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**CYNGOR
Sir y Fflint
Flintshire
COUNTY COUNCIL**

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To: Cllr Ian Dunbar (Chairman)

Councillors: Sian Braun, Helen Brown, David Cox, Jean Davies, Ron Davies, Rosetta Dolphin, Mared Eastwood, Ray Hughes, Dennis Hutchinson, Brian Lloyd, Ted Palmer, Kevin Rush, Paul Shotton and David Wisinger

12 December 2019

Dear Councillor

You are invited to attend a meeting of the Community and Enterprise Overview & Scrutiny Committee which will be held at 10.00 am on Wednesday, 18th December, 2019 in the Delyn Committee Room, County Hall, Mold CH7 6NA to consider the following items

A G E N D A

1	**APOLOGIES**
	Purpose: To receive any apologies.

2	**DECLARATIONS OF INTEREST (INCLUDING WHIPPING DECLARATIONS)**
	Purpose: To receive any Declarations and advise Members accordingly.

3	**MINUTES** (Pages 3 - 12)
	Purpose: To confirm as a correct record the minutes of the meetings held on 6 and 22 November 2019.

4	**FORWARD WORK PROGRAMME AND ACTION TRACKING** (Pages 13 - 22)
	Report of Community and Education Overview & Scrutiny Facilitator
	Purpose: To consider the Forward Work Programme of the Community & Enterprise Overview & Scrutiny Committee and to inform the Committee of progress against actions from previous meetings.

Report of Chief Officer (Housing and Assets) - Cabinet Member for Housing

Purpose: To outline priority actions being taken to tackle and prevent homelessness in the County.

Report of Chief Officer (Planning, Environment and Economy) - Cabinet Member for Economic Development

Purpose: To provide information on Tourism across the County.

Report of Chief Officer (Planning, Environment and Economy) - Cabinet Member for Planning and Public Protection.

Purpose: To provide an update on the Domestic Energy Programmes.

Yours sincerely

Robert Robins
Democratic Services Manager

<u>**COMMUNITY AND ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE**</u>
<u>**6 NOVEMBER 2019**</u>

Minutes of the meeting of the Community and Enterprise Overview & Scrutiny Committee of Flintshire County Council held in the Delyn Committee Room, County Hall, Mold on Wednesday, 6 November 2019

<u>**PRESENT**</u>**: Councillor Ian Dunbar (Chairman)**
Councillors: David Cox, Jean Davies, Ron Davies, Ray Hughes, Dennis Hutchinson, Brian Lloyd, Ted Palmer, Kevin Rush, Paul Shotton and David Wisinger

<u>**SUBSTITUTES:**</u> Councillors: Bernie Attridge (for Helen Brown); and Rob Davies (for Rosetta Dolphin)

<u>**APOLOGIES:**</u> Councillors: Sian Braun; Ian Roberts, Leader and Cabinet Member for Education; Dave Hughes, Cabinet Member for Housing; and Derek Butler, Cabinet Member for Economic Development

<u>**ALSO PRESENT:**</u> Councillor Christine Jones attended as an observer

<u>**CONTRIBUTORS:**</u> Councillor Chris Bithell, Cabinet Member for Planning and Public Protection; Chief Officer (Housing and Assets); and Capital Works Manager

Finance Manager, Community Services (for minute number 20)
Enterprise and Regeneration Manager (for minute number 22)

<u>**IN ATTENDANCE:**</u> Community & Enterprise Overview & Scrutiny Facilitator and Democratic Services Officer

17.   <u>**DECLARATIONS OF INTEREST**</u>

          As a Council house tenant, Councillor Palmer declared a personal interest on agenda items 5 and 6 (Housing Revenue Account Capital Programme 2020/21 and Welsh Housing Quality Standard Capital Programme).

18.   <u>**MINUTES**</u>

          The minutes of the meeting held on 18 September 2019 were submitted.

          Councillor Shotton moved approval of the minutes and was seconded by Councillor Palmer.

<u>**RESOLVED:**</u>

That the minutes be approved as a correct record and signed by the Chairman.

19. **FORWARD WORK PROGRAMME AND ACTION TRACKING**

In presenting the Forward Work Programme, the Facilitator drew attention to the special meeting in November to consider the Budget for 2020/21 which would also include the Mid-Year Council Plan Monitoring Report and NEW Homes Board Update brought forward from December.

On Action Tracking, Members were reminded about the site visit to the modular building project in Garden City on 15 November. Councillor Dolphin's request for information on the Single Access Route to Housing (SARTH) had been actioned and any further actions arising would be followed up.

Councillor Attridge raised concerns about an increase in homelessness and rough sleeping, particularly in the Deeside area, and the perception on social media. In acknowledging that this was not just an issue for the Council and that some individuals did not wish to accept the support on offer, he said that this was an important issue and asked that the report scheduled for April 2020 be brought forward to an earlier meeting.

Councillor Palmer suggested a future item on options available within the legislation to support those who refused help.

Councillor Hutchinson asked that his requested report on the allocation of sheltered accommodation be brought forward. The Facilitator advised that this would be included within an item on tenancy enforcement and anti-social behaviour scheduled for April 2020. She said that whilst every effort was made to accommodate requests from Members, there were already a range of items already on the Forward Work Programme.

Due to the number of items already scheduled for the next few meetings, the Chairman proposed that the items on homelessness and sheltered accommodation remain as scheduled.

In highlighting the importance of tackling homelessness, Councillor Attridge requested a briefing paper at the special meeting in November. This was supported by Councillor Ron Davies. The Chief Officer agreed that an information report would be received on actions being taken to address the rough sleeping situation. This was supported by the Committee.

RESOLVED:

(a)   That the Forward Work Programme be noted;

(b)   That the Facilitator, in consultation with the Chairman of the Committee, be authorised to vary the Forward Work Programme between meetings, as the need arises; and

(c)   That the progress made in completing the outstanding actions be noted.

20. HOUSING REVENUE ACCOUNT (HRA) CAPITAL PROGRAMME 2020/21

The Chief Officer (Housing & Assets) introduced the draft Housing Revenue Account (HRA) Capital Programme 2020/21 for approval and recommendation to Council.

The Committee received a presentation from the Chief Officer and Finance Manager covering the following:

- 30 Year Capital Business Plan Focus
- Welsh Housing Quality Standard (WHQS)
  - Delivering the WHQS
  - Compliance
  - Draft Capital Programme 2020/21
- Council House Build Programme
  - Maes Gwern, Mold
  - St Andrews, Garden City
- HRA Capital Programme 2020/21
- HRA Capital Funding 2020/21
- Post 2020
  - Future HRA Capital Priorities
  - Decarbonisation

The Finance Manager explained that projected figures in the draft Capital Programme were based on potential available resources whilst information was awaited from Welsh Government (WG) on the new rent policy. Amongst the assumptions built into the Programme was that, post-WHQS, the Major Repairs Allowance would be used to fund the decarbonisation of existing housing stock which was a future priority of WG.

On WHQS, the Chief Officer said that consistent high scoring on tenant satisfaction questionnaires was a key achievement for the Council. On future priorities, detailed consideration would need to be given to the approach to regenerating existing stock to reduce the number of voids. A future report on this would be scheduled.

In response to a question from Councillor Shotton on parking spaces on housing estates, the Chief Officer said that whilst some provision was made within the Environmental Works element of the WHQS, there was a wider issue due to the impact of private sector parking needs and an increased number of cars per household.

When asked by Councillor Ron Davies about the review of garage sites, the Chief Officer said that the aim was to refurbish those deemed viable, however it was known that many were inadequate for modern cars and quite often were used for storage purposes. Garage sites that were not used by tenants would be demolished to maximise local parking provision.

Councillor Hughes spoke in support of parking provision at bungalows in his ward which had been created from former garage sites.

Councillor Hutchinson congratulated officers on the report and the positive feedback from tenants. His comments about the importance of parking provision at sheltered accommodation was acknowledged by the Chief Officer who said that this formed part of a wider assessment of parking.

Councillor Palmer referred to the regeneration of existing housing stock and suggested that houses that were difficult to let could be split into much-needed single bedroom accommodation. He was told that this was amongst a number of options being explored to meet demand for one-bedroom accommodation as a direct result of the Bedroom Tax.

