 5.0% |
| Low physical activity | 4.3% |
| Occupational risks | 3.8% |
| Air pollution | 2.6% |
| Low bone mineral density | 2.3% |
| <i>Other risks</i> | <i>3.7%</i> |


Cause of illness, disability or death

| | |
|------------------------------------|-------------|
| Cardiovascular diseases | 46.5% |
| Diabetes and endocrine | 16.4% |
| Neoplasms / Cancers | 15.9% |
| Chronic chest diseases | 4.9% |
| Unintentional injuries | 3.4% |
| Mental and substance use disorders | 3.3% |
| Musculoskeletal disorders | 3.1% |
| Nutritional deficiencies | 1.5% |
| Cirrhosis | 1.4% |
| <i>Other causes</i> | <i>3.7%</i> |

Source - estimates based on Global Burden of Disease data 2015



Mosaic Classification Profile 2014 (Rushcliffe)

[Metadata](#) 

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Three largest Mosaic Groups in Rushcliffe

Group B

Established families in large detached homes living upmarket lifestyles (17.20%)

- Aged 61-65
- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- Online shopping and banking

[Open classification »](#)

Group D

Thriving families who are busy bringing up children and following careers (15.59 %)

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

[Open classification »](#)

Group F

Elderly people with assets who are enjoying a comfortable retirement (11.75%)

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

[Open classification »](#)

