

CABINET AGENDA



Monday, 20 December 2010

at 9.15 am

in Committee Room B, Civic Centre, Hartlepool

MEMBERS: CABINET:

The Mayor, Stuart Drummond

Councillors Brash, Hall, Hargreaves, Hill, Jackson, Payne and H Thompson

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

To receive the Record of Decision in respect of the meetings held on 29 November 2010 and 6 December 2010 (previously circulated)

4. BUDGET AND POLICY FRAMEWORK

4.1 Medium Term Financial Strategy (MFTS) 2011/12 to 2014/15 – *Corporate Management Team*

5. KEY DECISIONS

5.1 Jackson's Landing Acquisition – *Director of Regeneration and Neighbourhoods*

6. OTHER ITEMS REQUIRING DECISION

- 6.1 Business Transformation – Legal, Elections and Land Charges Service Delivery Option Report – *Chief Solicitor*
- 6.2 Local Development Framework – Annual Monitoring Report 2009/10 – *Director of Regeneration and Neighbourhoods*

7. ITEMS FOR DISCUSSION/INFORMATION

- 7.1 Children's Services Assessment 2010 – *Director of Child and Adult Services*
- 7.2 Joint Strategic Needs Assessment (JSNA) – *Director of Child and Adult Services*
- 7.3 The Tall Ships Races – Hartlepool 2010. Independent Evaluation and Economic Impact Assessment – *Director of Child and Adult Services*

8. REPORTS FROM OVERVIEW OF SCRUTINY FORUMS

- 8.1 Formal response to the Executive's Initial Medium Term Financial Strategy (MTFS) 2011/12 to 2014/15 Consultation Proposals – *Scrutiny Co-ordinating Committee*

CABINET REPORT

20 December 2010



Report of: Corporate Management Team

Subject: Medium Term Financial Strategy (MTFS)
2011/12 to 2014/15

SUMMARY

1. PURPOSE OF REPORT

1.1 The purposes of the report are to:

- i) to provide details of the latest information on the expected date for the announcement of the Local Government Formula Grant allocation and other specific grant allocations; and
- ii) to enable Members to consider the impact of these announcements once they are known on the initial budget proposals considered at your meeting on 29th November 2010.

2. SUMMARY OF CONTENTS

- 2.1 The report advises Members that the Government have not yet provided a final date for issuing details of the 2011/12 Formula Grant and other specific grant allocations. The latest indications suggest these details will be provided on 13th December. If this is the case these details, together with the impact on the initial budget proposals for 2011/12, will be reported to your meeting.
- 2.2 This information will need to be considered alongside feedback from Scrutiny Co-ordinating Committee on the initial budget consultation proposals, as set out in the report from Scrutiny Co-ordinating Committee on your agenda.
- 2.3 The report also reminds Members that despite the delays in both the Spending Review and the detailed Local Government grant announcements the Council is still required to approve the 2011/12 budget and Council Tax in February 2011. Therefore, alternative arrangements for completing the second phase of the budget consultation process have been agreed with Scrutiny Co-ordinating Committee.

3. RELEVANCE TO CABINET

- 3.1 The report enables Cabinet to assess the impact of actual grant allocations on the initial budget proposals considered at you meeting on 29th November.

4. TYPE OF DECISION

- 4.1 Budget and Policy Framework.

5. DECISION MAKING ROUTE

- 5.1 Cabinet 20th December 2010, Cabinet 7th February 2011 and Council 12th February 2011.

6. DECISION(S) REQUIRED

- 6.1 Cabinet will be required to determine whether the initial budget consultation proposals need to be modified to reflect either the actual grant allocations for 2011/12, or feedback from Scrutiny Co-ordinating Committee on the initial consultation proposals.

Report of: Corporate Management Team

Subject: Medium Term Financial Strategy (MTFS)
2011/11 to 2014/15

1. PURPOSE OF REPORT

1.1 The purposes of the report are to:

- i) to provide details of the latest information on the expected date for the announcement of the Local Government Formula Grant allocation and other specific grant allocations; and
- ii) to enable Members to consider the impact of these announcements once they are known on the initial budget proposals considered at your meeting on 29th November 2010.

2. BACKGROUND

- 2.1. The Council's constitution outlines the timetable for Cabinet preparing draft budget proposals and referring these to Scrutiny Co-ordinating Committee, prior to referral to full Council in February.
- 2.2. The first stage of this process normally commences with a Cabinet report in late September / early October. These details are then considered by Scrutiny Co-ordinating Committee during October and November. As Members are aware, it has not been possible to follow the normal timetable this year owing to the timing of the Spending Review and alternative arrangements have been adopted. These revised arrangements commenced with a detailed report to Cabinet on 29th November to determine the initial consultation proposals, which have now been considered by Scrutiny Co-ordinating Committee.
- 2.3. The second stage of the process commences in December, once the detailed Local Government Formula Grant allocation and other specific grant allocations are provided by the Government.
- 2.4. At the time of preparing this report, the Government had not yet confirmed the date of the Local Government Formula Grant settlement, or other specific grant allocations. The latest indications suggest that the Formula Grant settlement may be issued on 13th December 2010, although this could still be delayed until the following week.

3. PROPOSED STRATEGY FOR MANAGING DELAYED ANNOUNCEMENT OF FORMULA GRANT AND SPECIFIC GRANT ANNOUNCEMENTS.

- 3.1. The timing of the Spending Review and the Local Government Formula Grant settlement is impacting on the Council's normal timetable for

preparing the budget. However, despite these delays the final deadline for agreeing the 2011/12 budget and Council Tax cannot slip owing to statutory requirements and practical arrangements for issuing Council Tax bills and collecting the first monthly direct debit payments. Alternative arrangements have therefore been agreed with Scrutiny Co-ordinating Committee to complete the second phase of the budget consultation process.