Councillor Attridge welcomed the Council's investment in its housing stock and asked about engagement with private homeowners in adjoining properties to Council tenants to establish if improvements could be carried out at the same time. The Capital Works Manager said that there had been little take-up from private homeowners and would provide further details. When asked about the potential for more investment in Council housing in the event of an improved financial settlement from WG, the Chief Officer said that various options could be explored including purchasing former Right to Buy properties which could meet demand for adapted accommodation.

The Chairman allowed John Ennis, who was in the public gallery, to speak. He referred to the costs involved in the modular build scheme in Garden City and asked if similar high insulation standards would be adopted at other schemes and whether there would be any impact on rent. The Chief Officer explained that this was an innovative housing project supported by WG to meet a number of initiatives including the decarbonisation policy mentioned earlier. Whilst the Council's new build estate was already highly insulated, the demands of decarbonisation would create additional costs not currently provided for by WG. The costs of modular build schemes would reduce as volumes of modular build increased throughout Wales.

The recommendations, which were amended to reflect the debate, were moved by Councillor Palmer and seconded by Councillor Ron Davies.

RESOLVED:

(a)   That the Committee supports and recommends to the Council the HRA Capital Programme for 2020/21, which is subject to change based on the outcome of the rent policy which will become available in December 2019; and

(b)   That the Committee supports and recommends the proposed HRA Capital Programme for 2020/21 as set out in Appendix 1.

21. **WELSH HOUSING QUALITY STANDARD (WHQS) CAPITAL PROGRAMME - DELIVERY REVIEW UPDATE**

The Chief Officer (Housing & Assets) presented a report on progress in delivering the Welsh Housing Quality Standards (WHQS) by the December 2020 deadline. He provided an overview of the key points including the results of an Internal Audit review of WHQS undertaken in December 2018. The WHQS assessment carried out by the Wales Audit Office on all stock-retaining authorities in Wales had generated a positive statement, with Flintshire being the only council receiving no recommendations. This provided assurance that the WHQS was being delivered efficiently and competently.

As a Council tenant, Councillor Palmer praised the report but spoke about the suitability of rendering on some properties. The Chief Officer gave assurance of continued investment and maintenance of housing stock in the Capital Programme.

Councillor Attridge sought more details on plans to reduce the number of 'acceptable fails' as part of the Internal Mop-up Contract. The Capital Works Manager provided clarification on the approach taken to gain access to properties to assess safety and condition. There were a number of reasons for those individuals refusing contractors access to their properties involving some genuine cases requiring a degree of sensitive handling. On resources, the Chief Officer spoke about shifting focus to address voids to maximise income.

Councillor Lloyd commented that some properties did not need the improvements. The Capital Works Manager said that those were classed as acceptable fails but still required assessment by the Council as stated within tenancy conditions.

During the debate, the Chairman and a number of Members congratulated the team for the positive report.

The recommendation was moved by Councillor Shotton and seconded by Councillor Palmer.

RESOLVED:

That the Committee continues to support the Capital Investment Programme in its final two years of major investment and where possible, prioritise any requirements/support to enable the Programme to successfully meet the December 2020 deadline.

22. **PRIVATE SECTOR HOME IMPROVEMENT LOANS**

The Enterprise and Regeneration Manager presented a report on the Home Improvement Loan programme which provided a cost-effective way of improving the quality of life and well-being of Flintshire households. He provided an overview of the criteria for the three types of loan products in the programme

which was mainly funded by Welsh Government (WG). The re-launch of the programme would coincide with the restructuring of the team.

Councillor Bithell said that the re-launch would help to encourage homeowners to bring empty properties back into use which could have a positive impact on the housing waiting list.

In response to comments, the Enterprise and Regeneration Manager agreed to follow-up Councillor Shotton's comments regarding a converted building in Connah's Quay. He advised Councillor Cox to refer his concerns about long-term empty properties to the Environmental Health team.

The recommendation was moved by Councillor Palmer and seconded by Councillor Ron Davies.

RESOLVED:

That the Committee supports the progress made in delivering private sector homes improvement loans.

23.   **MEMBERS OF THE PUBLIC AND PRESS IN ATTENDANCE**

There was one member of the public in attendance.

(The meeting started at 10am and ended at 11.35am)

…………………………
Chairman

<u>**COMMUNITY & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE**</u>
<u>**22 NOVEMBER 2019**</u>

Minutes of the meeting of the Community & Enterprise Overview & Scrutiny Committee of Flintshire County Council held in the Delyn Committee Room, County Hall, Mold on Friday 22 November 2019

<u>**PRESENT:**</u> **Councillor Ian Dunbar (Chairman)**
Councillors: Sian Braun, Jean S Davies, Ron Davies, Rosetta Dolphin, Mared Eastwood, Ray Hughes, Kevin Rush, Paul Shotton and Dave Wisinger

<u>**SUBSTITUTES:**</u> Councillors: Ron Davies (for Dennis Hutchinson) and Patrick Heesom (for Brian Lloyd)

<u>**APOLOGIES:**</u> Councillors: Dave Hughes and Ted Palmer

<u>**ALSO PRESENT:**</u> Councillors: Veronica Gay and Christine Jones attended as observers

<u>**CONTRIBUTORS:**</u> Chief Officer (Housing and Assets); Chief Officer (Planning, Environment and Economy); Councillor Derek Butler (Cabinet Member for Economic Development); Finance Manager, Community Services; Housing Programme Service Manager and Benefits Manager

Strategic Finance Manager and Finance Manager (Environment) for minute number 25.

<u>**IN ATTENDANCE:**</u> Democratic Services Manager and Community & Enterprise Overview & Scrutiny Facilitator

<u>**OPENING COMMENTS**</u>

The Democratic Services Manager read out a statement on the restrictions relating to discussions at meetings during the current pre-Election period.

24. <u>**DECLARATIONS OF INTEREST**</u>

None were received.

25. <u>**MEDIUM TERM FINANCIAL STRATEGY: COUNCIL FUND REVENUE BUDGET 2020/21**</u>

The Strategic Finance Manager presented a report on proposed budget efficiencies and cost pressures for Community & Enterprise pending the completion of ongoing work on corporate finance options and resolution of the Welsh Government (WG) budget. WG had recently confirmed that they would publish the draft Welsh budget on 16 December with the Provisional Settlement being published on the same day. Completion of the budget setting process would be a role for Council at its meeting in January-March.

Councillor Patrick Heesom commented that he hoped that a beneficial provisional settlement would be forthcoming from WG. He raised concerns around any increase in the working assumption on Council Tax and said that he believed that many Members felt that that no increase above 5% should be considered. The Democratic Services Manager advised that 5% was only a working figure from WG and that Council not made a formal decision on the level of Council Tax for 2020/21.

The recommendations within the report were moved by Councillor Ray Hughes and seconded by Councillor Ron Davies.

RESOLVED:

(a)   That the Committee endorses the Community & Enterprise efficiency proposals for 2020/21; and

(b)   That the Committee endorses the Community & Enterprise cost pressures recommended for inclusion in the budget for 2020/21.

26.   NORTH EAST WALES (NEW) HOMES BUSINESS PLAN 2019/2048

The Housing Programme Service Manager introduced the North East Wales (NEW) Homes Business Plan, which set out key elements of the company's proposed Development Strategy to increase the number of affordable rent properties delivered over the next three years by 207 units.

The key elements highlighted to the Committee, as detailed within the report, were around:-

- Gifted Units;
- Strategic Partnerships with Local Developers and Housing Associations; and
- Utilising land owned by Flintshire County Council

Councillor Rosetta Dolphin asked for an update on the house building programme at the former Canton Depot site. The Housing Programme Service Manager explained that they were awaiting the Sustainable Drainage System (SuDS) report which would determine the number of properties that the Council could build on the site. The Council had initially earmarked 50 properties for the site and it was hoped that work would start onsite at the beginning of next year.

The Chairman asked if there was an opportunity for the Council to take into its ownership the newly developed apartments at The Swan building in Connah's Quay. The Housing Programme Service Manager agreed to look into this following the meeting.

Councillor Patrick Heesom complimented the way in which the service was being managed. He asked why the Business Plan was in place until 2048 and whether the increase in interest rates from the Public Loans Board had affected the Business Plan. He also sought assurance that Council properties would remain in the ownership of the Council. The Finance Manager, Community Services, explained that the Business Plan was in place until 2048 due the long payback of the scheme. On the increase in

interest rates, all new schemes were 'stress tested' to ensure a margin of error in the event of interest rates being risen without causing any problems for the schemes. The Chief Officer (Housing and Assets) assured the Committee that all Council properties would remain in the ownership of the Council.