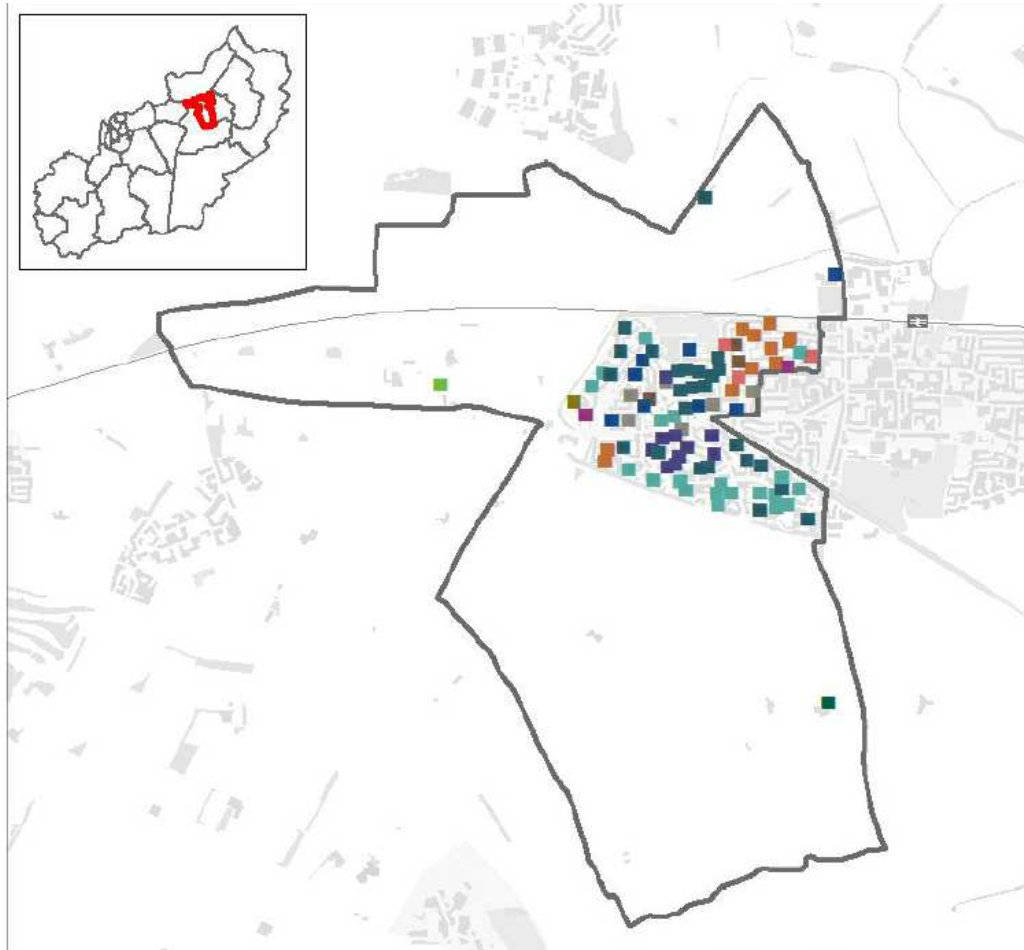


Cotgrave



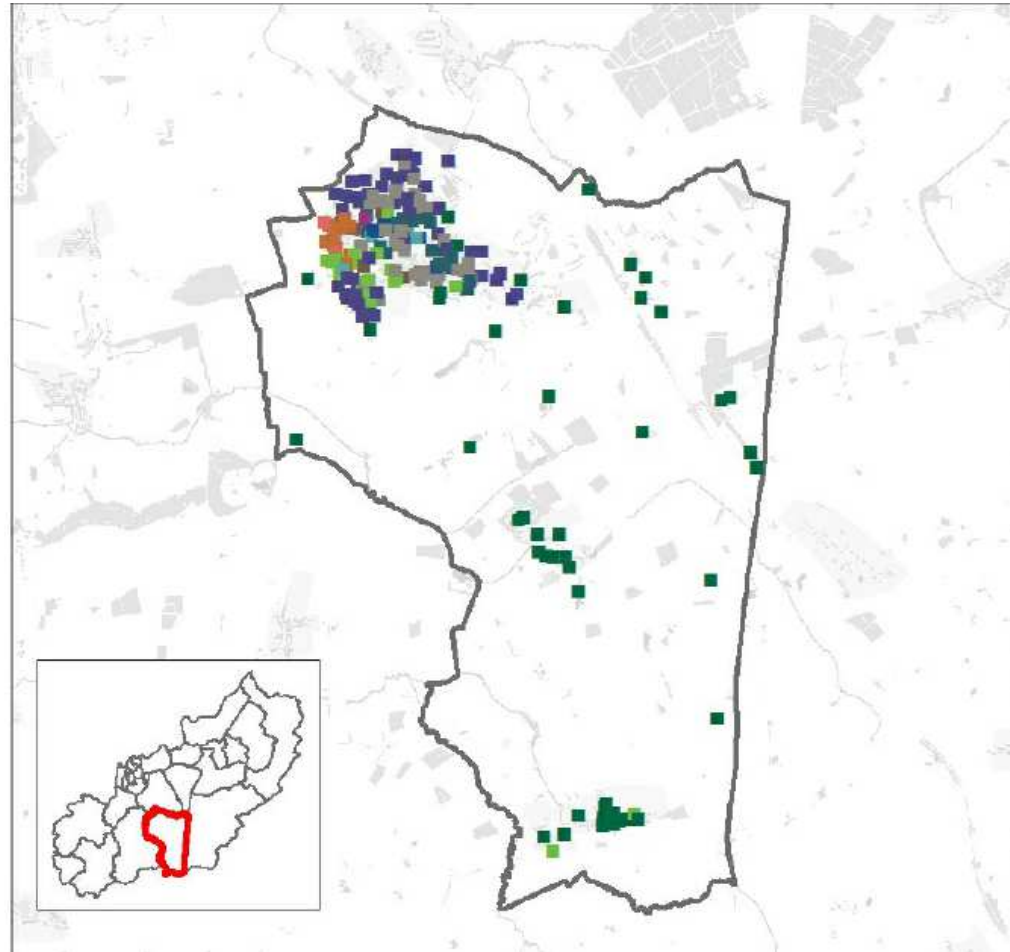


Bingham West





Keyworth & Wolds



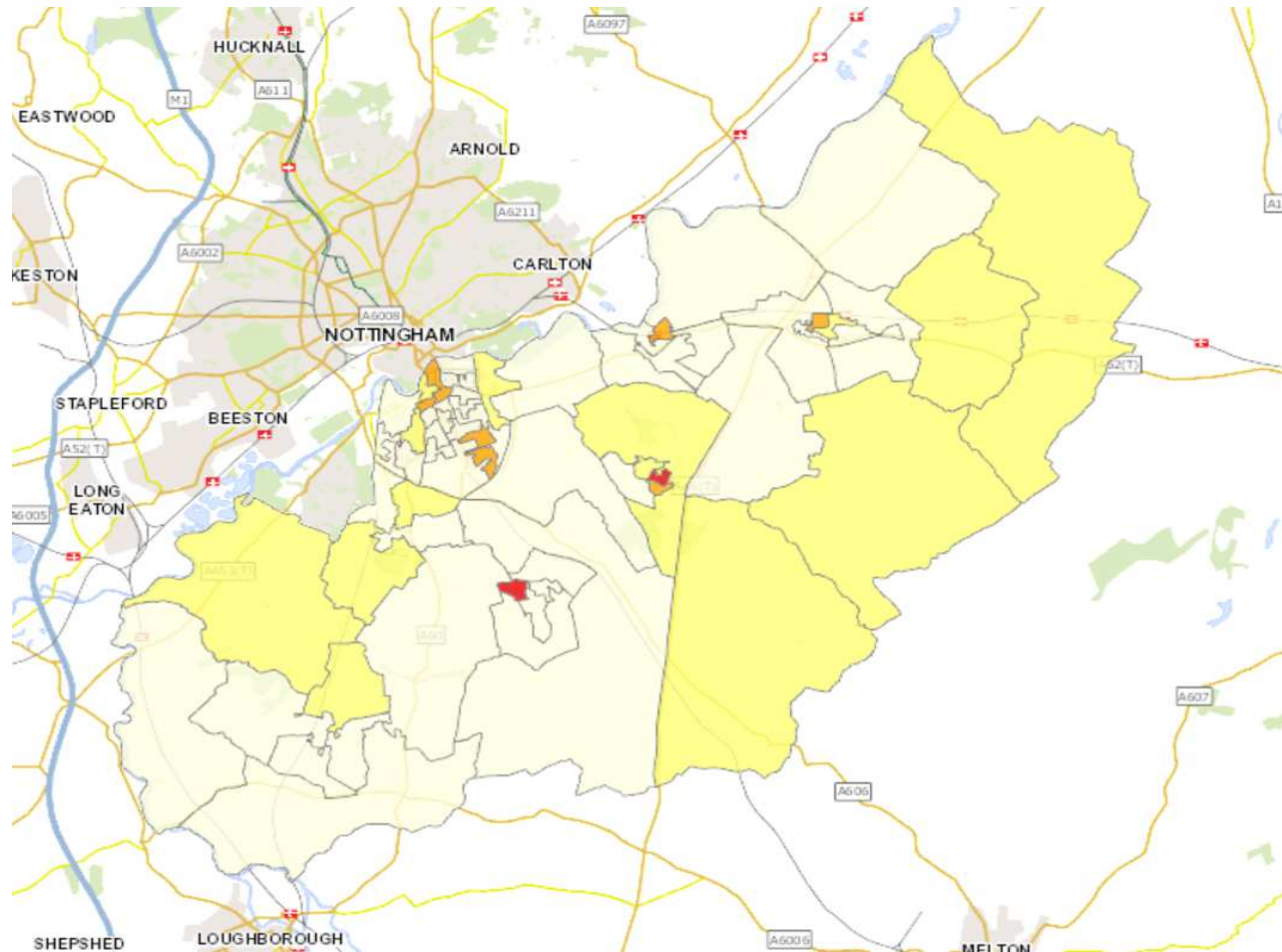


Edwalton



