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**Our reference:**  
**Your reference:**  
**Date:** Monday, 10 September 2018



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

To all Members of the Community Development Group

Dear Councillor

A Meeting of the Community Development Group will be held on Tuesday, 18 September 2018 at 7.00 pm in the Council Chamber Area B, Rushcliffe Arena, Rugby Road, West Bridgford to consider the following items of business.

Yours sincerely

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

Julian Crowle  
Monitoring Officer

## **AGENDA**

1. Apologies for absence
2. Declarations of Interest
3. Minutes of the Meeting held on 5 June 2018 (Pages 1 - 6)
4. Digital by Design (Pages 7 - 10)  
The report of the Executive Manager – Transformation and Operations.
5. Single Use Plastic Action Plan Update (Pages 11 - 18)  
The report of the Executive Manager – Neighbourhoods.
6. Report on Diversity in Rushcliffe (Pages 19 - 32)  
The report of the Executive Manager – Communities.
7. Work Programme (Pages 33 - 34)  
The report of the Executive Manager – Finance and Corporate Services.

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

**By telephone**  
Monday to Friday  
8.30am - 5pm

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Nottingham  
NG2 7YG



## 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

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**MINUTES  
OF THE MEETING OF THE  
COMMUNITY DEVELOPMENT GROUP  
TUESDAY, 5 JUNE 2018**

Held at 7.00 pm in the Council Chamber Area B, Rushcliffe Arena, Rugby Road,  
West Bridgford

**PRESENT:**

Councillors T Combellack (Chairman), R Inglis (Vice-Chairman), B Buschman,  
M Edwards, J Greenwood, K Khan and F Purdue-Horan

**OFFICERS IN ATTENDANCE:**

L Webb	Constitutional Services Officer
D Banks	Executive Manager - Neighbourhoods
G Carpenter	Environmental Health Manager
C Evans	Economic Growth Manager
C Saxton	Economic Growth Officer

**APOLOGIES:**

Councillors B Cooper and J Donoghue

**1 Declarations of Interest**

There were no declarations of interest.

**2 Minutes of the Meeting held on 20 February 2018**

The minutes of the meeting held on Tuesday 20 February 2018 were accepted  
as a true record.

**3 Welcome to Community Development Group**

The Chairman welcomed members to the Community Development Group.

**4 Economic Growth Update**

The Economic Growth Manager presented the report of the Executive Manager  
– Transformation and Operations which outlined the work of the Economic  
Growth Team at Rushcliffe Borough Council for 2017/18.

The Economic Growth Manager and the Economic Growth Officer delivered a  
presentation to the Group that covered:

- Economic Development in Rushcliffe
- Key achievements for 2017/18
- The Bingham Masterplan
- West Bridgford Commissioners report

- Regeneration of Cotgrave Town Centre
- Key priorities for 2018/19

Members of the Group welcomed the information that 48% of businesses within Rushcliffe had been in business for longer than five years which showed the Borough as a good place to do business. Members of the Group asked whether detailed figures were available on the number of businesses in each sector, in particular manufacturing were available, the Economic Growth Manager advised that manufacturing was the biggest type of business within the County, but statistical information for Rushcliffe was not currently available. The Group were pleased to note the £9.95 million of funding that the Economic Growth team had been able to secure for the new Fairham Pastures development. In response to a question the Economic Growth Manager also advised that the funding was for the main 'spine road' at Fairham Pastures and that there was no funding allocated for extending the tram route although there was a protected route into the site.

Members of the Group welcomed the progression of the Cotgrave town centre regeneration project and were advised that the shop front improvements had been successful in attracting both old and new businesses to the town centre. The Economic Growth Officer confirmed that the next phase of the project would include the demolition of the police station, health centre and library which would then form a new multi-service centre to be completed later this year. This would accommodate the police, library and health services. The Group were informed that demolition and public realm work would be completed by summer 2019.

The Chairman thanked the officers for delivering the presentation and for answering the Group's questions.

It was **RESOLVED** that:

- a) the report of the Executive Manager – Transformation and Operations be noted.
- b) the actions and priorities for the Economic Growth team for the coming year be endorsed.
- c) that members of the Group be provided with the total cost of the 'spine road' of the new Fairham Pastures development.

## 5 **Update on the Public Space Protection Order**

The Executive Manager – Neighbourhoods a report to provide an update on the use and impact of the Public Space Protection Order that had been implemented on the 2 February 2017. Members of the Group were reminded that the Public Spaces Protection Order had been introduced to tackle the activities of street drinking and outdoor sleeping in areas of West Bridgford, Edwalton and Gamston. The Executive Manager informed the Group that no formal enforcement action under the Public Space Protection Order had been taken and believed that instead it was being used as a deterrent. It was also noted that the police were using alternative methods to tackle anti-social behaviour in Rushcliffe such as Community Protection Warnings and

## Community Protection Notices.

The Group welcomed the revised guidance had been introduced by the Government in December 2017 which had supported the Council's original position and decision to introduce the Public Space Protection Order based on evidence and feedback of antisocial behaviour problems linked to specific geographical locations. The Environmental Health Manager informed the Group of a Criminal Behaviour Order which had been introduced in the West Bridgford area and noted that there was 21 known rough sleepers within the Borough. Members of the Group asked if they could receive a breakdown of the 16 Community Protection Warnings and Community Behaviour Orders that had been issued since July 2017 to see if they were reoccurring issues

Members of the Group were pleased to note that no formal action had been taken under the Public Space Protection Order and that the Order was working as a deterrent. The Chairman thanked the officers for providing the Group with the update and for answering their questions.

### **It was RESOLVED that:**

- a) The report of the Executive Manager – Neighbourhoods be noted.
- b) That members of the Group be provided with a breakdown of the 16 Community Protection Orders and Community Protection Notices that have been issued since July 2017.

## **6 Community Development Group Annual Report**

The Executive Manager – Neighbourhoods presented the report of the Executive Manager – Finance and Corporate Services and asked the Group to consider the Community Development Group Annual Report for 2017/18. The Executive Manager informed the Group that if the report was accepted as a true record it will be forwarded to Council in September 2018 for consideration.

### **It was RESOLVED that:**

- a) The Community Development Group Annual Report 2017/18 be approved and forwarded to Council in September 2018 for consideration.