Councillor Ron Davies commented on the recent site visit arranged for the Committee to Garden City and congratulated Wates, the contractors, on the work carried out.

The recommendation within the report was moved by Councillor Ron Davies and seconded by Councillor Paul Shotton.

RESOLVED:

That the Committee support the progress made through the delivery of the NEW Homes Business Plan 2019/2048.

27.   **COUNCIL PLAN 2019/20 – MID-YEAR MONITORING REPORT**

The Chief Officer (Housing and Assets) introduced a report to present a summary of performance for the Year-end position of 2018/19 for the Council Plan priorities 'Supportive Council' and 'Ambitious Council' relevant to the Committee. The report was an exception based report and therefore focused on the areas of under-performance.

The Cabinet Member for Economic Development provided an update on the number of individuals supported through the mentoring service that entered employment, learning or volunteering, explaining that whilst current performance was below target, officers were confident that the full year target was achievable. The service was funded by Welsh Government (WG) and he raised concerns around the uncertainty on the level of funding received year on year.

Councillors Rosetta Dolphin asked why the performance indicators for the percentage of households in the quarter where homelessness was prevented and the tenant satisfaction level, were showing as amber and not green. The Chief Officer explained that the targets set for the year were higher than current achievement but they would continue to be monitored to ensure targets were achieved. He commented on the challenges around engaging with the private rented sector who were reluctant to house people in receipt of Universal Credit but reported that a roadshow with 40 private landlords had been arranged and he agreed to provide feedback to the Committee in due course on how successful the roadshow had been.

Councillors Patrick Heesom welcomed the report. He commented on the number of businesses supported through the regional hub and raised concerns that the hub was currently not in place. He also commented that the projects being driven by the North Wales Economic Ambition Board (NWEAB) should cover the Flintshire region as a whole and not be focused only on Deeside. The Chief Officer (Planning, Environment and Economy) clarified the role of all 6 North Wales Local Authority Economic Development Officers and he advised on the influence they were having on the role of the regional hub through their connections with local businesses. Through

the NWEAB there would be four Joint Committees covering Education, Transport at a regional level, Strategic Planning and Economic Development which would build on the work of the NWEAB.

The recommendation within the report was moved by Councillor Rosetta Dolphin and seconded by Councillor Ron Davies.

RESOLVED:

That the report be noted.

28. **MEMBERS OF THE PUBLIC AND PRESS IN ATTENDANCE**

There were no members of the public and press in attendance.

(The meeting started at 2.00 pm and ended at 2.40 pm)

…………………………
Chairman

COMMUNITY & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Date of Meeting	Wednesday 18th December, 2019
Report Subject	Forward Work Programme and Action Tracking
Cabinet Member	Not applicable
Report Author	Community & Enterprise Overview & Scrutiny Facilitator
Type of Report	Operational

EXECUTIVE SUMMARY

Overview & Scrutiny presents a unique opportunity for Members to determine the Forward Work programme of the Committee of which they are Members. By reviewing and prioritising the Forward Work Programme Members are able to ensure it is Member-led and includes the right issues. A copy of the Forward Work Programme is attached at Appendix 1 for Members' consideration which has been updated following the last meeting.

The Committee is asked to consider, and amend where necessary, the Forward Work Programme for the Community & Enterprise Overview & Scrutiny Committee.

The report also shows actions arising from previous meetings of the Community & Enterprise Overview & Scrutiny Committee and the progress made in completing them. Any outstanding actions will be continued to be reported to the Committee as shown in Appendix 2.

RECOMMENDATION	
1	That the Committee considers the draft Forward Work Programme and approve/amend as necessary.
2	That the Facilitator, in consultation with the Chair of the Committee be authorised to vary the Forward Work Programme between meetings, as the need arises.
3	That the Committee notes the progress made in completing the outstanding actions.

REPORT DETAILS

1.00	**EXPLAINING THE FORWARD WORK PROGRAMME AND ACTION TRACKING**
1.01	Items feed into a Committee's Forward Work Programme from a number of sources. Members can suggest topics for review by Overview & Scrutiny Committees, members of the public can suggest topics, items can be referred by the Cabinet for consultation purposes, or by County Council or Chief Officers. Other possible items are identified from the Cabinet Work Programme and the Improvement Plan.
1.02	In identifying topics for future consideration, it is useful for a 'test of significance' to be applied. This can be achieved by asking a range of questions as follows: 1. Will the review contribute to the Council's priorities and/or objectives? 2. Is it an area of major change or risk? 3. Are there issues of concern in performance? 4. Is there new Government guidance of legislation? 5. Is it prompted by the work carried out by Regulators/Internal Audit?
1.03	In previous meetings, requests for information, reports or actions have been made. These have been summarised as action points. Following a meeting of the Corporate Resources Overview & Scrutiny Committee in July 2018, it was recognised that there was a need to formalise such reporting back to Overview & Scrutiny Committees, as 'Matters Arising' was not an item which can feature on an agenda.
1.04	It was suggested that the 'Action tracking' approach be trialled for the Corporate Resources Overview & Scrutiny Committee. Following a successful trial, it was agreed to extend the approach to all Overview & Scrutiny Committees.
1.05	The Action Tracking details including an update on progress is attached at Appendix 2.

2.00	**RESOURCE IMPLICATIONS**
2.01	None as a result of this report.

3.00	**CONSULTATIONS REQUIRED / CARRIED OUT**
3.01	In some cases, action owners have been contacted to provide an update on their actions.

4.00	**RISK MANAGEMENT**
4.01	None as a result of this report.

5.00	APPENDICES
5.01	Appendix 1 – Draft Forward Work Programme Appendix 2 – Action Tracking for the Community & Enterprise OSC.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	Minutes of previous meetings of the Committee as identified in Appendix 2. **Contact Officer:** Ceri Shotton Overview & Scrutiny Facilitator **Telephone:** 01352 702305 **E-mail:** ceri.shotton@flintshire.gov.uk

7.00	GLOSSARY OF TERMS
7.01	**Improvement Plan:** the document which sets out the annual priorities of the Council. It is a requirement of the Local Government (Wales) Measure 2009 to set Improvement Objectives and publish an Improvement Plan.

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CURRENT FWP

Date of meeting	Subject	Purpose of Report	Scrutiny Focus	Report Author	Submission Deadline
Wednesday 22nd January 2020 10.00 a.m.	**Housing Revenue Account (HRA) Business Plan 2020/21**	To consider the proposed Housing Revenue Account (HRA) Business Plan and Budget for 2012/21	Consultation	Chief Officer (Housing & Assets)	
	Growth Deal	To provide an update report on the North Wales Economic Ambition Board	Information Sharing	Chief Executive	
	Welfare Reform Update – Universal Credit Roll Out	To provide an update on the impact of Welfare Reform on Flintshire residents	Assurance Monitoring	Benefits Manager	
	Update on Housing Rent Income	To provide an update on current Rent Arrears	Assurance/Monitoring	Revenues Manager	
	Community Benefit	To provide information on the Community Benefit being delivered through the SHARP Programme.	Information Sharing	Housing Strategy Manager Sarah Seabright and Angie Eardley – Wates	
Wednesday 11th March 2020 10.00 a.m.	**Quarter 3 Council Plan 2019/20 Monitoring Report**	To enable Members to fulfil their role in relation to performance monitoring	Assurance Monitoring	Overview & Scrutiny Facilitator	

	Employability Programmes	To provide information on the Employability Programmes available.	Information Sharing	Service Manager – Enterprise and Regeneration	
	Tenants' Right of Succession	To consider the current Policy for Council Tenants' Right of Succession	Information Sharing	Housing Manager	
	Flintshire in Business	To provide information on the Flintshire Business Week 2019	Information Sharing	Service Manager – Enterprise and Regeneration	
	Town Centre Regeneration	To provide an update on the approach previously agreed to regenerate Town Centres in the County.	Assurance Monitoring	Service Manager – Enterprise and Regeneration	
Wednesday 29th April 2020 10.00 a.m.	Tenancy Enforcement	To share information on the work of the Housing Team in dealing with Anti-Social Behaviour and Tenancy Enforcement	Information Sharing	Housing Manager	
	Rough Sleepers	To provide an update on the Council's Policy in assisting Rough Sleepers in Flintshire	Assurance Monitoring	Homeless and Advice Team Manager	
Wednesday 17th June 2020 10.00 a.m.	Year-end Council Plan 2019/20 Monitoring Report	To enable Members to fulfil their role in relation to performance monitoring	Assurance Monitoring	Overview & Scrutiny Facilitator	