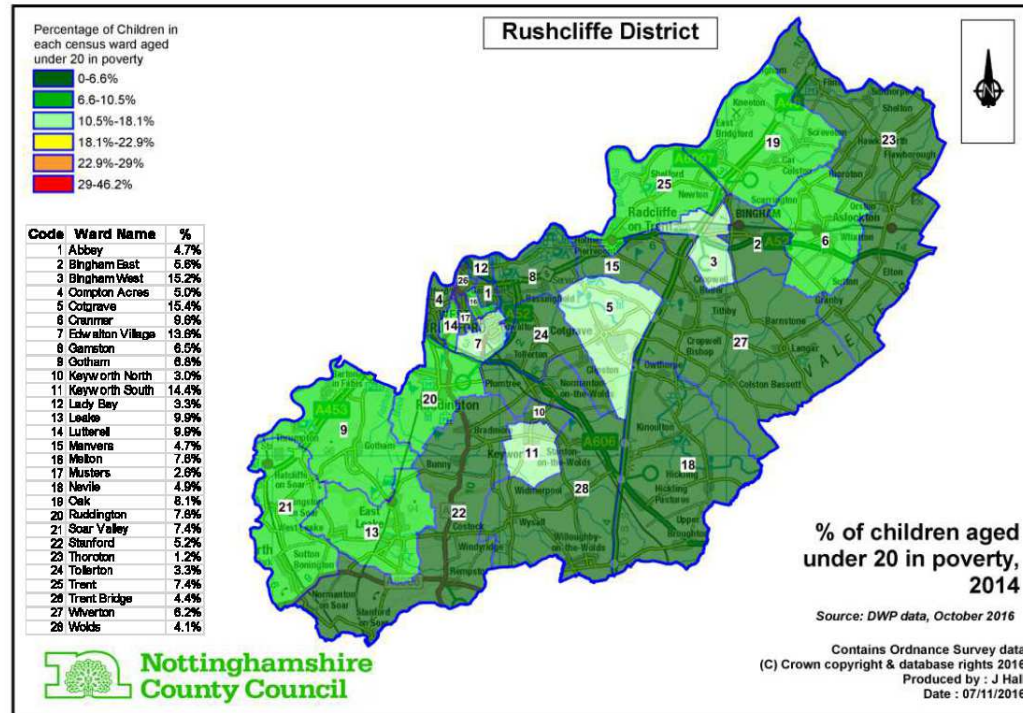


Indices of Multiple Deprivation





Child Poverty



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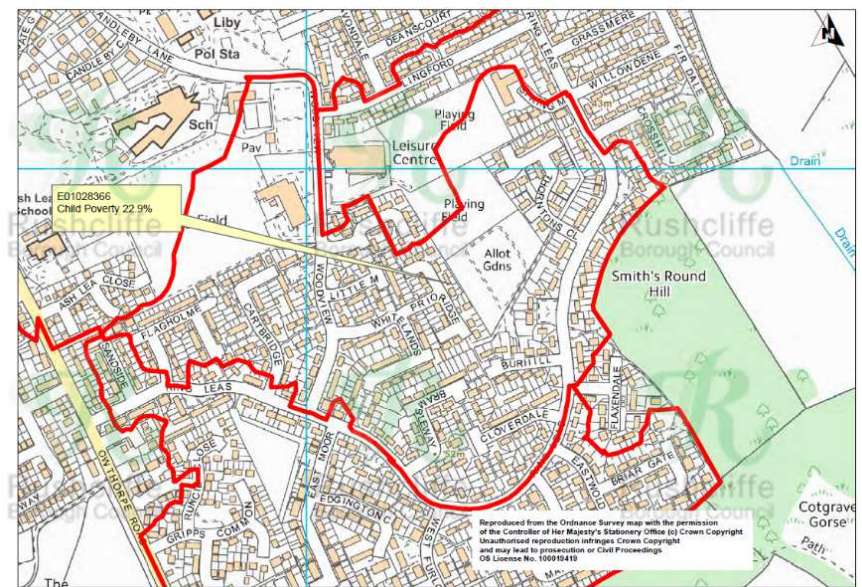
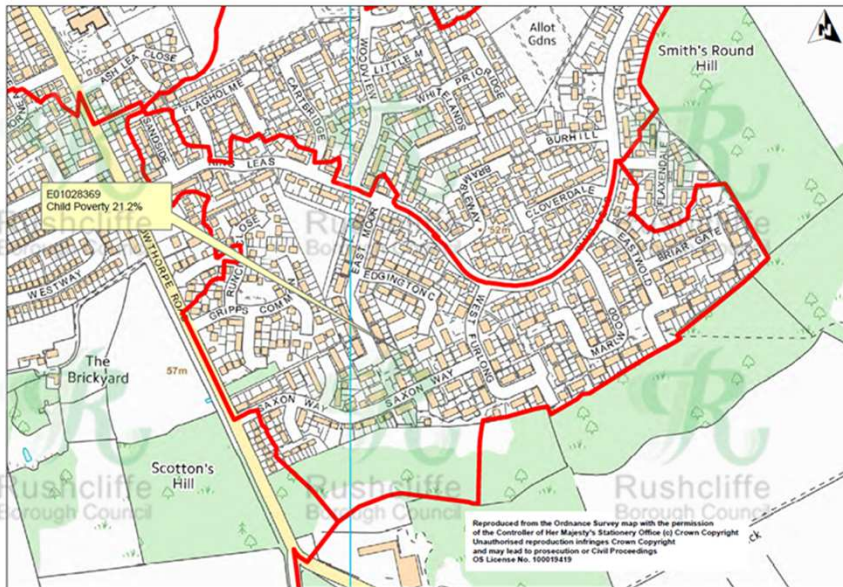