## **7 Work Programme**

### **It was RESOLVED that:**

- a) the work programme as detailed below be approved.

### **18 September 2018**

Diversity in Rushcliffe

Digital by Default

Single use Plastic Action Plan Update

Work Programme

**20 November 2018**

Rural Broadband Update

The Defence and National Rehabilitation Centre Update

Work Programme

**26 February 2019**

Tree Protection and Promotion in Rushcliffe Update

Work Programme

**Action Sheet****Community Development Group – Tuesday 5 June 2018**

Minute Item	Action	Officer Responsible
4.	Members of the Group be provided with the total cost of the 'spine road' of the new Fairham Pastures development.	Executive Manager – Transformation and Operations
5.	Members of the Group be provided with a breakdown of the 16 Community Protection Orders and Community Protection Notices that have been issued since July 2017.	Executive Manager – Neighbourhoods

The meeting closed at 8.30 pm.

CHAIRMAN

## Action and response sheet

### Community Development Group 5 June 2018

<b>Minute</b>	<b>Action</b>	<b>Officer Responsible</b>	<b>Response</b>
<b>4</b>	Members of the Group be provided with the total cost of the 'spine road' of the new Fairham Pastures development.	Executive Manager – Communities	The Council was successful in being awarded a £9.95m grant from the Housing Infrastructure Fund managed by Homes England towards Mill Hill roundabout improvements and the main access road into the proposed Fairham Pastures development. The total cost for the road which may exceed this grant figure will not, however, be known until the developer has procured contractors.
<b>5</b>	Members of the Group be provided with a breakdown of the 16 Community Protection Orders and Community Protection Notices that have been issued since July 2017.	Executive Manager - Neighbourhoods	This information is Police, not Council information so further information to what was given in the meeting cannot be provided.

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**Community Development Group**

**Tuesday, 18 September 2018**

**Digital by Design**

## **Report of the Executive Manager - Transformation**

### **1. Purpose of report**

- 1.1. This report will be accompanied by a presentation from the Executive Manager - Transformation and the ICT Manager.
- 1.2. Over the last few years the Council has been on a journey of digitising various services and looking for efficiencies both in the way it does business and in the way that residents can access services. This report and the accompanying presentation will update members on work that has been undertaken and the work that is planned for the future on this agenda.

### **2. Recommendation**

It is RECOMMENDED that

- a) Members receive the presentation from the Executive Manager - Transformation and the ICT Manager and provide feedback and comments on the work delivered so far and the plans for the future.

### **3. Supporting Information**

- 3.1. The work done on digitisation pre 2014 was largely called “channel shift”. This involved encouraging customers to move towards online or email access to council services and away from the more costly to deliver face to face contact. There was a lot of stress on enhancing and complementing existing methods of communicating with RBC (which at the time were mainly phones and face to face) with the emphasis on moving to electronic methods to increase customers’ choice of communication channel.
- 3.2. In 2015 a Customer Access Strategy was developed with three main strands:
  - Customers need access to services
  - Customers need access to information
  - Engagement with customers to gain feedback.
- 3.3. Campaigns such as “Don’t stand in line, do it on-line” were developed but of course these required the Council’s website to be up to standard to deliver this and another focus of the strategy was enhancing the website and making it more customer friendly.

3.4. The term “Channel Shift” was replaced with the term “Digital by Default” and officers set up a Digital by Default programme from 2014-17. This developed to cover the following strands:

- E-forms – developing internet based forms where customers could complete their enquiries or requests online.
- Customer contact analysis – really understanding how people were contacting us.
- Web development – getting the website up to date from a technical perspective.
- Back office integration – making the tasks and admin behind the scenes more seamless to avoid “double entry” of data and connecting up services and departments.

#### **4. Achievements to date:**

4.1. The following list sets out a flavour of the achievements and changes in customer behaviours to date, in relation to this work:

- Increase in enquiries to the council received via the website – in 2013 there were 2,916 with 4,282 in 2017.
- Increase in emails to Customer Services – there were 3,482 in 2013 and 8,616 in 2017.
- Increase in online transactions – in 2015 there were 216,330 with 365,668 in 2017. An increase of over 149,000 online transactions since, an overall increase of 69% in three years.
- Self-serve kiosks area available at all times at the Contact Centre with support from staff if required – but these are not used a lot now – most people happy wanting to contact us online will do it on line from home or using their mobile phones.
- On-line forms have improved services – eg people can submit their own benefits claim.
- Many more services now available on-line – eg request for parking dispensations, DBS checks for taxi drivers.
- Direct scanning and indexing customers’ of documents to their accounts is now done by Customer Services Advisors at first point of contact – these were previously passed to the admin team to scan and then index (improved efficiency for Revenues and Strategic Housing).
- In 2015 the Council changed to online elections registrations through the gov.uk website.
- The Communications team now respond via Twitter/Facebook etc to many customer enquiries.
- Land Charges are now completed via email reducing amount of visits in person for searches.
- The recent implementation of Hybrid Mail means that documents are sent for printing and put into envelopes remotely. This has resulted in less staff time stuffing envelopes, releasing capacity for the admin team to complete higher value work.

- The implementation of laptop working has enabled home working plus business continuity solutions for Contact Centre staff.

## **5. Digital by design programme 2018 onwards**

- 5.1. Unsurprisingly, the terminology has moved on and this agenda is now referred to as “Digital by Design” – ie maximising technology should be designed into service provision.
- 5.2. We will be implementing a new Meritec solution which will enable customers to have “My Account” features bringing any interaction with RBC into one place. The gathering of information during the implementation of GDPR and for planning the “My Account” work has increased our lists of email addresses for customers which should enable more use of this method of communications. We are in the process of upgrading systems to allow customers to scan documents from home or upload photos of documents if no actual scanner available.
- 5.3. Officers will update on future work streams for the digital by design programme as part of the presentation at the meeting. The following sets out the project scope.
- Understands Resident’ needs – Identify through analysing statistical data collection on customer contact (face to face, telephone and web) across all service areas. Use resident trends, feedback, and data to influence design of new services.
  - Accessibility for Everyone – All digital services design will be secure, ease of access and navigation, inclusive, legible and readable as possible. Accessibility is key to keeping residents engaged and actively using digital services.
  - Building Digital Services – To build Digital platforms such as ‘My Account’ portals, and ‘Self-Serve’ facilities for residents to gain quicker and easier access to council services, or their own personal information from one place.
  - Robotics and Artificial Intelligence – Increase efficiencies to residents with instant responses to online requests. Continue to automate existing back office processes, integration between back office systems will increase automated responses to complex requests, and explore the possibility of using Artificial Intelligence technology as this area develops.