Page 18

	Welfare Reform Update – Universal Credit Roll Out	To provide an update on the impact of Welfare Reform on Flintshire residents	Assurance Monitoring	Benefits Manager	
	Update on Housing Rent Income	To provide an update on current Rent Arrears	Assurance Monitoring	Revenues Manager	

Items to be scheduled

- Regeneration of Existing Stock – report to be brought to a future meeting of the Committee when appropriate, as suggested during consideration of the HRA Capital Programme 2020/21 report on 6th November, 2019

REGULAR ITEMS

Month	Item	Purpose of Report	Responsible / Contact Officer
Quarterly / Annual	**Performance Reporting**	To consider performance outturns for improvement targets against directorate indicators.	Chief Officer (Housing and Assets) Chief Officer (Planning, Environment and Economy)
Six monthly	**Welfare Reform Update – including Universal Credit**	To update Members on the impact of Welfare Reform and the cost to the Council.	Benefits Manager
Six monthly	**Update on North East Wales Homes & Property Management**	To update Members on the work of the North East Wales Homes & Property Management	Service Manager – Housing Programmes
Annually – September	**WHQS Capital Programme – Delivery review update**	To provide an update on progress of the Welsh Housing Quality Standards (WHQS), that the Council is delivering through its Capital Investment Programme. Report to include information around the use of local labour and number of apprentices and school leavers.	Chief Officer (Housing and Assets)
Quarterly	**Update on Housing Rent Income**	To provide an update on rent collection and current arrear levels	Revenues Manager

ACTION TRACKING FOR THE COMMUNITY & ENTERPRISE OVERVIEW & SCRUTINY COMMITTEE

Meeting Date	Agenda item	Action Required	Action Officer(s)	Action taken	Timescale
06.11.2019	4. Forward Work Programme and Action Tracking	The Committee supported the suggestion that the NEW Homes Board report be moved from 18th December to the 22nd November meeting.	Ceri Shotton / Mel Evans	Report presented to the Committee on 22nd November, 2019	Completed
06.11.2019	4. Forward Work Programme and Action Tracking	Following a request from Cllr Bernie Attridge, Neal Cockerton agreed to provide an information report, outlining what the Council was doing to assist and support rough sleepers, to the next meeting on 22nd November.	Neal Cockerton / Ceri Shotton	Report to be presented to the Committee on 18th December, 2019	Completed
06.11.2019	5. Housing Revenue Account (HRA) Capital Programme 2020/21	Whilst presenting the report, Neal Cockerton suggested that a report on the Regeneration of Existing Stock, shown as one of the future HRA Capital Priorities, be presented to a future Committee meeting.	Neal Cockerton / Ceri Shotton	Item added under 'Items to be scheduled' on the FWP in order for a report to be submitted to the Committee when appropriate.	Completed
06.11.2019	5. Housing Revenue Account (HRA) Capital Programme 2020/21	Following a question from Cllr Bernie Attridge around engagement with private homeowners to see if they wanted improvement works done the same time as council tenants who lived	Sean O'Donnell	Information e-mailed to Members of the Committee on 13.11.2019.	Completed

		next door, Sean O'Donnell agreed to provide information on the projects completed following the meeting.			
22.11.2019		The Chairman referred to a previous request from Cllr Paul Shotton for officers to consider whether it was viable for the Council to take on The Swan building in Connah's Quay which had recently been converted into apartments. Mel Evans agreed to follow this up following the meeting.	Mel Evans	Site visit with Agent to be arranged for week beginning 09.12.2019	On-going
22.11.2019		In response to a question around private landlords, Neal Cockerton agreed to provide the Committee with feedback following the roadshow which was soon to be held with private landlords from across the County.	Neal Cockerton / Ceri Shotton	E-mail with information on feedback from the roadshow sent to the Committee on 10.12.2019	Completed

COMMUNITY AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Date of Meeting	Wednesday 18th December 2019
Report Subject	Rough Sleepers Briefing Paper
Cabinet Member	Cabinet Member for Housing
Report Author	Chief Officer (Housing and Assets)
Type of Report	Operational

EXECUTIVE SUMMARY

Rough sleeping is often seen as a major issue only witnessed in our major towns and cities and presents these areas with their unique challenges particularly around the provision of appropriate facilities to deal with numbers of rough sleepers which are often high, however, rough sleeping is no longer an issue in these conurbations, it is now a fairly common sight to see rough sleepers in the communities of Flintshire albeit numbers are low.

Each council has developed its own local homeless action plan based on the themes within the regional homeless strategy but which reflect local priorities. The local plan in Flintshire has identified priority actions to tackle and prevent homelessness in the County.

RECOMMENDATIONS	
1	That Members consider the report and provide feedback and comments on the issues covered within.

REPORT DETAILS

1.00	**BACKGROUND**
1.01	Rough sleeping is often seen as a major issue only witnessed in our major towns and cities and presents these areas with their unique challenges particularly around the provision of appropriate facilities to deal with numbers of rough sleepers which are often high, however, rough sleeping is no longer an issue in these conurbations, it is now a fairly common sight to see rough sleepers in the communities of Flintshire.
1.02	The issues surrounding our rough sleepers are often complex with a number of reasons set out in table 1 which explain why people find themselves homeless. In addition to this there are clear correlations and linkages with austerity, increasing mental health and the reduction in corresponding support services, drug and alcohol issues (and a wider availability of drugs through County Lines), the bedroom tax and Universal Credit. As noted above these provide a complex layer of reasons which can eventually lead to rough sleeping.
1.03	The Local Homelessness Action Plan for Flintshire follows the Regional Homelessness Strategy with three main themes People, Homes and Services. This briefing paper concentrates on the theme 'People' and its priority of Rough Sleepers.
1.04	**People**
1.05	**Rough Sleepers** In December 2018 Flintshire County Council piloted an Emergency Bed provision to help those who were rough sleeping. This pilot proved to be successful and established a demand for this type of provision in the County.
1.06	There is currently no emergency bed provision in Flintshire, this was withdrawn at short notice by our service provider. Since the provision ended at the end of September we have been working through options for replacement premises even on the basis that this may be relatively short term (up to two years). In relation to this we have identified a building in Shotton which would present the most appropriate accommodation unit and work is underway to understand what we would need to do to fit approximately 50% of this out. Having been recently decanted this work would be relatively minimal. This is a good location as it is in a geographical area where the vast majority of our service users are.
1.07	Moving the model of provision here also enables us to develop a more holistic service and test out other modes of partnership working by engaging more effectively with partner agencies such as drug and alcohol services, medical support (redressing open wounds), housing services and the signposting and support for rehabilitation.

1.08	The National Rough Sleeper Count was undertaken on 7th November 2019 between 11pm and 3am the following morning. Four rough sleepers were identified on the count; two of whom were already known to services and two who were not known but refused assistance on the night. The outreach worker has continued to engage with these individuals.

It is important to note that although the service only located four people on the night, there are further individuals who are known to be rough sleeping in the County that were not found and therefore not included in the return. The weather on the night of the count was not good and it is assumed that some individuals had sought shelter in new places or areas deemed unsafe for employees to check (Woodlands etc).

What we are able to note in relation to the above is that we regularly saw between five and eight people regularly presenting at our emergency bed provision pilot. |
| 1.09 | Flintshire's commissioned Outreach Worker remains in place and is contracted until March 2020. This role works with those who are street homeless to try and engage and assist them to access services. The Outreach workers key objectives are to:

- Provide a more flexible service with support being available outside of normal working hours including weekends.
- Link in with residents who are accessing the emergency term provision to offer support and assistance to reintegrate into mainstream services.
- Conduct regular welfare checks where rough sleepers have refused assistance.
- Monitor and conduct regular reviews of hot spots to enable to service to provide assistance at the earliest point. |
| 1.10 | Flintshire's outreach worker is signed up to Streetlink. This service enables members of the public to report people rough sleeping to local services that can support them. If a person is concerned about someone they have seen rough sleeping they can use Streetlink to make the initial report. The details provided are sent direct to Flintshire Outreach worker to help them find the individual and connect them to support.