- 3.2. This process will commence once the Formula Grant settlement is known and Cabinet have reviewed the impact on the initial proposals considered in November and feedback from Scrutiny Co-ordinating Committee.
- 3.3. Assuming the Formula Grant allocation is announced on 13th December, details of the impact on the initial budget proposals will be reported to Cabinet on 20th December.
- 3.4. It is understood that the delay is a result of the Secretary of State for Communities and Local Government seeking to renegotiate the level of Local Government funding with the Treasury. Given the Government's commitment to reduce the Public Sector deficit and the process followed for the Spending Review it is inconceivable that there will be any change in the total grant cuts announced for Councils in the Spending Review.
- 3.5. At best this review may result in the year one grant reductions being damped, which would simply delay the cuts to future years. The costs of damping will need to be funded from the proposed local government allocation as it is extremely unlikely that the Government will provide more resources. This would mean that resources need to be reallocated between regions and different types of local authority.
- 3.6. The Council may benefit gain a temporary benefit from damping, particularly if the Government respond to the request from the Association of North East Council (ANEC) to limit the grant cut per head of population. However, such an arrangement will simply defer funding cuts to 2012/13. In the event that the 2011/12 grant is damped Cabinet will need to determine to either:
 - i) implement the planned reductions identified in 2011/12, which will protect the Council medium financial position; or
 - ii) determines to delay some of the proposed reductions until 2012/12.

4. EQUALITIES IMPACT

- 4.1. The budget proposals under consideration will have an impact on service delivery and as such the equality impact of any changes must be considered. Work is on-going within departments to assess the

proposals under various diversity headings and to consult with appropriate representative groups as follows:

- Age
- Disability
- Gender Re-assignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Gender
- Sexual orientation

4.2 The result of the impact assessments and consultations will be reported to Cabinet in the New Year.

4.3 It should be recognised that it may not be possible to mitigate the impact of delivering savings and that Cabinet will need to consider the overall set of choices made in setting the budget rather than simply reviewing the impact each individual proposal which help to achieve savings.

5. RECOMMENDATIONS

5.1. It is recommended that Cabinet notes the report and notes that further information may be presented to Cabinet on 20th December, depending on the timing of the Local Government Grant Settlement.

CABINET REPORT

20 December 2010



Report of: Corporate Management Team

Subject: Medium Term Financial Strategy (MTFS)
2011/12 to 2014/15 – Supplementary Report

1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to provide information on the provisional Local Government Finance Settlement announced on the 13 December 2010 and the impact on the Council's MTFS.

2. SCRUTINY CO-ORDINATING COMMITTEE FEEDBACK ON BUDGET CONSULTATION PROPOSALS

- 2.1. Scrutiny Co-ordinating Committee feedback on Cabinet's initial consultation proposals is detailed in a separate report on today's agenda. For Members convenience these comments have been added to the schedule of proposed cuts as detailed in **Appendix A**. In summary Scrutiny Co-ordinating Committee have indicated that they reluctantly support the majority of Cabinet's proposals. They have also identified where they require more information and proposals which they do not support. These issues are summarised in the following table;

	Value of Proposed Reductions £'000
Items supported (reluctantly by SCC)	5,125
Items SCC require further information on	223
Items not supported by SCC	166
Total	5,514

- 2.2. Scrutiny Co-ordinating Committee also asked a number of specific questions as detailed in **Appendix B**. Responses to these questions will be reported to Scrutiny Co-ordinating Committee in January 2011.

3. PROVISIONAL 2011/12 and 2012/13 GRANT ALLOCATION

- 3.1. The Council's Medium Term Financial Strategy covers a 4 year period and the report to Cabinet on 29th November outlined forecast deficits

based on the national grant reductions announced in the Government's Spending Review in October.

- 3.2. Details of the provisional Grant allocations were announced by the Secretary of State for Communities and Local Government on 13th December 2010. As anticipated the detailed Grant allocations only cover 2011/12 and 2012/13.
- 3.3. The Secretary of State for Communities and Local Government has stated that councils will face an average cut of 4.4% and no local authorities will experience a decrease of more than 8.9% as a result of grant reductions. However, these comparative figures related to local authority "revenue spending power" – a new definition used by the government, which encompasses an individual authority's:
 - Council Tax requirement;
 - Formula Grant;
 - Specific Grants within Aggregate External Finance; and
 - NHS funding for social care.
- 3.4. This report will concentrate on actual cash reductions in grants and these are the issues Members will need to address when setting next year's budget. The cuts in revenue spending power measure reductions in grants as a percentage of total resources, and is a measure which results in an apparent lower percentage reduction.
- 3.5. The detailed announcement includes a number of key announcements:
 - Confirmation that significant numbers of specific grants have been transferred into the Formula Grant. These transfers were made before the Formula Grant was cut, therefore these areas are effectively subject to the same percentage reductions as the 'core' Formula Grant;
 - Announcement of a specific "Transitional Grant" to ensure no local authority has its "Revenue Spending Power" reduced by more than 8.9% for 2011/12 and 2012/13. The aim of this grant is to assist authorities manage reductions in Revenue Spending Power over a longer period than one financial year.
- 3.6. In 2011/12 only 34 authorities will be eligible for this funding.
- 3.7. Hartlepool will receive this funding in 2011/12, but not 2012/13, which illustrates the scale of the grant reduction the Council is facing next year.

4. IMPACT ON PROVISIONAL SETTLEMENT ON BUDGET FORECASTS

4.1. The provisional settlement transfers a number of specific grants into the Formula Grant. As Cabinet have previously considered reductions to the Formula Grant and specific grants separately the Formula Grant for 2011/12 has been broken down into these two components. These issues are considered in the following paragraphs;

4.2. Core Formula Grant

4.3. The Formula Grant cut is less than forecast following the Spending Review. However, the cut is at the maximum level for Unitary Council's and amongst the highest in the North East.

4.4. In cash terms the provisional settlement reduces the core Formula Grant cut for 2011/12 by £2.7 million. This consists of a temporary (one year) benefit of £1.7million, which is funded from the specific 'Transitional Grant' allocated to Council's in the next two years. For Hartlepool this grant will only be paid in 2011/12 and no 'Transitional Grant' will be paid in 2012/13. The second element consists of a permanent reduction in Core Formula Grant cut of £1.0million in 2011/12.

4.5. At the time of preparing this report it has not been possible to identify how the new Personal Social Services grant will be paid, whether it is already included in the Formula Grant or will be subject to a separate announcement. An update will be provided to Cabinet when more information is available.

4.6. For 2012/13 the Core Formula Grant cut is 8.2%, which is broadly in line with the planning estimate of 9%.

4.7. In terms of the impact on the Medium Term Financial Strategy the overall grant cut for the next 3 years is broadly in line with expectations. Any alteration from the current strategy would significantly increase the deficit in 2012/13.