## **6. Implications**

### **6.1. Financial Implications**

Financial implications are built into services budgets and the ICT improvement programme. Investments are balanced by savings in efficiencies.

## 6.2. Legal Implications

The Council is regulated by Data Protection/ GDPR legislation which prescribes how data must be managed. This is taken into account in the digital by design work.

## 6.3. Equalities Implications

The Council will always look to ensure that residents can access its services in the best way for them. Digital by design will not take the place of face-to-face or telephone contact for customers if that is their preference.

## 6.4. Section 17 of the Crime and Disorder Act 1998 Implications

There are no direct implications from this report.

## 7. Link to Corporate Priorities

The Digital by Design work links to the Corporate Strategy key themes of:

- Maintaining and enhancing our residents' quality of life – by providing the best and easiest access to services for the resident.
- Transforming the Council to enable the delivery of efficient high quality services – by utilising digital technology.

## 8. Recommendations

It is RECOMMENDED that

- a) Members receive the presentation from the Executive Manager, Transformation and the ICT Manager and provide feedback and comments on the work delivered so far and the plans for the future.

<b>For more information contact:</b>	Kath Marriott Executive Manager - Transformation and Operations Tel: 0115 9148291 kmarriott@rushcliffe.gov.uk
<b>Background papers:</b>	<i>Nil</i>



## Community Development Group

18 September 2018

### Update on tackling the use of single use plastics

## Report of the Executive Manager - Neighbourhoods

### 1. Summary

1.1 This report provides an update on the work being under taken by the Council and its partners to tackle the growing global concerns about the use of single use plastics and the increased incidence of local damage and harm to farmer's livestock by Chinese lanterns and helium balloons. Concerns surrounding single use plastics have been highlighted recently by the BBC television programme "The Blue Planet II" which focussed on the impact of human activity on marine life.

1.2 Council resolved on 7 December 2017 that the following objectives should be considered and advised upon:

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

1.3 In order to progress these objectives the Council developed an action plan to explore how it can meet these objectives in the short, medium and long term and this was endorsed by the Community Development Group at its meeting on 20 February 2018 whereupon a further update in six months was requested.

### 2 Recommendation

It is RECOMMENDED that the Community Development Group consider and make comment upon the progress of the Council's single use plastic action plan.

### 3 Reasons for Recommendation

To identify, shape and support the operational work which will help to deliver the ongoing commitments made in the Council resolution of 7 December 2017.

## 4 Supporting Evidence

- 4.1 As reported at the previous meeting on 20 February 2018, a corporate working group has developed a plan of actions to be taken to deliver the commitments made by Council. An updated action plan has been completed (attached at Appendix 1), which identifies the detailed tasks to be considered across four theme areas which are:
- a) Audit of the single use plastic currently used across RBC in normal council activities
  - b) Identifying ways of seeking support from key partners and contractors to encourage them to commit to support similar actions
  - c) Run relevant communications and campaigns to influence and change behaviour of residents and businesses in the borough on these issues
  - d) Identify how we prohibit the use of lanterns and helium balloons in RBC assets and parks following good practice examples from other agencies such as Nottinghamshire County Council.
- 4.2 Since the previous meeting on 20 February good progress has been made with regard to many of the action plan work streams including the following highlights;
- a) Completion of the audit of single use plastic in use across the Council
  - b) Making simple changes to everyday items such as purchasing pens with a high-recycled plastic content, replacing plastic/wax cups with china mugs for us at the Arena Office coffee machines etc.
  - c) Purchasing reusable insulated drinks cups for members to use when they are out on council business to promote the Council motion.
  - d) Prohibiting the release of Chinese lanterns and helium balloons from Council parks and open spaces.
  - e) Amending terms and conditions for the hire of Council facilities and rooms to prohibit helium balloons sale and use
  - f) Working closely with Parkwood and their Café Vita to reduce single use plastic packaging for perishable food and swapping plastic cutlery, straws etc. for sustainable alternatives such as wood.
  - g) Encouraging Parkwood and their swimwear partner Zoggs to stock a range of products made for recycled plastics
  - h) Sign up and launch of the 'Refill Rushcliffe' project which encourages retailers, shops, cafés etc to sign up to allow the public to be able to refill reusable water containers for free
  - i) Piloting the use of 'on street' dual use recycling litter bins in key public locations across the borough

- j) Encouraging proactive action by other businesses, groups, partners and local residents e.g. Radcliffe on Trent Parish Council volunteering to become a pilot for single use plastic reduction.

4.3 Further work will take place as detailed in the action plan (Appendix 1) which will build on the successful work delivered over the last six months. Following feedback from the Community Development Group and depending on the nature of any future actions contained within the plan it may be necessary to prepare a further report for Cabinet’s consideration and approval.

## 5 Implications

### 5.1 Finance

There are no financial implications at this stage as the actions and measures contained in the plan have been contained within existing budgets, however clearly any further actions could have financial implications and will need to be considered accordingly.

### 5.2 Legal

Supports the duty of the Council in exercising its normal functions.

Further advice may need to be sought on how to practically and legally build a commitment on the use of single use plastics in future contracts.

### 5.3 Corporate Priorities

This work stream and action plan supports the Corporate Priority of Maintaining and enhancing our residents’ quality of life

### 5.4 Other Implications

None.