When a report is made the person reporting will receive confirmation that the report has been received and information on what will happen next and a further update if possible/appropriate.

https://www.streetlink.org.uk/ |
| 1.11 | One of the actions in the local action plan was to gain a better understanding of why tenancies are ending and the reasons behind homelessness in our County. The statistics at table 1 show that the reasons behind homelessness or risk of homelessness for cases closed were as follows: |

Table 1

Reasons for homelessness	2018/19	2019/20 (Q1 & Q2)
Parent no longer willing or able to accommodate	14.49%	18.89%
Other relatives or friends no longer willing or able to accommodate	7.25%	6.49%
Breakdown of relationship with partner - Non Violent	9.14%	9.73%
Breakdown of relationship with partner - Violent	11.59%	11.83%
Violence or harassment	2.56%	3.63%
Mortgage arrears (repossession or other loss of home)	2.34%	1.15%
Rent arrears on Social Sector Dwellings	2.79%	3.24%
Rent arrears on Private Sector Dwellings	4.79%	4.77%
Loss of rented or tied accommodation	23.19%	18.70%
Current property unaffordable	1.00%	1.34%
Current property unsuitable	3.68%	2.48%
Prison Leaver	8.70%	7.44%
In institution or care (e.g. hospital, residential home, army etc.)	1.67%	1.72%
Other (including homeless in emergency, returned from abroad, sleeping rough or in hostel)	6.80%	8.59%

As you can see from the table above the largest proportion of homelessness relates to loss of rented or tied accommodation in the Private Rented Sector and parents being unwilling or unable to continue to accommodate.

1.12	**Housing First**
1.13	Housing First is a model of service provision that is considered to be effective for homeless people who have high, multiple complex needs, it is normally targeted specifically at those who no other housing approach has worked, as such number of these people to which this model could be applied are low but support provided is intensive, of a long duration and highly flexible.

1.14	The Housing First model and ethos on which it is based is relatively simple yet radical; it works precisely because it hands choice and control, rights and responsibilities back to homeless people. It is in its simplest form a relationship based approach to change, yet its success also depends on access to stable and affordable housing and the ability to draw in a wide range of services and the personalised support that the individual needs, as far as possible when and in a format in which they choose.
1.15	Welsh Government has made available funding to commence a pilot of Housing First in Flintshire.

2.00	RESOURCE IMPLICATIONS
2.01	Areas of this service are supported through Supporting People, and this would not change, however, Welsh Government are reviewing the quantum of funding allocated through its Supporting People budget as part of its work relating to funding flexibilities.

3.00	IMPACT ASSESSMENT AND RISK MANAGEMENT
3.01	Risk - That our emergency bed provision fails and street homeless are deprived of such facilities. Mitigation – we have researched the area and considered the building and are confident that this will provide a workable and effective solution in the short term.
3.02	**Ways of Working (Sustainable Development) Principles Impact**

Long-term	Positive –Increase in targeted support and alternative delivery methods to ensure services are inclusive for all
Prevention	Prevention - Preventing homelessness through ensuring there is adequate support and accommodation to cater for a range of needs
Integration	Positive – Increased integration between services and partner organisations
Collaboration	Positive – Increased collaboration between services and partner organisations
Involvement	Positive – Service user involvement to help shape effective services so that support is timely and person centred

Well-being Goals Impact

Prosperous Wales	Again these could be positive, negative or neutral. If neutral, there is no need to put any explanation other than 'no impact'. If positive or negative impacts, then provide a brief statement indicating what this is.
Resilient Wales	Positive – Creating services that are prevention focused and build resilience to avoid households becoming homeless specifically young persons
Healthier Wales	Positive – Reduction in rough sleeping and increase in targeted support for mental health
More equal Wales	Services accessed delivered in a way that are inclusive for all
Cohesive Wales	No Impact
Vibrant Wales	No impact
Globally responsible Wales	No impact

4.00	CONSULTATIONS REQUIRED/CARRIED OUT
4.01	Previous update reports have been submitted to Scrutiny and Cabinet.

5.00	APPENDICES
5.01	None.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	None.

7.00	CONTACT OFFICER DETAILS
7.01	**Contact Officer:** Jenni Grifiths, Homeless and Advice Manager **Telephone: 01352 702415** **E-mail:** jenni.griffiths@flintshire.gov.uk

8.00	**GLOSSARY OF TERMS**
8.01	**Housing Solutions** This is the service that carried out the statutory homeless functions and supports customers facing homelessness.
8.02	**Housing First** Housing First is an approach that offers permanent, affordable housing as quickly as possible for individuals and families experiencing homelessness, and then provides the supportive services and connections to the community-based supports people need to keep their housing and avoid returning to homelessness.
8.03	**Homes in Multiple Occupation (HMO)** House in Multiple Occupation: Houses in Multiple Occupation (including self-contained flats where relevant) provide small, affordable, flexible and safe accommodation for a wide variety of people including single people, students, low paid and seasonal workers, those on short term contracts and are an essential part of the housing market. They can also offer temporary accommodation for people who are saving to purchase a home. Houses that provide accommodation for at least 3 people who are not all members of the same family are known as 'Houses in Multiple Occupation' (HMOs).
8.04	**Private Rented Sector (PRS)** The Private Rented Sector (PRS) is a classification of housing in the UK. The basic Private Rented Sector definition is: property owned by a landlord and leased to a tenant. The landlord, in this case, could be an individual, a property company or an institutional investor.

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CYNGOR
Sir y Fflint
Flintshire
COUNTY COUNCIL

COMMUNITY AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Date of Meeting	Wednesday, 18 December 2019
Report Subject	Tourism Update
Cabinet Member	Cabinet Member for Economic Development
Report Author	Chief Officer (Planning, Environment and Economy)
Type of Report	Operational

EXECUTIVE SUMMARY

The tourism sector makes a significant contribution to the economy of the County supporting an estimated 3,248 jobs. Supporting the sector is an important area of focus for the Business Development team and a full time Tourism Officer is employed specifically to assist with this.

This report sets out the main areas of work undertaken by the service in supporting the sector.

RECOMMENDATIONS	
1	That Members note the progress made in supporting the tourism sector in Flintshire.

REPORT DETAILS

1.00	**Explaining the tourism update**
	Background
1.01	The tourism sector makes a significant contribution to the economy of Flintshire. In 2018 it is estimated that visitors contributed £275m to the economy of the County, up 6.5% from the previous year, which is the largest increase recorded in North Wales. The sector is estimated to have supported 3,248 full time jobs.
1.02	The overnight accommodation base in the County is varied with a mix of types and sizes from small guesthouses through to larger hotels, spread across the quality range. The accommodation base is dominated by the caravan sector located, in particular, in the north of the County. The County has a wide range of features that appeal to day visitors and to those looking to explore and experience an area; a growing market segment. These include, but are not limited to: • Natural environment - the County is largely rural with an exceptional landscape including areas of particular appeal including the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty, the Dee coastline and Halkyn Mountain. Particularly important destinations include Talacre and Wepre Country Park. • Town centres - a number of towns in the County have a high quality built environment and draw visitors from a wider catchment. Mold market is also a popular destination for visitors. Broughton Retail Park is a major retail and leisure destination in its own right. • Heritage and culture - as well as the major attraction of Theatr Clwyd the County also features a number of castles including Flint, Ewloe and Caergwrle as well as Gladstone's Library and Greenfield Valley.
1.03	Support for the tourism sector in Flintshire is delivered by the Business Development team. The team includes a dedicated Tourism Officer with the wider team contributing as needed to support the sector. The key roles played by the team include: • contributing to tourism strategy and policy development at the national, regional and local level; • promoting the County to potential visitors through regional collaborative campaigns both sides of the England/Wales border; • co-ordinating the management of key destinations in the County; • securing and managing resources for both promotion and destination management; and • supporting businesses in the visitor economy sector through advice and facilitating networking and learning. The service works collaboratively with the tourism business sector and regionally with other local authorities to share scarce resources in promoting the region to visitors.