Children in out of work families – 1600 (7.3%)

Source: Department of Work & Pensions 2015/16



Cotgrave

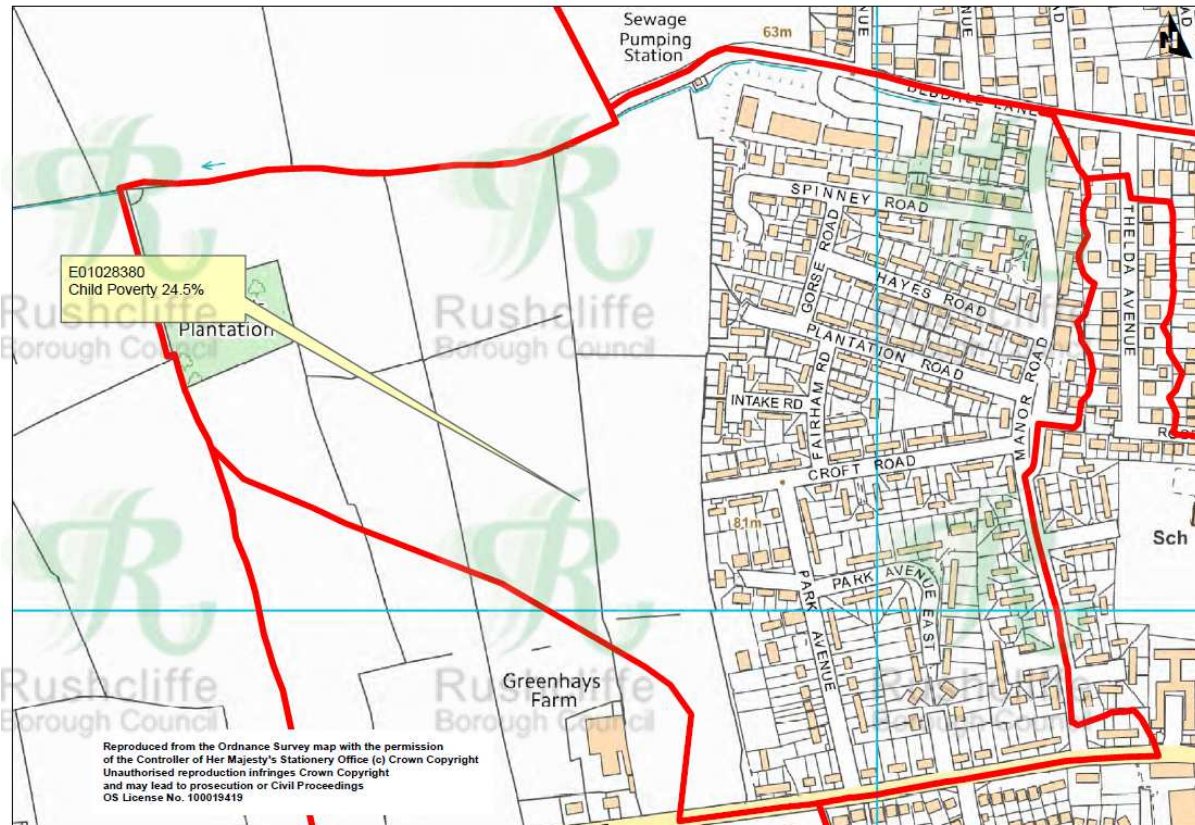
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Keyworth