<b>For more information contact:</b>	David Banks Executive Manager – Neighbourhoods 0115 914 8438 <a href="mailto:dbanks@rushcliffe.gov.uk">dbanks@rushcliffe.gov.uk</a>
<b>Background papers available for inspection:</b>	None
<b>List of appendices (if any):</b>	<b>Appendix A</b> – Action Plan of the Single Use Plastics working group

Task	What needs doing	Who by	<u>Update</u>	What needs to happen next
<p style="text-align: center;"><b>Assessment of single use plastic use by RBC</b></p> <p><b>Undertake an audit of the single use plastic that we currently use across RBC as part of our own activities</b></p>	Encourage departments to look at ways to reduce use of single use plastics	Ed Palmer	Café vita photo with Leader and staff matters article on 22 Jan	NFA but keep under review
	Drinks machines in members area – replace the non-reusable plastic cups with reusable china cups	Fabian Ribeiro	Complete	
	Explore ways to replace plastic wrapping eg garden magazine in Autumn	<del>Ed Palmer</del>	Agreed by EMT that the garden magazine becomes an e-zine only	Action by EP
	Source branded reusable cups and bottles for staff usage	Ed Palmer	To source insulated Travel mugs for members to use when on ward visits. 8.5.2018: UPDATE members have now been given the option to receive branded reusable cup.	NFA
	Stationary – single use plastics	Geoff Carpenter	We now only purchase eco friendly range which is both 50% cheaper and whilst still plastic is made from 74% recycled material.	NFA
	Recycle bins in office and kitchen	Dave Thomas	Awareness Day 2nd March New information signs provided. Containers for recycling in the office	NFA
	Waste bins in town centre areas adapted to enable separation of waste	Dave Thomas	Complete	NFA
	Refillable soap dispensers in WCs in Arena	Fabian Ribeiro	Fitting permanent dispensers w/c 10/7/18	NFA



<p><b>Assessment of single use plastic use by partners and contractors</b></p> <p><b>Seek the support of our key partners and contractors and get them to commit to support similar actions</b></p>	<p>Meet with partners and contractors to discuss the issue, identify areas where changes can be made and encourage commitment to these changes</p>	<p>Helen Penniston to contact all contracts – item on meeting agenda held monthly</p>	<p>Parkwood have been very quick to respond to the Council’s motion and here are some of the actions that they have taken:</p> <ol style="list-style-type: none"> <li>1) Discount hot drink for reusable cups</li> <li>2) Switching to wooden cutlery instead of plastic (however they are still using up their old stock) and encouraging customers to use re-useable thermal mugs</li> <li>3) Paper cups used in the café are now 100% compostable</li> <li>4) Open to refilling bottles for water</li> <li>5) Have now stopped using the large plastic boxes to display baguettes and switched to thinner cellophane type packaging and they will continue to explore other alternatives. Plus they have also been working with their wet side partner Zoggs who are introducing the new ocean plastic range and a commitment to reduce packaging costs.</li> <li>6) Speaking to suppliers about alternative overshoes which are generally re-used but at end of life will be discarded</li> </ol>	
			<p>Catering manager working with catering providers to reduce packaging on deliveries across the company</p>	
			<p>Obtaining position statements from other suppliers across the company.</p>	
			<p>Glendale – Golf Course Audit of single use plastic has shown very little is used at this site</p>	

			Mitie – East Leake LC Will take this up with new supplier in due course	
			Streetwise –Only use china cups in the office. Nearly all plant suppliers tend to use plastic pots or nylon netting. Pots are re-used or recycled or returned to supplier. Streetwise would like to do more and keen to sign up to and promote a Council wide policy / pledge to minimise single use plastics use.	
	Build this issue into future contract proposals	Helen Peniston		This will be addressed when contracts are renewed or when new contracts are drawn up
<b>Communications campaigns run to highlight these issues to influence behaviour of businesses and residents</b>	Press releases and Social media campaigns	Ed Palmer	Rushcliffe reports article 22 Jan Business newsletter- 13 March Rushcliffe reports June Staff Matters and on screen savers - complete Staff awareness day – 22nd March - complete	Ongoing
	Communication to coffee shops and food businesses on encouragement of reduction of plastic cups or that they are recycled. Encourage customers to bring their own reusable cups	Geoff Carpenter	Refill Rushcliffe officially launched on Sept 4th. A number of businesses have now signed up to the scheme including both Parkwood and Glendale.	Ongoing
	Communication to developers – conditions possible to influence them to reduce plastic use?	Geoff Carpenter	Advice from Andrew Pegram that this would not be a material planning issue so not possible to condition. The issue rests with suppliers rather than the developer.	NFA
<b>Assess plastics use at Council events and venues/facilities</b>	Ban on use of Sky lanterns and balloons	Events Team/Fabian Ribeiro.	Have amended all our conditions of hire for community facilities and open space events to include no sky lanterns and helium balloons. Item in Rushcliffe reports.	NFA

		Ruth Wakelin is actively encouraging stall holders to cease use of single use plastics	NFA
		New event terms and conditions are in place that encourage traders to limit use of plastics in food packaging and service-ware at our events.	
		Paper cups used in future for events	Further work to be done amending the website and public notices in the parks and opens spaces owned by RBC that the release of lanterns and balloons is forbidden. This will include briefing officers and park rangers who work in these locations to challenge such behaviour if it is witnessed along with using social media to promote this stance
	Assess plastic use at Council events	Specify how waste needs to be disposed of after events	NFA
		Farmers Markets – contacted Ruth Wakelin acting on advice from the events team – no plastic bags used and customers encouraged to bring their own shopping bags – to put this in Rushcliffe Reports	
	Street Trading Licences	Investigate the possibility of prohibiting the use of SUP s amongst RBC street traders	

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## Community Development Group

18 September 2018

## Diversity of Rushcliffe - equality framework for local government

### Report of the Executive Manager - Communities

#### 1. Purpose of report

- 1.1. The purpose of the report is to provide an update to the Community Development Group on the Diversity of Rushcliffe and its impact on service delivery.
- 1.2. The information in the report compares the demographic information for the Borough, using the Nottingham Insight mid-year estimates based upon the latest census information, (ONS) with that of our resident population.

#### 2. Recommendation

- 2.1 It is recommended that Members consider and endorse the report and consider further areas for future investigation.

#### 3. Reasons for Recommendation

- 3.1. The Rushcliffe Borough Council - Respectful Relationship Strategy 2016-2020, sets out the authority's commitment to the Equality Act 2010. The strategy commits the authority in its decision making to consider the potential impact on service delivery and policies to assess the effect on customers and communities in order to take action to improve them.