	<u>Current tourism activity</u>
1.04	In 2015, Visit Wales announced an approach to promoting Wales based on a series of themed years: • 2016 Year of Adventure • 2017 Year of Legends • 2018 Year of the Sea • 2019 Year of Discovery • 2020 Year of Outdoors This strategy is driven by Visit Wales' response to key challenges in promoting Wales as a destination. These thematic years are: • a long-term ambition to grow a stronger and more defined brand for tourism in Wales; • an opportunity to focus investment and innovation in tourism; and • a response to the need to drive an increase in visitor volume and value to Wales each year.
1.05	The Council, together with partners in Denbighshire and Wrexham, adopted the thematic years approach from the outset and successfully developed a series of digital promotions including films, photography, social media and e-marketing campaigns. The complete series of North East Wales films are available on the regional YouTube channel https://www.youtube.com/channel/UCtuuRbGlGvAArd7X1AC1fLQ The main North East Wales 'Year of Discovery' film has been shown four times on @visitwales Facebook page and has achieved over 111,000 views.
1.06	The Council was part of a regional tourism engagement fund bid to Welsh Government which secured £150,000 for a winter tourism marketing campaign which was delivered between October and March 2018/19. ''Get Wrapped Up in North Wales'' was promoting North Wales as the ''number one winter destination'' focussing on Christmas opportunities, events, food and drink and wet weather activities. The campaign engaged over 81,000 users through social media and resulted in over 11,000 new social media followers for the region. Four press visits were undertaken as well as a three day trip with a commissioned travel writer.
1.07	The Council is a partner in a current regional tourism marketing campaign ''The North Wales Way – Discover Your Epic'' for which funding of £150,000 from Welsh Government was secured. This project is being delivered over the period 2019/20 and will involve delivery of tailored promotion campaigns using Welsh Government's Wales Way brand.
1.08	The Council undertakes traditional promotional approaches to raise awareness of the area includes a quarterly distribution service of local leaflets to high footfall sites across North West England including Towns & Heritage Trails, Great Outdoors and Walking and Leisure Tour. The Council provides a free distribution service for local tourism and hospitality

	businesses which takes place four times each year prior to peak visitor periods. Businesses are invited to select from a range of local promotional print which currently includes town guides and countryside / coast leaflets. An average of fifty businesses take part in this scheme each quarter.
1.09	The Council, as part of a regional partnership, continues to support the food and drink sector which is developing quickly with considerable capacity to grow further. This includes: support for events; supporting the development of local food groups; promotion activity; and encouraging the purchase of local food by hospitality businesses.
1.10	The Council has secured £54,000 funding from the National Lottery Heritage Fund for a project titled ''Off Flint – celebrating our town, castle and coast'. This project is part of the wider programme of the Flint Foreshore Regeneration Scheme. The project will involve people of all ages and walks of life in recording, conserving and celebrating the diverse heritage of this historic town and enhance the 'Sense of Place'. It will sustain and build on the momentum generated by earlier projects and pave the way for longer term projects that are being developed, including the proposed multi-use centre by Flint Castle. Activities will include: • Inter-generational oral history documenting how Flint has changed in living memory with schoolchildren recording older residents at Llys Raddington supported living facility and local churches • Creating a community archive at Flint library including a digital kiosk • Developing Flint Coast volunteer group and running a regular programme • Rebuilding coastal revetment walls with volunteers including Army veterans, giving training in walling • Involving secondary pupils in volunteering, both practical and digital, through Welsh Baccalaureate, Duke of Edinburgh and their own community committees • Developing displays about the town's heritage with local schools for the Jade Jones Pavilion • Looking at immigration into Flint over time with secondary pupils and producing a series of comic strip style stories • Producing panels and a sculpted bench for the coast • Events including a pop up Story Shop to share stories more widely The project will run until 2021.
1.11	In October 2018 the Council secured funding of £25,000 from Cadwyn Clwyd to develop the Flintshire Tourism Ambassador Scheme. The Tourism Ambassador Scheme in Flintshire will benefit from a new, focussed approach to increase the number of Ambassador businesses, improve the overall visitor experience and widen the scheme to include all business types that engage with visitors. The scheme will provide people working in the local tourism industry (and beyond) with a digital platform to learn and familiarise themselves about Flintshire's tourism offer to create a working knowledge about the area's natural and cultural resources. The project will run until December 2020.

	<u>Destination Management</u>
1.12	Destinations that are well managed will be more likely to generate sustainable growth in their visitor economy, and are more likely to maximize the benefits of that growth in long term, additional income and jobs. The best managed destinations are also likely to excel in attracting new investment, in keeping value-added jobs, in bringing in new talent and in stimulating innovation." ^{Visit England}
1.13	The Council has established a Destination Management Partnership comprising the key partners responsible for managing the County for visitors and local people. The aim of the Partnership is to enable tourism businesses to better fulfil their potential and to improve the visitor experience.
1.14	An action plan has been developed for Destination Management which sets out a co-ordinated approach, involving all the key partners, to improving and managing the County for visitors and local people. The plan (attached) is structured around the Visit Wales priorities for the sector and aims to increase the average length of stay by visitors; to increase visitor spend per head and to better spread visitors across the County.

2.00	**RESOURCE IMPLICATIONS**
2.01	No new resource implications arising from this report.

3.00	**IMPACT ASSESSMENT AND RISK MANAGEMENT**
3.01	No risks identified.

4.00	**CONSULTATIONS REQUIRED/CARRIED OUT**
4.01	The service works in close collaboration with tourism businesses. In addition, the Destination Management Partnership takes a multi-agency approach to setting Flintshire's strategic approach and to project development.

5.00	**APPENDICES**
5.01	Flintshire Destination Management action plan

6.00	**LIST OF ACCESSIBLE BACKGROUND DOCUMENTS**
6.01	None.

7.00	CONTACT OFFICER DETAILS
7.01	**Contact Officer:** Niall Waller Enterprise and Regeneration Manager **Telephone:** 01352 702137 **E-mail:** niall.waller@flintshire.gov.uk

8.00	**GLOSSARY OF TERMS** **These are provided corporately on the Infonet (link) and maintained by the Executive Office**
	Cadwyn Clwyd – the rural development agency covering North East Wales. Destination Management – a co-ordinated approach to managing different aspects of the visitor experience in a place. The National Lottery Heritage Fund – one of the distributors of funds raised through the National Lottery. The Fund focusses on sustaining and transforming heritage. Tourism Ambassador Scheme – a network of tourism champions trained to promote the County. Visit Wales – Welsh Government's tourism department. Wales Way – a Welsh Government tourism promotional campaign focussed along the strategic transport routes in Wales including the A55.

Flintshire Destination Management
Strategic Plan

2020

SIR Y FFLINT MEWN PARTNERIAETH

FLINTSHIRE IN PARTNERSHIP

Introducing the Destination

A key element of the approach to regeneration and tourism in Flintshire is focussed on creating high quality places: places where people want to visit, to spend their leisure time and to work. High quality places attract investment, they are sustainable and they generate their own energy and success.

For visitors, both from outside the area and from within, the focus is on managing the key destinations so that every piece of the jigsaw that represents their experience in Flintshire is a positive one. From their accommodation, to the welcome on the High Street, to the cleanliness of the public conveniences – all of these contribute to the overall experience and determine whether they will return and what messages they will give to their friends at home.

Further, raising the quality of the destination raises its competitiveness. In an age of ever-increasing expectations, destination management is essential to competing in a crowded marketplace. With 4.7 million people living within a 60 minute drive time, the ideal catchment for day visitors, Flintshire has a huge and relatively untapped market close to hand.

The tourism sector is currently estimated to support 3,273 direct jobs. It is estimated to generate £252m annually from 3.7m staying visitors and 2.7m day visitors. **(STEAM 2016)**.

Strategic Context

Destination Management is wider than the traditional tourism sector but the main thrust for the approach in Wales is given by Welsh Government's Strategy for Tourism 2013-2020 'Partnership for Growth'.

The Strategy focuses on 5 key areas:

1. Promoting the brand
2. Product Development
3. People Development
4. Profitable Performance
5. Place building

The Strategy takes on a product-led approach to developing and marketing tourism in Wales adopting the following vision:

Wales will provide the warmest of welcomes, outstanding quality, excellent value for money and memorable, authentic experiences to every visitor.

The **goal** is for:

Tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales.

Wales' Partnership for Growth strategy's **ambition** is to:

Grow tourism earnings in Wales by 10% or more by 2020.

1. A Competitive Flintshire

Managing high quality places in Flintshire will contribute to the success of visitor economy businesses but also to the wider business community, for example, town centre retailers and service providers, transport companies and hospitality providers. The approach to destination management will need to include action to support visitor facing businesses to raise their quality and to work together to develop new ways to market the County and provide new products to customers. In addition, action to raise the quality of the key places in Flintshire will help to encourage investment into the County.