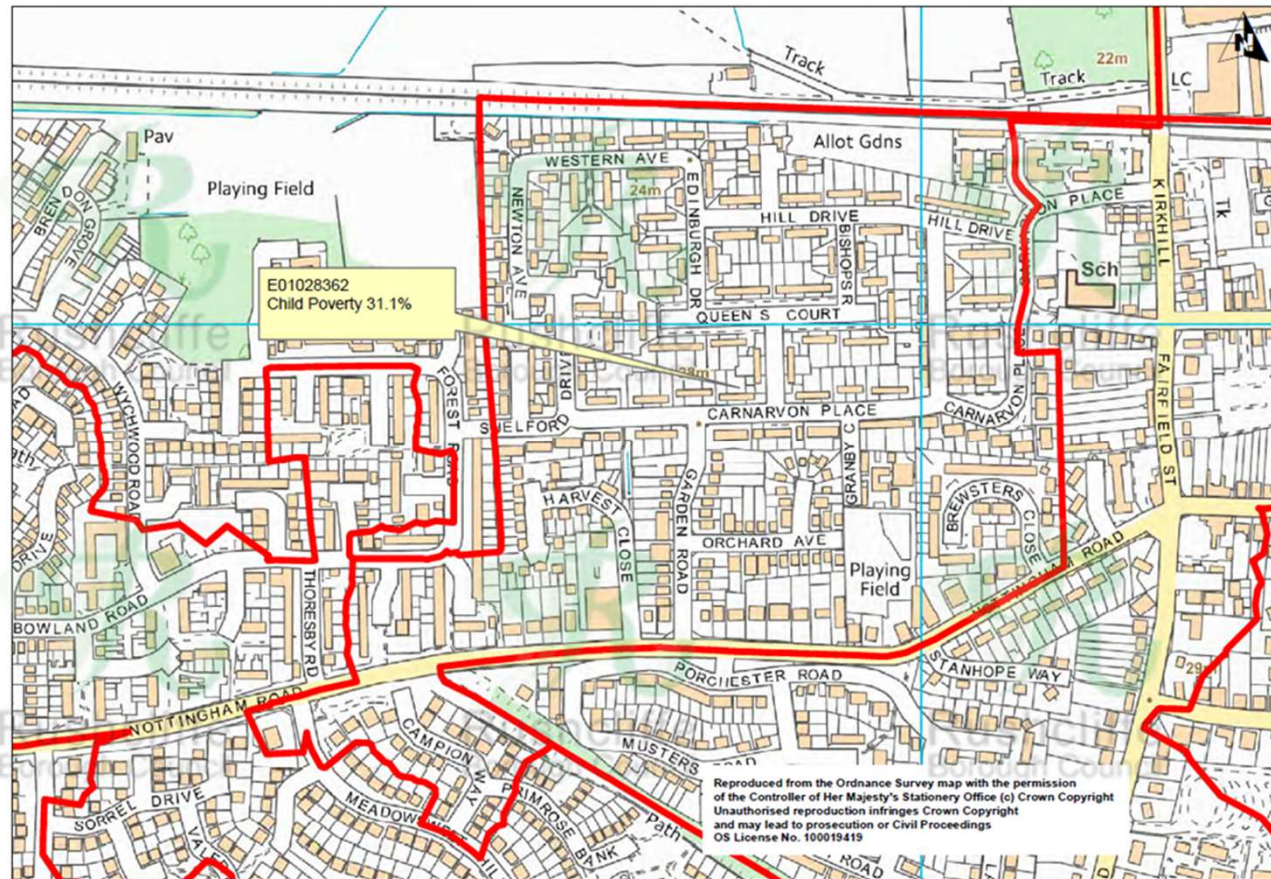
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Bingham