#### 4. Supporting Information

- 4.1. **Understanding equality** - The Equality Act 2010 challenges local government organisations to know how age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion/belief, sex and sexual orientation influence the experiences of local communities both individually and collectively. This act challenges the authority to think about the relationship between these 'protected characteristics' explaining the difficulties and opportunities arising from the diversity of the local areas.
- 4.2. The Equality Framework for Local Government (EFLG) comprises five performance areas
  - Knowing your communities
  - Leadership, partnership and organisation commitment

- Involving your communities
- Responsive services and customer care
- A skilled and committed workforce

4.3. Local government organisations are expected to use this understanding to demonstrate 'due regard' to the Public Sector Equality Duty to:

- eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the act
- advance equality of opportunity between people who share a protected characteristic and those who does not
- Foster good relations between people who share a protected characteristic and those who do not.

4.4. The accompanying diversity presentation will focus on the **knowing your communities** section of the equality framework. It will demonstrate how the authority collects different sets of data, which informs us about the diversity of Rushcliffe.

4.5. The presentation will then focus on how the authority takes account of what the data tells us and provide some examples of how key decision makers direct front-line services accordingly.

4.6. To demonstrate this the presentation will highlight the work for the health partnership and its ongoing actions to address health inequalities in Rushcliffe.

## **5. Alternative options considered and reasons for rejection**

5.1. The Equalities act 2010 places a responsibility on all local authorities 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.

## **6. Risks and Uncertainties**

6.1. Failing to understand or consider the diversity of the community that the authority serves would have a direct impact on the delivery of services and the quality of life of the residents and customers of Rushcliffe.

## **7. Implications**

### **7.1. Financial Implications**

No Financial Comments

### **7.2. Legal Implications**

No Legal comments other than Council compliance under the Equalities Act 2010

### 7.3. Equalities Implications

The paper considers the authority's approach to the Equalities Act 2010 and focusses on **the knowing your communities** strand of the equality framework for local government.

### 7.4. Section 17 of the Crime and Disorder Act 1998 Implications

An understanding and recognition of the diversity of a community has a direct correlation on community cohesion reducing the risk of crime and anti-social behaviour.

### 7.5. Other implications

## 8. Link to Corporate Priorities

Diversity links to the Corporate Strategy key themes of:

- Delivering economic growth to ensure a sustainable, prosperous and thriving local economy
- Maintaining and enhancing our residents' quality of life
- Transforming the Council to enable the delivery of efficient high quality services

## 9. Recommendation

9.1 It is recommended that Members consider and endorse the report and make recommendations of areas for future investigation.

<b>For more information contact:</b>	Derek Hayden Principal Community Development Officer 0115 914 8270 <a href="mailto:dhayden@rushcliffe.gov.uk">dhayden@rushcliffe.gov.uk</a>
<b>Background papers available for Inspection:</b>	None
<b>List of appendices:</b>	Rushcliffe Respectful Relationships- Equality and diversity scheme 2016 – 2020

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# Rushcliffe Respectful Relationships





# Joint Statement

By Rushcliffe Borough Council's Chief Executive and the Leader of the Council

As Chief Executive and Leader of the Council we are committed to supporting the Equality Act 2010 and aim to create an environment where we can all live in harmony and have access to what they need in order 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.

Our scheme will embed equality into our Council's policies, services and spending plans and help us to be an even better employer. The scheme is a living document which will be constantly under review and will be monitored by the Executive Management Team and Performance Management Board to ensure we meet the evolving needs of the community.

We look forward to seeing positive outcomes and benefits from implementing this scheme. We welcome and value continued comment from all groups and individuals within the local community.



*Allen Graham*

**Allen Graham**  
Chief Executive  
Rushcliffe Borough Council

*Neil Clarke*

**Cllr Neil Clarke MBE**  
Leader of the Council  
Rushcliffe Borough Council

# Introduction

We want Rushcliffe to be a great place for everybody to work, live and visit.

To do this, we will ensure that everyone is treated with courtesy and respect, acknowledging that each individual has unique needs and abilities.

We will ensure that there is no discrimination in the delivery of services or in the Council's role as an employer.

This scheme sets out what the Council will do to make a difference.

This document is for Rushcliffe residents and staff – to show what we will do over the next three years to make Rushcliffe an even fairer place for everyone.

# Our borough

Rushcliffe is south of the City of Nottingham. The River Trent extends across towards Newark on Trent in the north east and Loughborough in the South West.

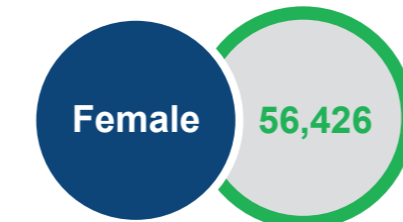
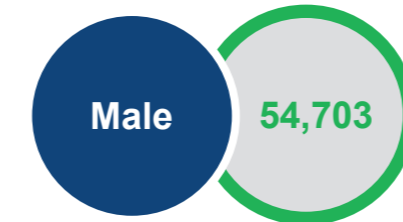
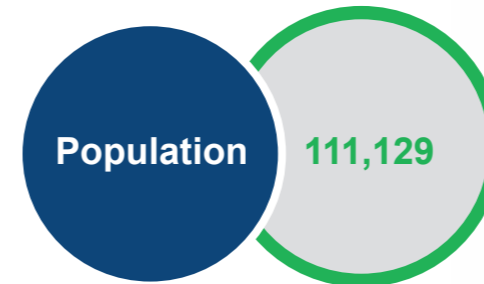
The main centre of population is West Bridgford, a large suburb of Greater Nottingham, where around 41,500 of the Borough's 111,600 population live.

There are six other large settlements – Bingham (population: 9131), Radcliffe-on-Trent (8205), Cotgrave (7203), Keyworth (6733), Ruddington (7216) and East Leake (6337) – and a large number of smaller villages dispersed throughout the remainder of the Borough, which is largely rural in character.

The covers 407 square kilometres.



# Rushcliffe's profile



7,625 are non-white

7,540 have a long term health problem or disability which severely limits their day to day activities

## Age Profile

Age Range	14 and under	15-19	20-64	65+
Population	19,246	6,610	64,850	20,423

Source: Office of National Statistics 2011 census data

## Population

Rushcliffe has proved a popular place to live with the population growing by 14% since the early 1990s.

