

Report of:	Tony Parkinson - Chief Executive Councillor Mieka Smiles - Executive Member for Culture and Communities
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Submitted to:	Executive - 14 July 2020
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Subject:	Empower Programme
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Summary

Proposed decision(s)
<p>That Executive:</p> <ol style="list-style-type: none"> Note successful delivery of a number of Empower commitments and; Approves the transfer of incomplete and new commitments to the Council's Strategic Plan.

Report for:	Key decision:	Confidential:	Is the report urgent? ¹
Decision	Yes - affects more than two wards.	No	No

Contribution to delivery of the 2018-22 Strategic Plan		
Business Imperatives	Physical Regeneration	Social Regeneration
<p>Aligns to the key priorities of the Strategic Plan:</p> <p><u>Business</u></p> <ul style="list-style-type: none"> Creating positive perceptions of our town on a national basis 	<p>Aligns to the key priorities of the Strategic Plan:</p> <p><u>Place</u></p> <ul style="list-style-type: none"> Making Middlesbrough look and feel amazing. 	<p>Aligns to the key priorities of the Strategic Plan:</p> <p><u>People</u></p> <ul style="list-style-type: none"> Tackling crime and anti-social behaviour head on. Ensuring Middlesbrough has the very best schools. Ensuring our town is an absolute leader on environmental issues.

Ward(s) affected
All wards are affected by the proposal.

What is the purpose of this report?

To provide Executive with an update to;

- a. Note the successful delivery of a number of Empower commitments and;
- b. Approve the transfer of incomplete and new commitments to the Council's Strategic Plan.

Why does this report require a Member decision?

1. Approval is required as the creation of Empower was a decision made by Executive.

Report Background

2. In September 2017 Executive approved the strategy for development of a programme aimed at addressing social regeneration issues. In May 2018 Executive approved the proposal outlining the approach to the social regeneration agenda and in January 2019 approved the commitments put forward by the Council and partners within the 'Empower Programme' towards addressing social regeneration.
3. The Empower Programme comprised of 28 commitments aligned to six specific themes and was launched in March 2019. Work has progressed on delivering the 28 commitments and most are now complete or very close to completion.
4. A review of the current programme has taken place and it is proposed that the remaining ongoing commitments are aligned to the refreshed Strategic Plan where there is a clear focus on social regeneration and therefore no requirement for a separate Empower strategy.
5. Many of the 28 commitments within the programme have been delivered and a review of the strategy is therefore appropriate. Of the 28 commitments:
 - 23 are delivered / completed
 - 4 are ongoing
 - 1 has not progressed and will be delivered by the Council's Covid 19 Recovery arrangements.
6. Detail of the 23 commitments which are delivered / completed are outlined in Appendix A.
7. Outlined below are the four commitments that are ongoing:

7.1 Neighbourhood Plans / Locality Working

Enabling the production of community-led Neighbourhood Plans in Berwick Hills and Pallister, Brambles and Thorntree, Central, North Ormesby and Newport.

- A programme is in place over a two year period in the pilot areas of North Ormesby and Newport.

7.2 Volunteering Weeks for the Community

Introducing regular volunteering weeks to support our communities, involving community groups, churches, places of worship and businesses.

- Following a successful pilot in 2019, a number of community volunteering opportunities were identified which were delayed due to COVID-19 and will now be rescheduled and relaunched.

7.3 Youth Council

Creating a Youth Parliament to give young people more of a say in how Middlesbrough Council develops services.

- Work is on-going to establish the Youth Council and a draft framework/policy is in place. This is being overseen by Deputy Mayor Antony High.

7.4 Cultural Passport

Creating a Young Person's Passport to broaden cultural experiences open to young people from Berwick Hills and Pallister, Brambles and Thorntree, Central, North Ormesby and Newport.

8. In addition a number of new commitments are being considered that build upon the foundation of the original Empower Strategy. These include, for example, a Boro Business charter (allowing staff to volunteer for the good of the town and expanding 50 Futures to external organisations). This will help in ensuring that partners and the wider business community commit to the delivery of actions.
9. It is proposed to include these and the commitments outlined at paragraph 8 in the revision of the Strategic Plan scheduled for November 2020.

What decision(s) are being asked for?

That Executive:

- a. Note successful delivery of a number of Empower commitments and;
- b. Approves the transfer of incomplete and new commitments to the Council's Strategic Plan.

Why is this being recommended?

12. Much of the strategy has now been delivered and placing those commitments that are not yet complete within the Strategic Plan creates a more efficient and effective vehicle for delivering them.

Other potential decisions and why these have not been recommended

13. An alternative option was to continue to deliver two separate programmes that were the Empower Programme and Strategic Plan. These plans were not always joined

up and therefore a move to a single plan, that being the Strategic Plan is recommended for the following reasons:

- a. A separate Empower strategy is no longer required as it is more beneficial to ensure that social regeneration aligns to the overall strategic direction of the Council.
- b. Resource would be best aligned to ensure the Strategic Plan objectives are delivered and implemented consistently to ensure the 'People' or social regeneration objectives of the Strategic Plan are achieved.

Impact(s) of recommended decision(s)

Legal

14. None.

Financial

15. There are no direct financial impacts associated with the decision.

Policy Framework

16. Not applicable. The decisions are aligned to the Council's Strategic Plan as the proposal is to align the remaining ongoing commitments to the delivery plan of the Strategic Plan.