4.8. To enable Members to consider the impact on the MTFS and to determine a strategy for managing the budget over more than one financial year it is suggested that members consider the following options:-

4.8.1. Option 1 – Implement Planned 2011/12 Cuts of £5.6m

This option would enable the Council to implement the planned 2011/12 cuts which would mitigate the cuts required in 2012/13. Under this option the Council would have one-off resources of £2.7 million available to meet 2011/12 and 2012/13 redundancy costs, in

conjunction with any resources required for projects which may require investigation to ascertain if they provide any future budget benefits.

This option also avoids a significantly higher deficit in 2012/13, which will be the case if cuts are deferred.

4.8.2. Option 2 – Implement Revised Cuts in 2011/12 of £2.8m

This option would simply defer part of the planned cuts until 2012/13 and significantly exacerbate the problem in this year.

In summary the impact of the above options on the budget deficit for the next four years are shown in the following table, together with the planning figures reported in November.

	2011/12 £'000	2012/13 £'000	2013/14 £'000	2014/15 £'000	Total £'000
Planning forecasts 29.11.10 (assumes no additional benefit from new Social Services Grant in 2012/13, existing Council Tax increases of 0% 2012/13 and 3.9% in 2013/14 and 2014/15 and 2012/13 BTP efficiencies of £2m not achieved)	5,650	8,900	2,400	4,600	21,550
Revised Deficits if minimum savings made in 2011/12	2,806	10,400	2,400	4,600	20,206
Revised Deficits if 2011/12 maintained at £5.650m	5,650	7,556	2,400	4,600	20,206

4.9. Specific Grants Transferred in the Formula Grant

A number of Specific Grants have been transferred in the Formula Grant at 2010/11 prices. Work is still ongoing to identify these issues and details will be reported to Cabinet early in January to enable these issues to then be referred to Scrutiny Co-ordinating Committee.

5. RESPONSE TO PROVISIONAL SETTLEMENT

- 5.1. The consultation period ends on 17 January 2011 and individual councils can either request a meeting with ministers or provide a written submission. The Government has indicated that written submissions carry as much weight as meetings with ministers. It is suggested that a written response is prepared and the Councils response puts forward a case for extending the period covered by the transitional grant.
- 5.2. As Cabinet will be aware the Council has been penalised for many years from the old floor dampening system, which is affectively a form of transitional grant. The Council should therefore be arguing for an

extension of the new transitional grant arrangement to cover, as a minimum, the next 4 years.

5.3. **UNSUPPORTED CORPORATE CAPITAL BORROWING ALLOCATION**

5.4. Following Cabinet's approval of a £1.2 million capital allocation and feedback from Scrutiny Co-ordinating Committee detailed proposals for using this capital allocation have been identified. This Allocation has been reduced from £1.556 million in 2010/11.

5.5. In order to prioritise projects there is a need to agree assessment criteria. A categorisation methodology is suggested as follows;

Category A – Statutory / Essential
 Category B – Supporting Category A
 Category C – Desirable

5.6. In terms of Capital Funding prioritisation the criteria are proposed as follows:-

Category A

- Works / activities of an essential or health and safety nature
- Works of a priority nature to ensure assets are fit for purpose to deliver services.
- Statutory requirement
- Disability Discrimination Act related
- Disabled Facilities Grants
- Urgent Security Works
- Works / Activities that relate to project continuation / further phases of a statutory / essential nature.

Category B

- Works / activities of a nature to support Category A
- Works / activities with substantial match funding in place that deliver Council priorities eg Regeneration and Housing
- Works / activities that require match funding to bid for and / or deliver Council priorities e.g. regeneration schemes.
- Works / activities that will deliver sustainable savings / income generation / employment opportunities
- Works to assets of a nature that are not an immediate priority but will require attention with 2 – 3 years.
- Works / activities that relate to continuation / further phases of a priority nature (but not essential)
- Priority (but not essential) security works

Category C

- Works / activities that are desirable but not essential
- Neighbourhood Consultative Forums
- Match funding for desirable projects

5.7. In order to ensure bids for works / activities are prioritised it is suggested they should be judged against the categories outlined above.

5.8. In addition, to provide fair access to funding it is suggested that an allocation of funding is made on a weighted basis to each of the categories. Also there may be a need to specifically identify allocated (although reduced in line with overall capital programme reductions) funding for Neighbourhood Consultative Forums.

Category A	£850,000
Category B	£200,000
Category C	£75,000 (general)
	£75,000 (Forums - £25k each)
Total	<u>£1,200,000</u>

5.9. Funding allocations proposed by SCRAPT are attached as **Appendix C**.

6. CONCLUSION

6.1. Cabinet needs to determine detailed proposals it wishes to refer to Scrutiny Co-ordinating Committee for formal consultation. This will enable the remaining stages of the budget process to proceed as follows:

14 and 21 January 2011 Scrutiny Co-ordinating Committee considers Cabinets formal budget proposals

January 2011 Cabinet alongside Scrutiny Co-ordinating Committee feedback on budget process

7 February 2011 Cabinet determines budget proposals to be referred to Council

10 February 2011 Council consider Cabinet's budget proposals

6.2. The provisional settlements for 2011/12 and 2012/13 will require the Council to reduce its budget. Further significant cuts will be required in 2013/14 and 2014/15. There is a significant risk that changes to the Local Government finance system planned for implementation in April 2013 will adversely impact on Hartlepool and increase these deficits.

- 6.3. In terms of 2011/12 and 2012/13 the key issue is the phasing of cuts in services. Two options are detailed in the report for Member consideration.
- 6.4. It is recommended by CMT that Cabinet adopts Option 1 and implements the planned 2011/12 cuts of £5.6m. This option provides the greatest flexibility over the next two years for a number of reasons:
- It delivers sustainable budget reductions in a period of ongoing grant cuts;
 - The proposed budget reductions whilst difficult are broadly (all be it reluctantly) supported by Scrutiny Co-ordinating Committee;
 - It provides one off resources of £2.7m to fund redundancy costs in 2012/13 and to resource any plans and developments needed in advance of the 2013/14 budget.