Much of this is due to in-migration. The Government anticipates that the borough's population will continue to increase in the future. The most recent projections indicate growth to 130,000 people by 2037 (up 23% from 2001), although this calculation is based on past growth rates and does not take into account future house building levels.

Rushcliffe's population is also notable for its more elderly profile. There is a lower percentage of 25-29 year olds in Rushcliffe than is generally the case in the rest of the country and an above average proportion of adults aged over 45 years.

\*Source: Office of National Statistics

## Socio-economic factors

Rushcliffe is the most affluent local authority area in the county, with full time workers earning on average around £32,498 (in 2014), which is more than 34% higher than the regional level. It ranks only 315th of 326 local authorities on a national deprivation scale: with first being most deprived.

However there are some pockets of relative deprivation, for example, in the Trent Bridge and Cotgrave wards. Historically, unemployment levels in Rushcliffe have been low at around 2.7% in 2011\* and this rate is currently one of the lowest in Nottinghamshire

The employment profile of Rushcliffe's resident's shows that the proportion employed in managerial and professional occupations is significantly higher than both regionally and nationally, with a much lower proportion in less skilled occupations.



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## Workforce profile

The Council employs 286 staff within 4 service areas. The majority of these employees work at three sites – the Civic Centre, the Council's works depot and the Rushcliffe Community Contact Centre. All three sites are based in West Bridgford. The Council also has other smaller sites such as Rushcliffe Country Park in Ruddington and community halls.

The Council's current workforce consists of 57% male and 43% female employees at the above sites, 4% of whom declare that they have a disability.

The Council's workforce age profile shows 4% of 18-24 year olds, just over 2% are over the age of 64 and the greatest age range employed is that between the ages of 45-54.

Our ethnic makeup shows that 3% of the workforce declared that they were from a background other than white British.

As a Council we strive to encourage a wide range of diversity to be employed within the organisation in order to reflect the people we serve in the Borough.

\*Source: Office of National Statistics

Correspondingly, educationally, Rushcliffe's residents are relatively well qualified, performing better than other council areas in Nottinghamshire.

The profile of jobs within the Borough shows there is a strong service sector base, with jobs in retail, public administration, education and the health sector in particular accounting for 48% of all jobs in Rushcliffe in 2011. The rest of jobs are made up of a variety of other employment types. Established industries include the British Geological Survey at Keyworth and British Gypsum at East Leake.

Due to the attractiveness of the area, property prices are relatively high, with an average house (mid 2013) costing around £200,000 compared with the Nottinghamshire average of £102,467\*. Housing affordability is a significant issue within the Borough, with average house prices around eight times average incomes, despite wages being relatively healthy.

Rushcliffe is one of the safest places in Nottinghamshire with a moderate to low crime rate.

Rural areas can suffer significant deprivation in terms of access to essential services (shops, doctors, hospitals, school and broadband etc.) Rushcliffe is a largely rural borough and it is identified as suffering from this type of deprivation in the Greater Nottingham Accessibility Strategy. People without access to a private car are especially vulnerable to this type of deprivation.



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# Our aims

- We want Rushcliffe to be a welcoming place
- We will treat people fairly and aim to meet individual needs
- We want our services to be easy to access for all
- We aim to make Rushcliffe a place where everyone can achieve their potential

## We want Rushcliffe to be a welcoming place for everyone

What we have done so far:

1. We aim to remove all hate motivated or offensive graffiti within 24 hours and we investigate all hate motivated complaints of anti-social behaviour working closely with our partners in the South Nottinghamshire Community Safety Partnership.
2. We have reduced council tax bills by a total of £4.8 million, and paid in excess of £17.7 million in housing benefit payments to residents who are out of work or on a low income. We also paid a total of £86,000 to vulnerable tenants by providing discretionary housing payments to those in the greatest need. We have protected working age families with children from changes to council tax benefit regulations with the intention of reducing child poverty.
3. We organise events for different age groups within the community such as Armed Forces Day, Chinese New Year, Proms in the Park and Lark in the Park( a children's play day).
4. It is mandatory for employees to complete the equality and diversity e-learning module, so they know what Rushcliffe expects of the people it employs to make sure there are respectful relationships in Rushcliffe.
5. We ensure that employees are made aware of the standards the Council expects with regards to customer service.
6. Our community facilities are used by a range of groups of varying ages and diversity for events such as civil partnership receptions, weddings for a variety of faiths, play groups and tea dances. In addition, we support the provision of sport and physical activity opportunities with our partners to meet the needs of people with a range of disabilities.
7. We have moved to a new super-centre leisure facility at Rushcliffe Arena in West Bridgford. The new centre has been designed in consultation with various stakeholder groups and will provide access to a wide range of leisure facilities and activities, helping residents to maintain healthy and active lifestyles.



## We want our services to be easy to access for all

What we have done so far:

1. We opened the Rushcliffe Community Contact Centre in April 2011. It is located in West Bridgford Police Station in the heart of our main town. The Centre has hearing loops, staff communicate in sign language, leaflets can be made available in large print and type-talk facilities are available. We also have contact points in main villages which makes customer services more accessible.
2. We have a housing advice duty officer and a back-up duty officer for emergency housing issues, at the Community Contact Centre and provide home visits for people who are not able to leave their homes. We also offer translation services for housing advice and homelessness interviews.
3. We have introduced Choice Based Lettings to promote greater housing choice, including prioritising people with physical disabilities to available adapted properties. There is an auto-bid function for vulnerable residents to place bids on vacant properties.
4. We ensure easy access to planning services via our website and the ability to submit applications online and have developed a programme of affordable housing in some of our villages to meet local housing needs.
5. We have undertaken an inclusivity audit at Rushcliffe Country Park and provide a range of targeted facilities including disabled parking and toilets, 8km of wheelchair suitable paths, picnic tables with wheelchair seating and a sensory garden. We also provide a range of 'inclusive' play equipment in our children's play areas.
6. We offer assisted refuse collections – available to people who are unable to move a wheeled bin if there are no able-bodied people living at the address.
7. Our website ([www.rushcliffe.gov.uk](http://www.rushcliffe.gov.uk)) meets the 'AA standard' of the Web Content Accessibility Guidelines 1.0 -for example, it works well for people using different technology to view it and pages can be translated into 57 different languages. Our website has also recently been made compatible for users accessing our services via mobile devices.
8. Access to housing and council tax benefit is now easier. Customers can claim benefits online and report changes in circumstances over the phone. Staff carry out home visits to help customers make a benefit claim. We guarantee to process claims in 24 hours if all supporting information is provided.
9. Rushcliffe Reports, our residents magazine, is available in an audio version for blind and partially-sighted residents.