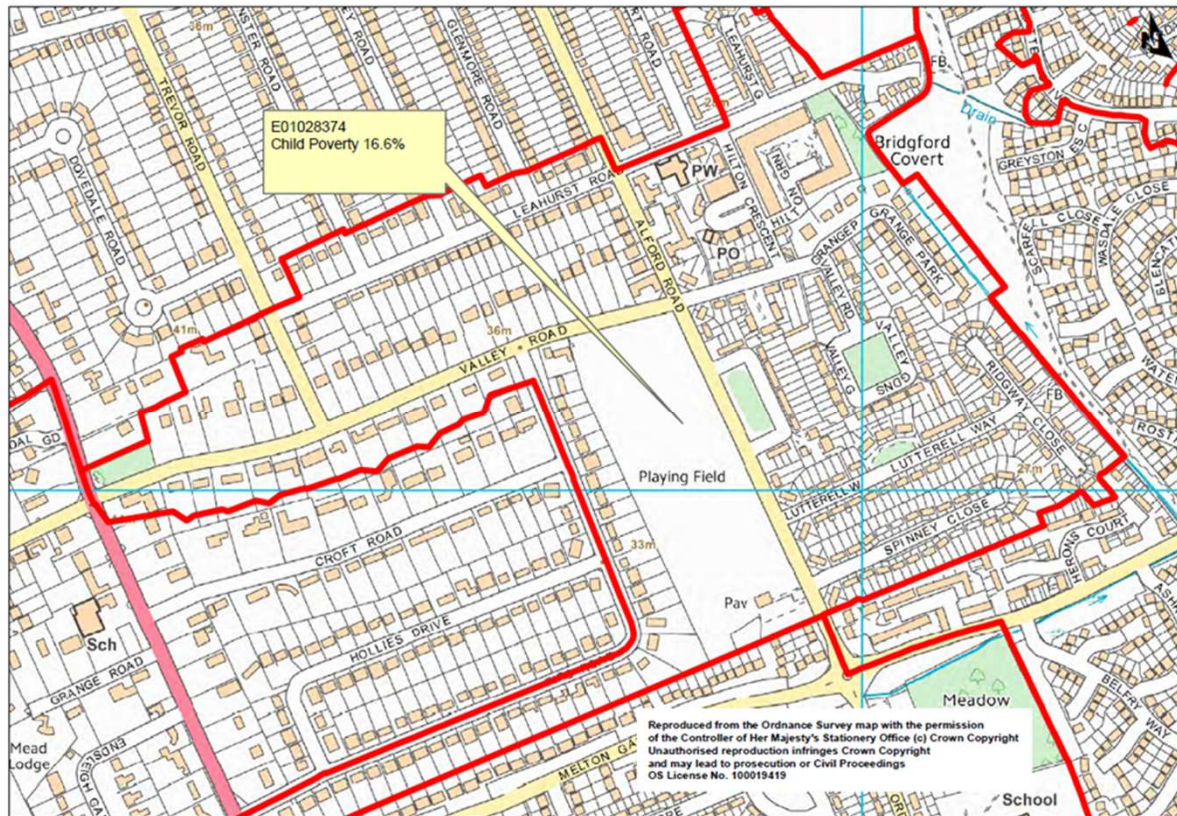
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Edwalton Village

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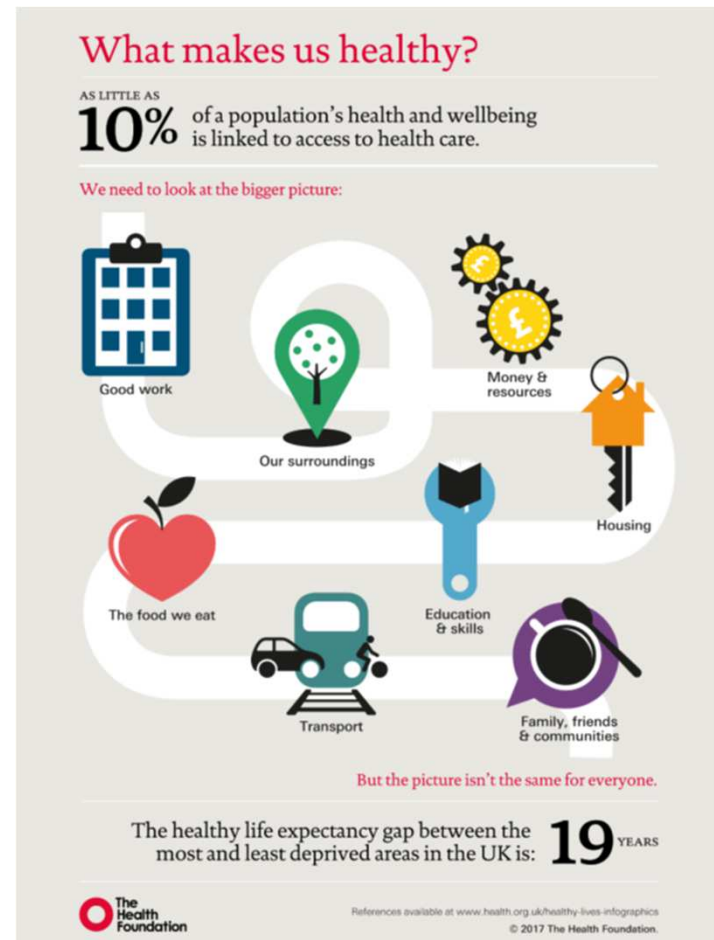


Health Determinants

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It is estimated that healthcare only accounts for 10% of a population's health, the rest being predominantly shaped by socio-economic factors. No individual organisation has control over all of these determinants and improving the health and wellbeing of the people of Rushcliffe requires a whole system approach.