7. RECOMMENDATIONS

- 7.1. It is recommended that Cabinet refer the following issues to Scrutiny Co-ordinating Committee;
- 7.1.1. Approve Option 1 as their preferred strategy for managing the Medium Term Financial Strategy and determine if they wish to include the items not supported by Scrutiny Co-ordinating Committee totalling £0.166 m (as detailed in **Appendix A**).
- 7.1.2. Note that a further report will be submitted in relation to Specific grants.
- 7.1.3. Approve the proposed allocation of unsupported corporate capital borrowing allocations as detailed in **Appendix C**.

4.1 APPENDIX A

CHIEF EXECUTIVES DEPARTMENT - PROPOSED BUDGET REDUCTIONS

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Performance and Partnerships	Reduction in a variety of consultation activity, BVPP budgets for publishing the plan which is no longer a formal requirement, training and consultants spend in relation to current partnership activity which is used to support core capacity. *Significant reduction / scaling back of the operation of the LSP and the arrangements surrounding this. Consideration to the minimum requirements to be in place to meet statutory guidelines and their implementation with consideration to the resources required to deliver this. Also the reduction / scaling back / ceasing elements of consultation work significantly including viewpoint. This would require a reconsideration of the mechanisms for consultation and the consideration of how any remaining work would be delivered with the potential reduction of posts across these functions.	143.5			Members agreed with the proposed saving.
Scrutiny	Significantly reducing the budgets for professional fees and reductions in a range of other small scale budget heads in respect of travel and other support costs.	6.5			Members agreed with the proposed saving.
Public Relations	Attempt to deliver Hartbeat on zero budget (there is currently provision of approx £7k to support overall costs of production reduced significantly from previous years in conjunction with a reduction in the number of editions and the same with Newsline). * Consideration of a potential reduction corporately in the spend on external advertising with alternative arrangements to be supported by the PR team, the generation of income from external sources or a reduction in the work and operations of the team with a subsequent consideration of the resources required to deliver this with a potential reduction of posts across this function.	27			Members were pleased to learn that the potential reduction of posts identified; in the original report to Cabinet; were now not necessary. However, Members did wish to reemphasise that consideration be given to the rationalisation of marketing posts across departments.
Corporate ICT	Take out ICT infrastructure budget which was included approximately 2 years ago to fund infrastructure costs as there had never been a base budget for this. This will result in a need should there be infrastructure costs to revert to the mechanism of identifying provision from departments. *A reconfiguration and reallocation of the work within the team with a reduction in the resources to deliver this.	42			Members agreed with the proposed saving.

* denotes where two comments have been amalgamated together.

4.1 APPENDIX A

CHIEF EXECUTIVES DEPARTMENT - PROPOSED BUDGET REDUCTIONS

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Scrutiny / Democratic Services	Reduction of the resources over two teams. This may be achieved by a range of measures but is dependant upon a reduction in meetings .	0		34	Members could not support the identified budget reduction at this time. Members agreed that such a reduction was not appropriate at this time, although it was agreed that this should be looked at over the next 12 months and that in line with the Boundary Commission reduction in Members by the start of the 2012/13 Municipal Year, it maybe more appropriate to reduce the support to Members and the number of associated meetings at that time. Members wished to emphasise that they were not giving Scrutiny / Democratic Services special protection, but that discussions were needed at Full Council before this identified budget reduction be revisited. In addition Members highlighted the important role that Scrutiny played in ensuring public accountability of the Council and in light of the reduction of the Consultation and PR functions there was a danger that this would disenfranchise the public of Hartlepool.
Internal Audit	Specialised internal audit software 'TeamMate' was initially implemented in September 2008 and this automated manual processes and has been developed to enable auditors to work off site. These changes increase auditor productivity and after two years of operation an 'Auditor' post can be deleted. This proposal should not adversely affect performance against the Audit Plan or the External Auditors assessment of the robustness of Internal Audit coverage. This reduction will reduce capacity to a minimum level required to deliver the Internal Audit Plan for the Council and Cleveland Fire Authority (which is provided on a cost recovery basis).	30			Although Members in principal supported this reduction, they wished further investigation be made into savings that may materialise from the management of counter fraud.

4.1 APPENDIX A

CHIEF EXECUTIVES DEPARTMENT - PROPOSED BUDGET REDUCTIONS

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Corporate Finance	Following the amalgamation of the departmental and central finance teams into a new Corporate Finance section and the achievement of the management structures and Service Delivery Options efficiencies a review of this area has been undertaken. A saving of £25,000 can be achieved by deleting a consultancy budget as work on the schools funding formula has now been brought in-house. Further efficiencies will be achieved by rationalising working practises to reduce current establishment levels. * Further rationalisation and prioritisation of workloads.	138			Members agreed with the proposed saving.
Diversity	Reduce corporate support, placing more emphasis on departmental responsibilities. Possible shared arrangement with other local authorities for advice, guidance and consultation.	40			Members agreed with the proposed saving.
Registration & Nationality Service	Relocate Registration and Nationality Services to Civic Centre.	28.5			Members agreed to this reduction, but in addition Members wished for income generation to be considered by not only relocating Registration to the Civic Centre, but by offering a ceremony provision with a thought to catering and drinks packages from the Council. There was also a request from Members for consideration to be given to people's parking needs when using the registration services.
Workforce Services/HR Business Support	Reduce development and corporate initiatives which will impact on the proactive work being done to co-ordinate and modernise employee policies and support organisational development. * Reduce support to managers for low level/routine employee matters e.g. sickness absence, recruitment, grievances and replace with training and toolkits. This will potentially risk increased absence, poor performance, deterioration in employee relations and potential increase in claims to ET. Assumes a reduction in workforce numbers which require support.	135.5			Members agreed with the proposed saving.
Legal Services	Proposed deletion of team leader (Environment & Development) post. Note, this post presently funds a property lawyer through a contract for provision of services. This is a recommendation on the likelihood of a diminution in the volume of property related work.	43			Members agreed with this proposed saving but raised concerns in relation to capacity and whether the remaining staff would be able to absorb the extra workload. Members indicated that an in-house legal service was the best way of working.

* denotes where two comments have been amalgamated together.