2. Sustainable Communities

Effective destination management will have an important role to play as part of the wider approach to rural and town centre development. Visitors have a crucial role to play in increasing the viability of rural services and businesses and High Street retailers. The Destination Management Plan will need to identify how customers can be encouraged to visit and return to key destinations in the County, how the value of their visit can be maximised and how the potential impacts on local people minimised.

3. Employment and skills

At present, 3,163 people are employed directly and indirectly in the visitor economy. The sector provides a full range of career options and can play a significant part in supporting people into work and to progress once there. High levels of skills in the sector will improve the success of businesses and improve the experience for visitors. The sector will need to play an active part in tackling the high levels of youth unemployment in Flintshire.

Flintshire County Council's Improvement Plan sets out the priorities for the 2016/17 year and what we aim to achieve. Setting priorities helps us focus our attention and resources on the things that matter most; there priorities are echoed in the Council's business plan. Tourism has been added to the 2016/17 Improvement Plan as a reflection of the role of the sector in the economy of the County.

Action Plan

The Flintshire Destination Management Plan is intended to be a practical document setting out achievable and measurable actions. We will adopt an 'agile' methodology for its delivery as it will evolve rapidly over time to reflect external changes and progress made and will be subject to regular review with stakeholders.

The work of the Partnership is intended to contribute towards **All Tourism Businesses in Flintshire Fulfilling their Potential and Visitors Reporting a Consistently High Quality Experience.**

Indicators

- Increased employment
- Increased visitor numbers
- Increased visitor spend

It is the **role of the Destination Management Partnership** to consult with partners and **endorse Welsh Government, Economic Ambition Board and Mersey Dee Alliance strategic cross-border priorities** that will positively impact on tourism and Destination Management across Flintshire and the wider region including infrastructure, skills, workforce development, supply chain development and major project development.

STRATEGIC THEME 1: PROMOTING THE BRAND

Page 40

Key Actions	Lead		Priority			
			2017	2018	2019	2020
1A) Highlight facilities adjacent to the Leisure Tour through signage and web information	FCC	ST				
1B) Continue to enhance Flintshire's involvement with the Marketing Cheshire Gateway's Partnership	FCC	ST				
1C) Ensure that the promotional material integrates with digital work, promoting the website and social media channels and continue to distribute through key outlets and online as digital media brochures	FCC	ST				
1D) Identify distribution services for use by all partners in regards to printed promotional materials	FCC, FTA, CRTG	ST				
1E) Maintain website content to ensure that all our key iconic products, events and destinations are covered and up to date	FCC	ST				
1F) Work with key partners to support a co-ordinated presence at key travel exhibitions and trade shows	NWT, FTA, CRTG, CRFT, AONB, FCC	MT				
1G) Develop North East Wales Promotional Offer	NEW	MT				
1H) Tourism Industry Awareness	FCC	MT				

STRATEGIC THEME 2: PRODUCT DEVELOPMENT

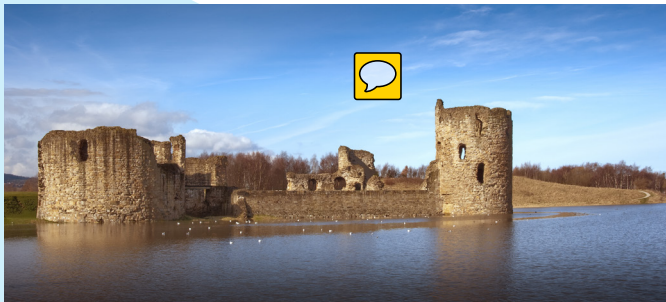| Key Actions	Lead		Priority			
			2017	2018	2019	2020
2A) Support the development of a Flintshire Coast Park including the creation of small scale visitor infrastructure along the Dee coastline	FCC (countryside services)	LT				
2B) Focus on strategic regional areas of growth in specialist sectors – group tour operators, cruise market and business tourism	NEW	MT				
2C) Increase Flintshire's reputation and profile as a high quality food destination	CRFT, FTA, CRTG, NE Wales	ST				
2D) Promote the towns, heritage, culture and countryside around the county and continue to support works to develop innovative products	FTA, CRTG, AONB, TC, FCC	MT				
2E) Undertake research on other tourism destinations in the UK and benchmark to identify opportunities for improvement in Flintshire	Coleg Cambria, Glyndwr University	ST				
2F) North East Wales product development	NEW, MDA, NWEAB	MT/LT				

STRATEGIC THEME 3: PEOPLE DEVELOPMENT

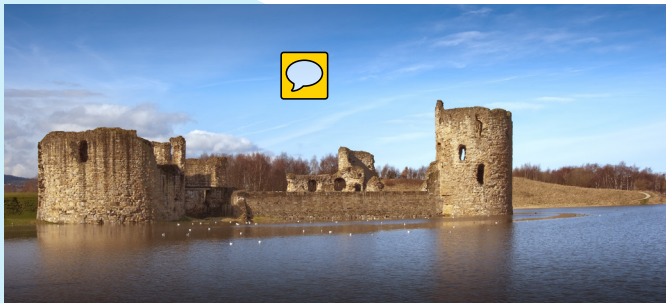| Key Actions	Lead		Priority			
			2017	2018	2019	2020
3A) Continue to develop the North East Wales Ambassador programme and role of ambassadors	NEW, FCC	MT				
3B) Promote tourism and related subjects onto local education providers' current curriculums	Coleg Cambria, Glyndwr University	MT				
3C) Continue to work with local schools, HE / FE providers regarding workforce development opportunities for tourism sector businesses	Coleg Cambria, Glyndwr University	LT				
3D) Investigate Global Greeters programme	FTA, CRTG, CRFT, AONB, TC	MT				
3E) Provide career guidance to schools and colleges from tourism sector businesses	FCC, Coleg Cambria, Glyndwr University	MT/LT				

STRATEGIC THEME 4: PROFITABLE PERFORMANCE

Key Actions		Lead	Priority			
			2017	2018	2019	2020
4A)	Support local, regional and national clusters	FTA, CRTG, CRFT, AONB, NWT	ST			
4B)	Create a calendar of major events in Flintshire and estimate the impact to the local economy based on available data	FCC (Arts & Events)	MT			
4C)	Identify periods when there is less activity, lower visitor numbers, lower spend when events and celebrations would provide a boost to footfall and the visitor economy	TC, TP	MT			
4D)	Increase the participation rate of businesses in STEAM plus additional profiling tools	FCC	ST			
4E)	Explore opportunities for increased productivity and performance in the tourism sector	Coleg Cambria, Glyndwr University, FTA, CRTG	MT			

STRATEGIC THEME 5: PLACE BUILDING

Key Actions	Lead		Priority			
			2017	2018	2019	2020
5A) Continue to implement works associated with: • Talacre & Gronant Masterplan • Developing physical & thematic linkages between Holywell Town Centre, St Winefride's Well, Greenfield Valley, Greenfield Docks and the coast • Flint Masterplan and maximising the potential of Flint Castle to the town and wider region • Supporting the delivery of the Clwydian Range and Dee Valley Management Plan 2014-2019 • Supporting the implementation of the Bailey Hill Management Plan • Supporting the Mold Town Plan	FCC	LT	▪	▪	▪	▪
5B) Review Flintshire's policy for the provision of brown & white signage to improve visibility of visitor facilities and infrastructure	FCC, WG	ST	▪			
5C) Develop an industry section on the Explore Flintshire website	FCC	ST	▪			
5D) Review and improve the physical environment of key arrival points and corridors across the county	FCC	MT	▪	▪	▪	
5E) Review transport links from tourism and visitor perspective	FCC, WG, MDA, NWEAB	MT/LT	▪	▪	▪	▪
5F) Explore potential locations for the return of the Gold Cape to Flintshire from the British Museum	FTA, CRTG, FCC	MT/LT	▪	▪		

Key

FCC	-	Flintshire County Council	CRTG	-	Clwydian Range Tourism Group
NEW	-	North East Wales Marketing Area Partnership	NWT	-	North Wales Tourism
WG	-	Welsh Government	CRFT	-	Clwydian Range Food Trail h
TP	-	Town Partnerships	FTA	-	Flintshire Tourism Association
TC	-	Town Councils	MDA	-	Mersey Dee Alliance
NWEAB	-	North Wales Economic Ambition Board			

Page 44

COMMUNITY AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Date of Meeting	Wednesday, 18 December 2019
Report Subject	Domestic Energy Programmes
Cabinet Member	Cabinet Member for Planning and Public Protection
Report Author	Chief Officer (Planning, Environment and Economy)
Type of Report	Operational

EXECUTIVE SUMMARY

Fuel poverty is identified in the current Council Plan as a priority for action. The 2017 private sector stock condition survey estimated that over 20% of Flintshire households are at risk of fuel poverty.