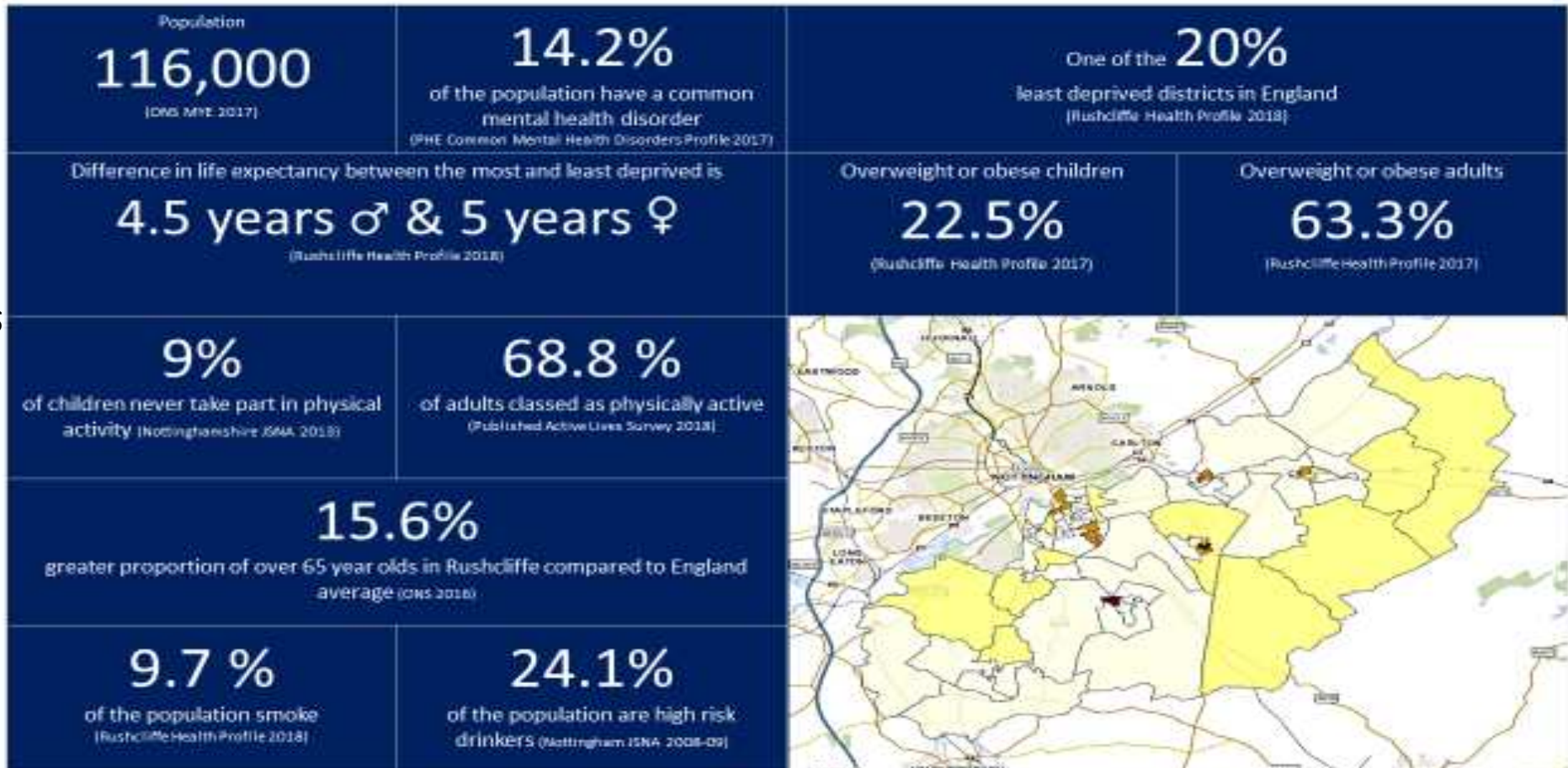
Active Rushcliffe Health Partnership is Rushcliffe's solution to driving this approach





Health Profile

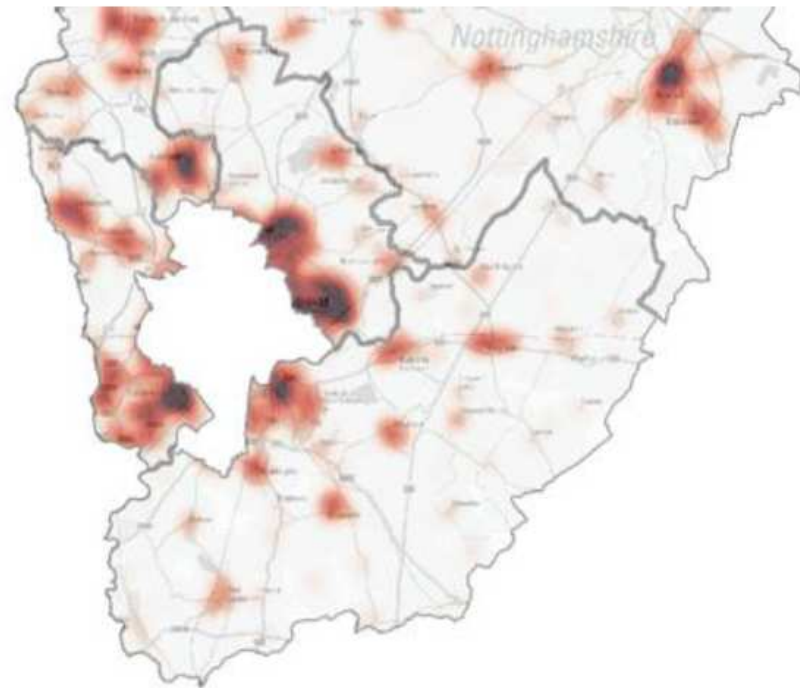
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Lifestyle Behaviour

Estimated clustering of health behaviours for South Notts



Smoking, diet, obesity,
alcohol and mental
health

Data source Mosaic



Health Inequalities

- Life Expectancy
- Healthy Life Expectancy
- Health Inequalities Action Plan

- Why address health inequalities?