4.1 APPENDIX A

CHIEF EXECUTIVES DEPARTMENT - PROPOSED BUDGET REDUCTIONS

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Revenues Service	Increase by £10 from £60 to £70 the cost to the council taxpayer where the council has to issue a court summons and obtain a court liability order for unpaid council tax. This proposed increase must be formally approved by the court as reasonable. Rejection by the court of the proposed increase is viewed as low risk as 2 other Tees Valley Councils are currently charging £65.50 and £80.	25			Members agreed with this proposed saving in principle on the caveat that:- (a) the proposed savings would not exasperate the hardship situation; (b) further savings be achieved through deletion of vacant posts and where possible, a further reduction in management structures; (c) the proposed savings would not impact on front line / outreach support services; (d) the outcome of the negotiations with Housing Hartlepool regarding funding for the benefit surgery service be completed by January 2011 in order to feed into the next stage of the budget process; and (e) the face to face advice offered through Hartlepool Connect be maintained as Members do not want to see a reduction in face to face advice. Alternative Proposal: (a) In relation to the benefit surgery service, Members suggested the movement of the service into community settings (i.e. libraries) to deliver more generic support.
Benefit Service	Reduce resources impacting on customer service standard e.g. reduced support, increased waiting times, increasing processing times, etc.	24			Members agreed with this proposed saving. However, Members wanted reassurance that the reduction in the checking of benefit applications would not be detrimental to the claimant or the tax payer.
Hartlepool Connect	Reduce resources impacting on customer services standards e.g. increased waiting time, reduced opening hours, etc.	24			Members agreed with this proposed saving. In relation to the overall proposed budget reductions for the Chief Executive's Department a question was raised about operating a 'Directorship' as opposed to a directly appointed Chief Executive and Assistant Chief Executive. Members requested that the feasibility of this three directorate approach be explored, not just in relation to the financial aspects but the difference / benefits that it would bring to the delivery of corporate services.
TOTAL CHIEF EXECUTIVES DEPARTMENT		707	0	34	

4.1 Appendix A

REGENERATION AND NEIGHBOURHOODS DEPARTMENT - PROPOSED BUDGET

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Housing (homelessness, advice, private sector team)	The Housing SDO has already identified that the main budget areas cover employees and building related costs associated with Housing Options Centre (rent, rates, utilities, cleaning, waste removal etc) Several of the staff are either grant funded or funded from fee income on capital spend. The only options available are staff cuts. Deletion of one Housing Advice Officer post.	0		29	Members raised a number of concerns in relation to:- (a) The deletion of a Housing Advice Officer post at a time when the need for the service was likely to increase. (b) Savings not being sought across all posts in this area. (c) The location of the team in Park Towers and the proportion of the rent funded by HBC in relation to the floor space utilised. Alternative proposals:- (a) Members suggested that required savings should be sought across all posts in this area. (b) Rent of Park Towers is re-negotiated with Housing Hartlepool in relation to the percentage of floor space used.
Public Protection	Provide the out of hours noise service for 3 months only (June, July and August). *Remove student EHO Bursary provision. (Students will still be trained but no financial support will be given).	42			Members agreed with the proposed saving.
Community Safety, ASB, DAT	A saving can be generated by more efficient service provision between teams which work with landlords and tenants. *The DAT budget for printing will be reduced and income generated by CCTV, based on business case developed with Housing Hartlepool, who provide monitoring service.		55		Members suggested that the funding of the mediation service provided by UNITE was reviewed. Further information regarding this service and its funding was requested and has been provided to Members.
Urban and Planning Policy	Delete Principal Planning Officer (split between SDO).	20			Members agreed with the proposed saving.
Landscape Planning and Conservation	Reduce general controllable budget e.g. reduce professional fees budget and training budgets etc. *Reduce general controllable budget at Conservation Grant stage at 30%.	35			Members agreed with the proposed saving but would like it noted that they had concerns regarding the capacity to maintain adequate staff training in the future.
Building Control	Restructure service - reduce from 7 posts to 6.	40			Members agreed with the proposed saving.
Economic Development	Delete enhancing employability post. *Reduce tourism marketing budget by £10,000. Reduce Economic Development General budget £15k.		55		Members raised concerns that there should be any reduction in this area at a time when the need for such services were at their greatest. Members requested that the tourism marketing budget was considered in conjunction with the marketing budget held in the Child and Adult Services Department.

* denotes where two comments have been amalgamated together.

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Community Regeneration	*Reduction will be a combination of either reduced hours, loss of 1/2 post or a full post. The post or reduced hours have yet to be identified against specific staff but can be achieved.	20			Members supported the proposed savings for this area, but felt it should be noted the authority must not absent itself from the responsibility of job creation and the un-ring fencing of the area based grant meant that funding could be made available if there is sufficient political will to do so.
Waste Management	Increased recycling of waste at waste transfer station, review existing HWRC contract, change opening hours to suit actual demand, thus reducing overall waste disposal budget. *Reduce bulky waste service by 1 round (2 operatives, plus one vehicle).	135			Following discussion Members largely supported the proposed budget reduction in this area, but would like the potential of bio-mass waste management to be explored in the future. It was felt this would reduce the amount of waste sent for incineration and to landfill, therefore reducing costs; this may also be a potential area for future income generation.
Neighbourhood management	Neighbourhood Management functions - 2 cleansing vacancies currently filled with agency. Buildings budget. *Remove Derelict	70			The Forum requested a full breakdown of agency and consultancy staff across the directorate, but were advised that no agency or consultancy staff were being retained. Alternative proposal:- Members suggested that neighbourhood management posts should be reviewed prior to 2012/13.
Parks & Countryside	Reduction in spring/summer beds plus change in nursery opening hours, and review of existing Parks & Countryside structure, with the loss of one operative in the Nursery and one Parks Officer.	80			Members supported the proposed budget reductions in this area but requested that the potential to transfer a proportion of the Tanfield nursery site to a social enterprise was considered in the future.
Pride in Hartlepool	Absorption of full Pride in Hartlepool function into Neighbourhood Management.		70		Alternative proposal:- (a) Members would like businesses in and around Hartlepool to be approached for further funding for this initiative. (b) Members would like the VCS to be considered in this area to open up further funding opportunities not available to the public sector.
Beach Safety	Scaleable reduction in service.	19		31	Members were gravely concerned regarding cuts to this area but accepted the proposals to start the season later in the year to bring beach coverage in Hartlepool into line with other authorities in the Tees Valley. The remainder of the proposed savings in this area were not deemed to be acceptable.
Facilities Management	Increased income target on Capital works.	100			Members agreed with the proposed saving.