# We will treat people fairly and aim to meet individual needs

What we have done so far:

1. We ask for individual requirements prior to Council events and interviews. E.g. access or dietary requirements.
2. We negotiate where possible that all new affordable housing designated for older people is built to Lifetime Homes standards. We consider cultural and/or religious needs of homeless households placed in temporary accommodation where there are shared kitchen/bathroom facilities and work to prevent homelessness.
3. An updated gypsy and traveller accommodation needs assessments is currently being undertaken.
4. We provide work experience for schoolchildren and others who we feel benefit from spending time with us, for example, volunteers. We know that this unpaid work experience gives people a real idea of future career choices.
5. We respect the faith of any deceased individual for whom we have a duty to arrange a burial or cremation.
6. We work with individual employees and relevant organisations to ensure that disabled employees can remain at work.
7. We provide flexible and remote working for staff to enable them to balance work and home life.
8. In partnership with all other Nottinghamshire Councils and a range of voluntary agencies, Rushcliffe BC have signed a 'No to Hate Pledge' which demonstrates our commitment to tackling discrimination, prevent hate and promote diversity.

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# We aim to make Rushcliffe a place where everyone can achieve their potential

What we have done so far:

1. We ensure affordable housing is located in areas which provide access to opportunities such as employment, education and participation in the social and economic life of the community.
2. We employ young students attending local schools to promote the Council and the Borough particularly to other young people via social media.
3. We are promoting work experience and innovation through the YouNG brand and the YouNG Market.
4. We are supporting the Positive Futures scheme , helping other young people to meet their potential through sport and social enterprise.
5. We support apprenticeship schemes to give young people work experience and future employment opportunities.
6. We work with our partners to host an annual jobs fair to provide all residents with the opportunity to find out about jobs and training opportunities available in the area, as well as support in accessing these opportunities where required.
7. We support our partners with the ready for work clubs that operate within Rushcliffe, providing information, advice and guidance for job seekers, particularly those who may struggle to access the provision that is based in the neighbouring city centre.



# What we want to continue to improve on by 2020:

The Equality Act 2010 sets out some duties which the Council has to follow by law.

We have to:

- Eliminate discrimination, harassment and victimisation.
- Make sure people are treated with equality in mind.
- Create and develop good relations in our communities and in our workforce.
- As part of the law we have to set specific objectives which show how we are going to achieve the duties above.

To find out who our customers are, what they want and how they are treated we will:

We have to:

- Monitor the demographic make-up of our residents and our workforce
- Consult customers and staff, where appropriate
- Carry out equality impact assessments as part of our 4 year plan

## page 28 What to do if something goes wrong

### Members of the public

If you think your being treated unfairly, contact us on 0115 981 9911 – 8.30am to 5pm, Monday to Friday.

Or visit Rushcliffe Customer Contact Centre, Rectory Road, West Bridgford, Nottingham. NG2 6BN.

Email us at: [customerservices@rushcliffe.gov.uk](mailto:customerservices@rushcliffe.gov.uk)

If you wish to contact a specific member of staff, Council email addresses have the format [initialsurname@rushcliffe.gov.uk](mailto:initialsurname@rushcliffe.gov.uk)

### Rushcliffe Borough Council employees

If you are concerned about any equality issues, talk to your line manager or to Human Resources. You can also refer to Rushcliffe Borough Council's Confidential Reporting Code see Appendix J page 45 of the Code of Conduct which you will find on the intranet under HR.

# Let us know what you think

If you wish to discuss this policy or make any comments or suggestions on the work we are aiming to do to carry out in accordance with this policy, please contact the Performance and Reputation team on:

Tel: 0115 9819911

Email: [media@rushcliffe.gov.uk](mailto:media@rushcliffe.gov.uk)

# Appendix One

## Rushcliffe Borough Council's equality and diversity policy.

We want Rushcliffe to be a great place for everybody to work, live and visit.

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## Rushcliffe Borough Council

Rushcliffe Borough Council recognises that diversity in our communities is a huge asset as everyone has something unique to contribute to the Borough.

As a local employer and public service provider, we tackle discrimination, harassment, intimidation and disadvantage. We set ourselves high standards as an excellent organisation.

Rushcliffe Borough Council will:

1. Set and monitor equality objectives.
2. Make equality an everyday matter.
3. Have a diverse workforce where staff are treated fairly.
4. Take action to eradicate discrimination and inequality.
5. Adopt best practice.
6. Evaluate our equality impact.
7. Change what we do if we find it creates inequality.
8. Work with others to get rid of harassment and intimidation.
9. Influence others we work with to adopt similar high standards.
10. Consult on our policies and procedures where necessary.
11. Use the best communications methods, plain English, translate material where necessary and use suitable communications formats as necessary



## Where are we now?

Currently Rushcliffe has reached 'achieving' under the local government equality framework and we want to embed the requirements of Equality Act 2010 in all that we do. Equality impact assessments will continue to be a theme in our four-year-plan to ensure all actions and decisions will be made mindful of our diverse community and our impact on them and our staff. We are aware of our demographics. Rushcliffe is a largely affluent area, with educated, high-earning people living here. People are long-lived and generally prosperous and lead a relatively healthy lifestyle. Rushcliffe is also a safe place to live and on most indices we rate as not deprived in most areas.

We want to remove discrimination on the grounds of:

- Age
- Disability
- Gender reassignment
- Marriages and civil partnerships (but only in respect of eliminating unlawful discrimination)
- Pregnancy and maternity
- Race – this includes ethnic or national origins,
- Colour or nationality
- Religion or belief
- Sex
- Sexual orientation

# Putting the policy into action

## Responsibility

Elected Members are responsible for determining and scrutinising policies. All reports consider whether the matter being discussed has any diversity implication or otherwise. The equality objective will be monitored on an annual basis by the Performance Management Board.

The Chief Executive and senior management team are responsible for developing and reviewing strategic measures and policies to ensure equality across all employment and service delivery issues within the Council.