Health Priorities

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Increase year on year participation in physical activity and sport with a focus on the inactive

Contribute to a reduction in the prevalence of obesity with a focus on the food environment

Contribute to a reduction in the number of people who smoke and who are exposed to smoke

Contribute to a reduction in substance misuse (alcohol & drugs)

Contribute to the improvement of mental wellbeing including dementia

Drive improvements in the wider determinants of health, tackling inequalities and enabling healthier environments.
(Crosscutting)



Health Ambitions

Physical
Activity

- Increase the number of physically active adults from 68.8 % to above 70%
- Increase the number of physically active children

Obesity

- Reduce the number of adults overweight or obese from 63.3% to below 60%
- Reduce the number of obese children from 11% to below 10%

Smoking

- Reduce the number of smokers from 9.7% to below 9%

Substance
Misuse

- Reduce the number of residents misusing alcohol and drugs

Mental Health
+Dementia

- Increase the number of community assets that enable mental wellbeing
- Become a Dementia Friendly Borough

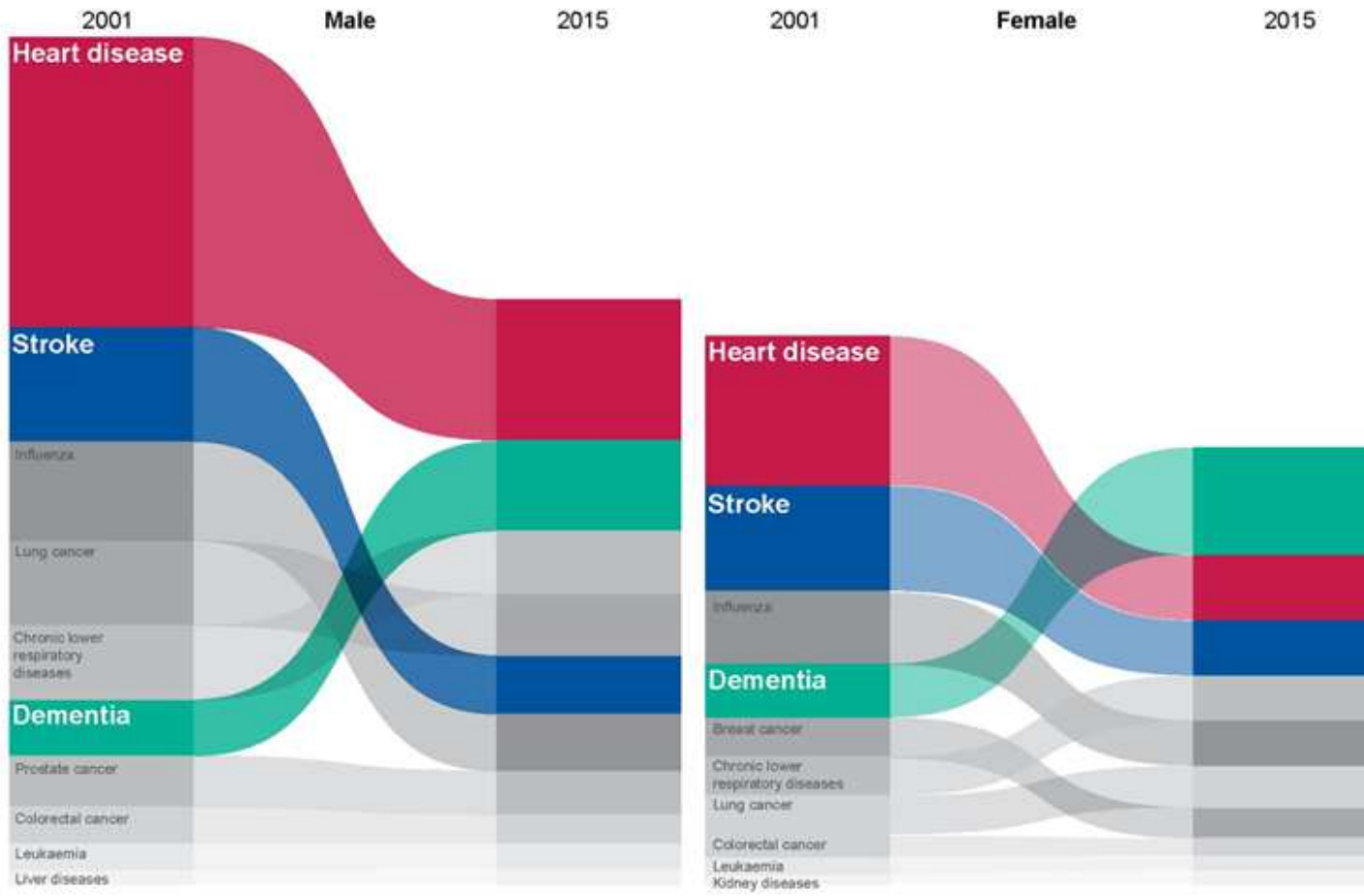
Crosscutting
Themes

- Positively influence the difference in life expectancy and indices of multiple deprivation within Rushcliffe



Dementia

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Recommendations

1. The community development scrutiny group endorses the health partnership's work in reducing health inequalities and improving health and wellbeing.
2. The community development scrutiny group discusses and decides on areas for further investigation.