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Property Services	As a result of reducing capital programmes and rationalising of the Council's property there is a need to reduce resources accordingly. A combination of reduction in the budget for corporate property and associated staff reduction will be required particularly where fees will not be available to cover all functions and current posts. Substantial savings in this area are also being generated through the BT Asset Management Workstrand.* A further combination of reduction in the budget for corporate property and associated staff reduction will be required for 15% savings.	100			Members raised concerns in relation to the following areas:- (a) The sale of land/property which may be required for use in the future. (b) The sale of land/property at a time when market prices are low. Alternative proposals:- (a) Members suggested where possible properties should be transferred to the voluntary and community sector on a gift / lease or right to buy basis, with a responsibility to maintain the property attached. (b) Members suggested where properties were transferred they should be retained for community use.
Procurement / Reprographics	Potential to increase efficiencies and income in the reprographics area. The Procurement function already has a savings target of £135k p.a. as part of the BT Non-transactional workstrand.*Further efficiency / income generation in reprographics required for 15% savings.	23			Members raised concerns in relation to the amount of paperwork currently received and the associated costs. Members would like access to electronic working papers to be looked into in the future.
Resources (Support Services)	Reduction of administrative posts following the completion of further efficiency reviews and the streamlining of working practices. *Implement changes to the Business Apprenticeship programme in order to reduce costs whilst seeking to maintain existing numbers of apprentices. *Reduce staffing resources available to identify and support the delivery of service improvements and also to undertake performance management and business planning functions. Reduce the level of PA support to reflect proposed changes to the department's senior management structure.	165			Members agreed with the proposed saving.
Dial a Ride	Discontinuation of whole service.	209			Members reluctantly accepted the proposed saving.
Hospital Service	Cease the Supported bus H1 hospital service.	85			Members reluctantly accepted the proposed saving. Members strongly recommended that the reasoning behind the decision to remove the Dial – a – Ride and Hospital Bus Service be communicated via the local press.
Traffic Management	Small budget used for the implementation of Traffic Regulation Orders associated with road safety schemes. Charge direct to capital scheme (although funding is likely to reduce if LTP grant is reduced).	15			Members agreed with the proposed savings.
Street Nameplates	This budget is used to maintain the existing street nameplate assets when damaged.	23			Members agreed with the proposed saving

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Traffic Signs and Bollards	This budget is used to maintain traffic signs and bollards when damaged.	15			Members agreed with the proposed saving, but recommended that the department seek to secure enough monies from developers as "planning gain" to provide sufficient finance to meet the needs of adequate signage.
Supported Buses	Stop Supported Buses Service. (excluding Scholar Service).	287			Members agreed with the proposed saving.
Cleveland Emergency Planning Unit (4 Local Authorities) - Hartlepool Contribution to CEPU Budget is 16.3%	Reduction of 1 Emergency Planning Officer. Upon retirement of Chief Emergency Planning Officer change Job Description and take out of Chief Officer band. Income generation from use of EPU premises from NEAS and CFB. Total saving £47.6k (4 LA's contribute to EPU budget proportionally based on population therefore Hartlepool's contribution = £8k) *Cut back in external training, cleaning services. Recover management costs from LRF and use some CEPU reserve fund. Total saving £23k therefore Hartlepool's contribution is £4k.	12			Members agreed with the proposed saving.
	TOTAL REGENERATION & NEIGHBOURHOODS DEPARTMENT	1,495	180	60	

* denotes where two comments have been amalgamated together.

CHILD AND ADULT SERVICES DEPARTMENT - PROPOSED BUDGET REDUCTIONS

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Community Centres x 7 Establishments	This closes 3 community centres with additional associated premises costs to be identified and saved from Centralised budgets. This leaves 4 community centres and community rooms for hire in other facilities.	51			Members raised the following issues in relation to the closure of community centres:- (a) A reliance cannot be placed on voluntary sector community facilities as they may not have the resources to continue to have their own community buildings; (b) If community facilities are to be combined in one building, then the suitability of the building needs to be considered carefully. Concerns were expressed over the proposal of Throston library transferring to the community centre due to lack of space and asked for reassurance that other options for combined use were being considered; (c) Members raised concerns about the closure of specific community centres in certain areas of the town and requested that this issue be looked at further. Members were advised that options were available to choose from (libraries and community centres) and that any combination of closures could be considered. A range of options and combinations focussed on a north, central and south approach to keeping some community resources in each area were given. Alternative proposal : (a) It was suggested that the Sure Start Centre on Lealholm Road be relocated back into the Jutland Road Community Centre, which would mean that the current Sure Start building could be returned to its original state (2 houses) so providing much needed homes within the community.
Cultural Services	Cease non grant funded arts development work, reduce museum/arts gallery and cultural events staff, and non staff budgets which will reduce the exhibition programme. Cease Tees Archaeology non statutory activity.	94			Members raised the following issues in relation to Cultural Services:- (a) Members were strongly of the view that the annual fireworks display should not be stopped. (b) The Celebrating Success Event for Council employees should be continued but costs need to be scaled down. Alternative proposals:- (a) Members suggested that the fireworks display should be a larger event / festival to generate income and joint arrangements with partner organisations, such as the fire brigade should be explored. (b) Members requested that the tourism marketing budget be considered in conjunction with the marketing budgets held within other departments to rationalise services.
Havelock & Warren Road Day Centres	Further rationalisation of staffing structure	50			Members agreed with this proposed saving