Equality and Diversity

17. No protected groups would be affected by the decisions.

Risk

18. None.

Actions to be taken to implement the decision(s)

19. That Executive approve the proposed decisions.

Appendices

20. Appendix A – Outlines the 23 commitments which are delivered / completed.

Background papers

Body	Report title	Date
Executive	Social Regeneration	5 September 2017
Executive	Social Investment Prospectus	15 May 2018
Executive	Social Regeneration	22 January 2019

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Appendix A

EMPOWER PROGRAMME

The 23 commitments which are delivered / completed are outlined below:

1. 50 Futures

Launching the 50 Futures programme, which offers work experience for targeted groups, like care leavers and ex-offenders.

- The programme is now fully developed and implemented, offering work experience opportunities across all Council departments.

2. Local Procurement

Adopting new purchasing processes, to increase the amount of public money that is spent locally.

- Revised procurement processes are embedded to encourage more Middlesbrough-based suppliers to be commissioned.

3. Interview Guarantees

Guaranteeing interviews for unemployed people from our poorest communities and certain groups, for example care leavers and service leavers, as long as they can meet minimum job requirements.

- The guaranteed interviews scheme is now implemented and in place as part of standard recruitment processes.

4. Advertise jobs locally

Ensuring that all Council apprenticeships and jobs are promoted within community facilities in Berwick Hills and Pallister, Brambles and Thorntree, Central, North Ormesby and Newport.

- The advertise jobs locally initiative is now implemented and part of standard recruitment processes.

5. Entry Level Jobs

Identifying a range of entry-level jobs that will only be promoted in Berwick Hills and Pallister, Brambles and Thorntree, Central, North Ormesby and Newport, with support provided to those who apply.

- The entry level jobs scheme is now completed and part of regular recruitment processes.

6. Education Research

Researching levels of education and access to community learning for both adults and children, by postcode.

- The work has been completed and will now feed into COVID-19 recovery plans.

7. Local Learning

Working with Middlesbrough College to offer more learning opportunities in communities that need it most.

- A Strategic Education Board has now been established between Middlesbrough Council, Middlesbrough College and Teesside University to deliver an education strategy over a three year period.

8. Reduce Exclusions

Working with partners to reduce exclusions from school, to keep our children in mainstream education as much as possible.

- This initiative is now well embedded, work will continue through the Education team with delivery overseen by a governance Board and will also be included in the COVID-19 recovery strategy.

9. Low Attendance

Trying different ways of supporting families in communities where school attendance is low.

- This initiative is now well embedded, work will continue through the Education team with delivery overseen by a governance Board and will also be included in the COVID-19 recovery strategy.

10. Stop the Knock

Signing up to the Money Advice Trust's 'Stop the Knock' campaign, and looking to stop issuing bailiff charges for those who qualify for Council Tax Support.

- This is now embedded within Revenue and Benefits processes.

11. Health Promotion

Increasing the promotion of health and activity in schools and community venues.

- This commitment is largely complete as a wide range of health promotion activities have been undertaken by the Public Health team and can therefore be closed from an Empower perspective.

12. Social isolation and loneliness

Expanding existing approaches to tackling loneliness and isolation.

- This commitment is largely complete as a wide range of activities have been undertaken by the Public Health team and can therefore be closed from an Empower perspective.

13. Parenting Support

Working with parents who could use additional support.

- This commitment is largely complete as a wide range of activities have been undertaken by the Public Health team and can therefore be closed from an Empower perspective.

14. Staff Volunteering

Launching a Middlesbrough Council staff volunteering scheme, focussing on activities that combat loneliness and social isolation to begin with.

- Middlesbrough Council has developed a Staff Volunteering Framework which is ready to go live as soon as volunteering is able to commence in line with COVID-19 social distancing government guidelines.

15. Environmental Services

Joining up Middlesbrough Council and Thirteen Group environmental services.

- Middlesbrough Council and Thirteen Group are now jointly working together in Hemlington targeting grounds maintenance and street cleansing.

16. Waste / Recycling

Incentivising community recycling and litter collection, and offering bulky waste collections free of charge for our poorest families.

- Bulky waste collections are now free of charge to all residents (with the option of a paid for, fast-track service) and community activities have been held to encourage recycling and litter collection, with more planned post-COVID-19.

17. Selective Licencing in Newport

Improve living standards within the private rented sector in Newport by introducing Selective Landlord Licensing in 2019/20.

- This is now implemented within Newport and properties continue to be assessed by Public Protection.

18. Neighbourhood Working

Working with local people to tackle issues that matter to them in their area, starting in Hemlington and extending to other areas if it works.

- This is implemented within Hemlington with partners working collaboratively from a shared base in the locality.

19. Family Support in Hemlington

Trying a new approach for Middlesbrough Council and Thirteen Group to offer support.

- Early intervention, joint working arrangements are in place between Thirteen Group and Middlesbrough Council.

20. Anti-Social Behaviour / Crime

Joining up services between Middlesbrough Council, Cleveland Police and Thirteen Group to tackle anti-social behaviour – starting in Hemlington and extending to other areas if it works.

- This commitment was merged with the Neighbourhood Working commitment above.

21. Community Bank

Promoting the Community Bank in community hubs and schools in Berwick Hills and Pallister, Brambles and Thorntree, Central, North Ormesby and Newport.

- The Community Bank is now fully established.

22. Place Brand

Introducing a new place brand and campaign to shout about all the positives of life in Middlesbrough.

- The initial launch has been completed and a second campaign will follow.

23. Civic Community Awards

Organising an annual Civic Community Pride Awards event, celebrating and recognising the good work of people and organisations in their communities.

- Following the first successful event held in 2019, this is now an annual celebration and recognition event.