This report summarises the approaches taken by the Council's Domestic Energy Efficiency Programme team to reduce fuel poverty and to improve the quality of life of residents.

RECOMMENDATIONS	
1	That Members note the progress made in delivering domestic energy efficiency programmes to support fuel-poor households in Flintshire.

REPORT DETAILS

1.00	Explaining the domestic energy programmes
	Background
1.01	Fuel poverty is identified in the current Council Plan as a priority area for action. Welsh Government define a household as living in fuel poverty if they spend more than 10% of their income on energy costs. If the household spends more than 20% on energy costs they are defined as living in severe fuel poverty. Households are much more likely to be fuel poor if they are living in a home that is not energy efficient (43% for inefficient homes compared to 5% for efficient). The challenge in reducing fuel poverty is considerable due to the number of older homes present in the Welsh housing stock which are expensive to make more efficient.
1.02	Using these definitions, the 2017 private sector stock condition survey commissioned by the Council estimated that 20.7% of Flintshire households were experiencing fuel poverty and 3.4% severe fuel poverty. This was equivalent to the average rates for Wales as a whole at the time. The survey found that fuel poverty tended to be concentrated in lower income and in older households.
1.03	There is considerable evidence to show that the condition of homes has a great effect on the health and well-being of those living in them. Poor quality housing has a significant impact on health and upon the well-being and attainment of children.
1.04	The 2017 survey found that the mix of heating types being used in the County included: • Gas 79% (44,920) • Oil 10% (5,790) • Solid fuel 2% (1,220) • Electricity 8% (4,620) which will include some efficient heating systems but will largely comprise lower efficiency storage heaters. Oil, solid fuel and traditional electrical-based heating systems are more likely to be inefficient and to cost more to run than gas or renewable energy systems; placing lower income households at increased risk of fuel poverty.
	The Domestic Energy Efficiency Programme team
1.05	The Domestic Energy Efficiency Programme team leads the approach to tackling fuel poverty in Flintshire. The team currently comprises five members of staff. The service is not funded by the Council and operates entirely on a fee-earning basis; covering all of its operating costs by charging other organisations and funding bodies for the work that it does.

1.06	In the past five years the Domestic Energy Efficiency Programme team has installed 4,600 energy efficiency measures in 4,000 properties in Flintshire. The total value of this investment was approximately £12m. This is estimated to be collectively saving residents over £1.2m each year. It also estimated that these measures will save over 123,000 tonnes of carbon dioxide during their operational lifetime.
1.07	The team engages with eligible households through: • Direct promotion • Attendance at events • Direct approaches through neighbourhood-based schemes • Referrals from other agencies • Engagement with town and community councils • Close partnership working with Care and Repair North East Wales • Word of mouth Word of mouth is particularly important as the most vulnerable households have tended to be those least likely to approach the team to ask for help. In some cases householders need to be persuaded to accept any help or that they can receive support. Council Members and Town and Community Councillors have a very important role to play in spreading the word about the support available.
1.08	Mrs J was identified by the team as needing support during house calls in her neighbourhood. She is 93 and lives alone. The house lacked an effective heating system, was extremely cold and in generally very poor repair. The Council encouraged Mrs. J to take advantage of the support available and brought together a package of funding including Warm Homes Fund, utility company funding and funding provided by the Council heating contractor though its social value commitments. This has enabled Mrs. J to receive a full heating system at no cost with the works overseen by Council staff who also supported Mrs. J through the process as it was a source of considerable concern to her. Mrs. J said the new heating system "is luxurious with a capital L! I would not have made this Christmas without this help." The Council has made a number of follow-up visits to Mrs. J since the work was completed to provide further support and to help her to use her new heating system. Mr. B was referred to the team by her Ward Councillor. Mr. B has a number of health concerns, is in his 80s and lives alone. His house had no working heating system and he had no money to repair it. The Council brought together a funding package including utility company funding and its own crisis fund to provide a new heating system. The Council managed the installation process and visited Mr B several times afterwards to offer further support. Mr. B said "The scheme is excellent. It's made a lot of difference to me. With the onset of winter coming, I feel more secure now that the heating will work."
1.09	The funding for energy efficiency improvements to properties is extremely complicated and changes on a very frequent basis. Many of the households that the team work with are vulnerable and find accessing funding very challenging. Many households decline badly needed

	improvements to their properties due to the complexity of the application process, the perceived disruption of the works and concerns about managing contractors. The team works closely with these households to build their trust, apply for the correct mix of funding on their behalf (often enabling them to get the home improvements at no cost) and manage the improvement works through a Council appointed contractor. This intensive support process enables even the most vulnerable households to receive home improvements and reduce their risk of poverty and dramatically improve their quality of life.
1.10	The main programmes of work currently being delivered by the team include: • extending the mains gas network (in conjunction with Wales and West Utilities) into Ffynnongroyw to enable residents to have the option of more efficient gas heating systems; • supporting the delivery of the Welsh Government Arbed programme tackling fuel poverty in Mostyn and Penyffordd; • improving the energy efficiency of Council houses and managing the gas boiler installation and replacement programme; • delivering the Warm Homes Fund programme 2018-21 in Flintshire; installing £3m of energy efficient heating systems to fuel-poor households; • modernising the heating systems in Clwyd Alyn Housing Association homes in Flintshire; • supporting the Healthy Homes Healthy People programme being delivered by Warm Wales to link the energy programmes into wider programmes of support to meet household needs including health and income maximisation; • providing advice on energy efficiency to households and advise on getting the best prices for energy from suppliers; and • delivering a small crisis fund which funds improvements to the homes of the most vulnerable households where no other funding source can be identified.
1.11	In addition, the team will be using the Welsh Government home loans programme, already operated by the Council, to offer small loans towards new heating systems for fuel-poor households. This package will allow fuel-poor and vulnerable households to receive a new heating system at no cost, with the installation managed by the Council and its appointed contractor and to have seven worry-free years as the system will be managed, maintained and repaired by the Council in addition to the manufacturer's own warranty. The loans will be repaid directly to the Council through national funding for renewable energy and not by the householder themselves.
	<u>Future actions</u>
1.12	As highlighted above, the funding for energy efficiency improvements is constantly changing and the Council will continue to monitor this and will continue to provide a service to householders that "hides the wiring" and provides seamless support.

1.13	It is expected that there will be increased Welsh Government emphasis on domestic energy efficiency in the future; partly to address fuel poverty but mainly to reduce the carbon emissions from Welsh homes. Welsh Government is expected to release a new fuel poverty strategy early in 2020.
1.14	The Domestic Energy Efficiency Programme team is part of a wider service restructure currently underway. The team will become a Housing Regeneration team which also addresses wider private sector housing condition and which delivers the Welsh Government home loans programme. This restructure will be completed in early 2020.
2.00	**RESOURCE IMPLICATIONS**
2.01	None arising from this report.

3.00	**IMPACT ASSESSMENT AND RISK MANAGEMENT**
3.01	No new risks are identified as arising from this report.

4.00	**CONSULTATIONS REQUIRED/CARRIED OUT**
4.01	None required.

5.00	**APPENDICES**
5.01	None.

6.00	**LIST OF ACCESSIBLE BACKGROUND DOCUMENTS**
6.01	None.

7.00	**CONTACT OFFICER DETAILS**
7.01	**Contact Officer:** Niall Waller Enterprise and Regeneration Manager **Telephone:** 01352 702137 **E-mail:** niall.waller@flintshire.gov.uk

8.00	**GLOSSARY OF TERMS**
	Arbed – Welsh Government programme to reduce fuel poverty across Wales. Energy Company Obligation (ECO) – utility company funding to reduce fuel poverty.

Fuel poverty – defined by Welsh Government as when a household spend more than 10% of its income on energy.

Warm Homes Fund – National Grid and Community Interest Company, Affordable Warmth Solution (AWS) have established a £150m Warm Homes Fund (WHF) designed to support local authorities, registered social landlords and other organisations working in partnership with them, to address some of the issues affecting fuel poor households. ^{Affordable Warmth Solutions}