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Commissioning - Working Age Adults, Older People, Mental Health	Cut contracts to providers. Budgets already part of SDO with £1.2M target. Any higher cuts than these may destabilise some providers and lead to home closures and the need to move very vulnerable people. Could also affect quality. * Negotiate no inflation on contracts.	476			Members did not agree that the nil inflationary uplift should apply to voluntary sector organisations and that a different approach should be looked at to differentiate between voluntary and private organisations. Members requested that this be explored further.
Health Promotion	Cease Activity	77			Members agreed with this proposed saving.
Sport, Leisure & Recreation Facilities	Increase fee income at headland sports hall and MHLC, increased income streams is in line with other authorities and preferred to cutting services in the short term, pending looking at longer term Trust or similar, options. Concessions would be offered.	100			Members agreed with this proposed saving.
Libraries - Central, Branch and Home/Delivered Services	This closes a branch library cuts stock, some children's library activity and reference service including core staff . * Further staff rationalisation and stock reductions etc includes closure of a further branch library.	235			Members made the following comments in relation to the closure of libraries:- (a) Closing libraries is very unpalatable and if there is any other way then it needs to be sought; (b) Members would like to see the comments / views of the library staff on the proposals to close libraries; (c) Libraries need to be kept open as an increasing number of people will need to use their facilities as other community facilities are decreasing; and (d) Members raised concerns about the closure of specific libraries and requested that this issue be looked at further. Members were advised that options were available to choose from (libraries and community centres) and that any combination of closures could be considered. A range of options and combinations focussed on a north, central and south approach to keeping some community resources in each area were given.
Grants to Community & Vol Organisations	30% cut to Community Pool budget. Remaining funds would increasingly be linked to commissioning of services.	62		72	Members did not accept this proposed saving. Alternative Proposals: (a) Members requested that the current remaining balance of the Community Pool budget be used as an in-year saving; and (b) That no-more than a 14% cut is imposed next year. In relation to the remaining funds being linked to the commissioning of services, Members requested that when the new set of criteria is drafted that the voluntary sector organisations and Scrutiny are consulted before any proposals are finalised.
Director, Assistant Directors & PA Support	Delete one Chief Officer Post	98			Members agreed with this proposed saving.

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Sport & Health in the Community	Reduction of staffing and projects, based on savings options above the original SDO target.	125			Members agreed with this proposed saving in principle however requested further information on the projects which would be affected and whether some projects would be eligible to access the Community Pool budget. Members requested that all Government funding sources be accessed where available.
Social Care User Property & Finance Team	Reduce support staff through efficiencies. Income levels may be at risk as a result.	20			Members agreed with this proposed saving.
Departmental Running Costs	Delete Directors Initiatives budget and reduce general expenditure	138			Members agreed with this proposed saving.
Performance Management Team	Reduction of 2 posts	40			Members agreed with this proposed saving.
Administration Team	Delete four posts. Reduce support to operational teams.	95			Members agreed with this proposed saving.
Workforce Planning & Development Team	Delete two posts. Scale back/reorganise training programmes.	110			Members agreed with this proposed saving.
Adults Complaints, Investigations & Public Information Team	Delete one post.	25			Members agreed with this proposed saving.
Pupil Support (Outdoor Facilities)	Cease subsidy for free school meals pupils. Reflects additional deprivation funding received by schools to provide increased educational and related support for children from deprived areas.	30			Members agreed with this proposed saving.
Children's Contracted Services	Negotiate no inflation on all contracts. Also cease providing sponsored day care for children as part of support plan	38			Members agreed with this proposed saving, however, raised concerns about the nil inflationary uplift applying to voluntary sector organisations and that a different approach should be looked at to differentiate between voluntary and private organisations.
Children's Placements (inc Fostering Allowances)	Negotiate no inflation on placements cost (excluding Fostering Allowances)	70			Members agreed with this proposed saving.

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Promoting Outcomes for Looked After Children	20% overall reduction in the budget - would involve scaling back provision for children and young people who are looked after	12			Members agreed with this proposed saving.
Family Resource Services (Children's Social Care)	Deleting unqualified social care post following promotion of the worker to a Qualified social work post in summer 11/12. Significant saving already achieved through SDO	33			Members agreed with this proposed saving.
Children's Fund	Reduce services provided for vulnerable young people (5-11), thus placing this group of children at risk of engaging in anti-social behaviour. * Additional 20% Reduction - This reduction in services provided for vulnerable young people (5-11) may place this group of children at risk of engaging in anti-social behaviour.		43		Members did not accept this proposed saving. Members requested further information on the impact that these reductions would have in practice.
Hartlepool Children's Trust	Delete 2 Trust posts and related non-pay costs of producing plans etc. Local authorities no longer need to have formal trust - local partner organisations would need to find mechanisms to work towards shared priorities and goals.	87			Members agreed with this proposed saving.
Community Facilities in schools (Contingency for Sustainability)	Support for these facilities has been less than initially anticipated, therefore the contingency can be deleted. Any under spend from this year can be put into a reserve to help, but schools will have to manage the risk. * Additional reductions in no-pay costs.	102			Members agreed with this proposed saving.
School Swimming	Relocation of primary school swimming to MHLC, includes plan for fewer but longer swim sessions for curriculum and performance benefit	76			Members agreed with this proposed saving on the caveat that:- (a) Members are consulted on the proposals for the Brinkburn pool, and should it be sold funds are used for the 25 metre pool at Brierton.
Parenting Support Strategy	20% Overall Reduction in the budget, which will have an impact on the support for parents.	3			Members agreed with this proposed saving.
Improving Educational Outcomes for Pupils	20% reduction in mainstream funding. Will reduce the capacity to improve children's education and prospects.	77			Members reluctantly agreed with this proposed saving.

* denotes where two comments have been amalgamated together.

<u>Service Area</u>	<u>Description of Reduction</u>	Value of Reduction Supported by SCC £'000	Value of Reduction where SCC require further information £'000	Value of Reduction <u>not</u> Supported by SCC £'000	SCC comment
Outdoor Education Centres	Cease subsidy contribution to Lane Head. A corresponding withdrawal from Carlton may result with income generation becoming critical. Schools using the centres would have to meet more of the cost.	60			Members agreed with this proposed saving and in addition to this suggested that the Council enter into discussions with West Hartlepool Trust to explore alternative options which may be more useful to the Council, for example a phased withdrawal or entering into a joint venture to generate income.
Special Educational Needs Services	Reduction of 1 Educational Psychologist	60			Members agreed with this proposed saving.
ICT Licences & Development	Withdraw capacity for ICT Development	29			Members agreed with this proposed saving.
Youth Offending Service	15% overall reduction. If further reductions in service were required, this would have a direct impact upon the resources of the service to meet its statutory function to young offenders. The likely impact would be an increase in the number of young offenders in Hartlepool, an increased crime rate and the council being open to judicial review for failure to meet its requirements.	93			Members agreed with this proposed saving.
Integrated Youth Service	Contribution from schools to Personal Advisors (£96k); Share offices with TOS and Through Care team (£58k); Delete three posts (£100K); Reduce commissioning budget for Headland youth support activities (£3k). Centres and satellites would remain open. Grant would be re-distributed. *Delete a Team Manager post from Connexions function.	297			Members agreed with this proposed saving and requested that a wider review of the information / support / guidance services provided by the Council be undertaken, which may result in additional savings.
Home to School Transport	Reduction in services & costs/potential income generation	50			Members agreed with this proposed saving on the condition that the number of schools buses did not decrease.
Family Intervention Project and similar prevention initiatives	Reduction in preventative services could lead the needs of primary school children becoming greater before statutory intervention and the likelihood of a higher level of resource in the long term	10			Members agreed with this proposed saving.
	TOTAL CHILD AND ADULT SERVICES DEPARTMENT	2,923	43	72	0