All Executive Managers are responsible for making sure policies are implemented, investigating complaints and consulting communities.

All employees are responsible for following the law and Council procedures and encouraging good practice in their team.

## How we do it

Rushcliffe Borough Council ensures service areas send Equality Impact Assessments for checking by Service Managers, Executive Managers and the HR team.

## Making sure staff know about the policy

Rushcliffe does ensure that all staff are properly trained and understand any relevant service plans and their responsibilities for implementing equality.



# Employment practices

Rushcliffe will have regard to equality and diversity in all aspects of employment, from advertising vacancies, recruitment and selection, terms and conditions of employment, training and personal development, to reasons for ending employment. We will do this by:

- Asking only for the skills and qualities actually needed to do the job
- Advertising jobs using methods that reach all communities and in particular methods that allow all groups who are currently under-represented in the workforce to be targeted
- Providing job details and accepting job applications in alternative formats such as large print, offering a minicom service for job queries and making arrangements for the use of interpreters if required in the selection process
- Valuing skills gained through non-traditional or informal work, such as voluntary work and caring responsibilities. The competences gained through this kind of experience will be balanced against those gained through more formal methods
- Making sure that all job applicants, whether redeployment candidates, existing employees or people who do not currently work for the Council, demonstrate that they are qualified, motivated and competent to do the job.
- Redeployment candidates will be given advice and support to assist them to reach the minimum standards required for a post
- Recognising and supporting the potential of all colleagues by offering opportunities for training and personal development
- On a yearly basis reviewing our commitments and what has been achieved to plan ways to improve on them
- Keeping records of applicants' and employees' equality data to make sure this policy is working properly
- Making sure the working environment is supportive and non-threatening by not tolerating any acts of discrimination or harassment, and by

introducing standards of behaviour contained within a code of conduct for all employees and also within our bullying and harassment procedures. Monitoring all cases of disciplinary action and carrying out work to ensure that this action does not disproportionately affect any specific group of colleagues

- Monitoring all cases where colleagues bring a grievance against the Council, their manager or a work colleague and take appropriate action to ensure that grievances do not unfairly or adversely affect any specific group of colleagues
- Ensuring that all managers discuss this policy and any relevant action plans with their teams, including how they can contribute to achieving our equality and diversity aims and objectives.
- Managers will deal with any breaches of the policy and failure to carry out relevant action plans.
- Recognising that the Trade Unions and Employees' Liaison Group representing colleagues make a valuable contribution to equality. We will continue to work with these groups on equality issues

We will specifically address disability issues by:

- Interviewing all disabled applicants who, at the shortlisting stage, show that they meet the minimum requirements to do the job
- Ensuring that proper arrangements are made within the recruitment process to support disabled people to participate
- Making every effort if employees become disabled to ensure they retain their employment with the Council
- Taking action to ensure that all employees are trained to be able to implement our commitments to disabled people
- Providing and accessing funding for workplace adaptations and aids to enable disabled people to obtain and retain employment with the Council.



# Decision-making and our policies

## Rushcliffe Borough Council will:

- Consider the potential impact and assess the effect on customers and communities of our policies and practices and take action to improve them
- Consider the potential impact on customers and communities before making important decisions
- Carry out equality impact assessments
- Consult with Rushcliffe's Community Cohesion Network to help shape our future plans, decisions and changes.

# Working with others

## Rushcliffe Borough Council will:

- Work with other public, private, voluntary and community groups in the Borough to ensure that equality and diversity policies and plans similar to our own are adopted and implemented more widely
- Share information, experience and examples of good practice on equality through links with other public, private, voluntary and community organisations
- Promote equality and diversity within partnership working and in our dealings with the media
- Work with Rushcliffe Community Cohesion Network, to develop plans and promote equality of opportunity and to tackle discrimination and disadvantage
- Involve people from Rushcliffe's diverse communities in influencing our work and progress on equality, and in verifying the work we do
- Learn from the equality and diversity policies and plans of other local authorities and organisations.



# Buying services from others

## Rushcliffe Borough Council will:

- Require any company or business that wishes to be one of our contractors or suppliers to have developed policies on equalities proportionate to their size of operation
- We will monitor the practices of any contractor, or business we employ to provide services on our behalf to contract or purchase from, to ensure they act in accordance with our policies and relevant legislation on equality and diversity
- Follow good practice by having a procurement strategy that gives a clear commitment to equality of opportunity and to tackling discrimination and disadvantage.

# Involving communities and consulting with others

## Rushcliffe Borough Council will:

Support the Rushcliffe Community Cohesion Network for all forms of consultation and the involvement of communities in the planning of services and decision-making.

## Rushcliffe Borough Council Employees

As a Council we will continue to consult over equality issues with the recognised Trade Unions and Employees' Liaison Group.

## Let us know what you think

If you wish to discuss this policy, or make any comments or suggestions on the work we are aiming to do to carry out this policy, please contact the Human Resources Team on:

Tel: 0115 914 8265





## Community Development Group

18 September 2018

## Work Programme

### Report of the Executive Manager – Finance and Corporate Services

#### 1. Summary

1.1. Members are asked to propose future topics to be considered by the Group, in line with the Council's priorities which are:

- *Delivering economic growth to ensure a sustainable, prosperous and thriving local economy;*
- *Maintaining and enhancing our residents' quality of life;*
- *Transforming the Council to enable the delivery of efficient high quality services.*

#### 2. Recommendation

2.1. It is RECOMMENDED that the Group notes the report and considers any future topics.

#### 3. Reasons for Recommendation

Date of Meeting	Item
20 November 2018	<ul style="list-style-type: none"><li>• Rural Broadband Update</li><li>• The Defence and National Rehabilitation Centre Update</li><li>• Work Programme</li></ul>
26 February 2018	<ul style="list-style-type: none"><li>• Tree Protection and Promotion in Rushcliffe Update</li><li>• Work Programme</li></ul>

<b>For more information contact:</b>	Peter Linfield Executive Manager – Finance and Corporate Services 0115 914 8439 <a href="mailto:plinfield@rushcliffe.gov.uk">plinfield@rushcliffe.gov.uk</a>
<b>Background papers Available for Inspection:</b>	None.
<b>List of appendices (if any):</b>	None.