Budget QuestionsChild and Adult Services

Service Area	Question
Commissioning – Working Age Adults, Older People, Mental Health Children's Contracted Services	Nil inflationary increase – what proportion of organisations are private compared to voluntary?
Sport, Leisure and Recreation Facilities	What is the increase in fees for sport / leisure / recreational facilities?
Libraries – Central, Branch and Home / Delivered Services	Comments / views of library staff on the proposals to close libraries
Libraries – Central, Branch and Home / Delivered Services	Details requested on the survey carried out into library usage
Cultural Services	Can the tickets for the theatre be ordered online?
Sport and Health in the Community	How were the vacant Sports and Development Officer posts, recently advertised, funded?
Health Promotion	Query re: health promotion / fruit and veg initiative

Regeneration and Neighbourhoods

Service Area	Question
Community Safety, ABS, DAT	Unite Service - how often has it been accessed over last 12 months and what were the outcomes of intervention? (Director circulated information following the meeting)
Waste Management	Bulky Waste – Confirmation of figures requested

General or Cross Cutting Queries

General Questions
In relation to the overall proposed budget reductions for the Chief Executive's Department a question was raised about operating a 'Directorship' as opposed to a directly appointed Chief Executive and Assistant Chief Executive. Members requested that the feasibility of this three directorate approach be explored, not just in relation to the financial aspects but the difference / benefits that it would bring to the delivery of corporate services.
Members questioned whether there were opportunities for consideration to be given to the potential consolidation of activities relating to marketing, public relations and other associated activities.
Members questioned whether there was an opportunity to consider the consolidation of activity around advice, guidance and other related activities.

4.1 APPENDIX C

Category A			Category B			Category C		
Project	Description	Allocation	Project	Description	Allocation	Project	Description	Allocation
Mill House Roof (£30k 2010 / 11 – 1 st phase commencement)	Continuation of roofing renewal to changing areas to extend life of key area of facility	£50k (2 nd phase)	Regeneration Match Funding (Innovation and Skills Quarter / HMR / Crown House / Housing general (including empty homes)	To provide a “kickstart” in match funding and feasibility studies for regeneration and housing projects	£160k	Neighbourhood Consultative Forums	Neighbourhood Consultative Forums - minor works projects	£75k (£25k per Forum)
Mill House Boiler <i>* Combined with £70k in planned maintenance programme</i>	Renewal of Boilers and associated Heating/Hot Water systems to extend life of key operational infrastructure and increase energy efficiency	£95k	Stranton Nursery Lodge / Café development (£50k 2010 / 11 – 1 st phase)	Major refurbishments and improvement that extends the life and value of Stranton Lodge asset. Associated remodelling of Lodge to make it fit-for-purpose as an income generating Cafe facility with a key role within the overall Stranton Nursery site remodelling exercise.	£25k	Energy Invest to Save	Installation of new advanced controls or modifications and enhancement to existing mechanical and electrical systems in order to achieve longer term savings and CO2 reductions.	£25k
Essential School and Civic Kitchen Works	The kitchens will be modernised to bring them up to current standards. This will comprise replacement equipment, fittings and fixtures. New ventilation and gas installations to comply with current gas regulations will be installed as required. Replacement lighting and power to current standards will be installed as required. Includes associated repairs to	£350k	Newburn Bridge Security Improvements	Improvements to the Newburn Bridge Industrial Estate of leased units so maximising occupancy and income generation	£15k	Parton Street Environmental Improvements	Match funding to associated improvement works and linked to the HMR project in the surrounding areas.	£50k

4.1 APPENDIX C

Category A			Category B			Category C		
Project	Description	Allocation	Project	Description	Allocation	Project	Description	Allocation
	building fabric.							
Borough Hall Boiler Replacement	Install new Direct Hot Water boiler to upgrade and increase energy efficiency	£15k						
Disability Discrimination Act (DDA) works	DDA Projects to address barriers to physical access	£50k						
Disabled Facilities Grants (DFG's)	The Authority has a mandatory responsibility to provide DFGs and adaptations to those households who qualify for this assistance. The authority does not give discretionary grants .The funding which is provided by central government grant only finances 50 to 60 percent of the annual requirements in the Town. This funding increases the number of grants and reduces waiting lists.	£200k						
Carlton Camp Improvements	Essential canopy replacement and electrical works to enhance facility.	£15k						
Warren Road Boilers replacement (PCT contribution – 50% included)	Renewal of Boilers and associated Heating systems to upgrade and increase energy efficiency	£35 (Part PCT funding)						
Rossmere Youth Centre lighting	Lighting upgrade to Sports Hall to improve performance and increase energy efficiency	£20k						

4.1 APPENDIX C

Category A			Category B			Category C		
Project	Description	Allocation	Project	Description	Allocation	Project	Description	Allocation
Register Office Roof Improvements	Roof improvement to extend life of building for an alternative use with a view to retention over time (The disposal strategy will be to release an alternative building, probably Brooklyn which is a more marketable property, to achieve the required rationalisation)	£20k						
TOTAL		£850k			£200k			£150k

CABINET REPORT

20th December 2010



Report of: Director of Regeneration and Neighbourhoods

Subject: JACKSON'S LANDING ACQUISITION

SUMMARY

1. PURPOSE OF REPORT

To seek approval to the first stage of the potential purchase of Jacksons Landing, subject to the completion of a commercially viable business plan.

2. SUMMARY OF CONTENTS

The report provides details of the potential development proposals, and outlines the legal process to secure the first stage of the potential acquisition of the property and facilitate the conclusion of a commercial feasibility study.

3. RELEVANCE TO CABINET

The report outlines proposals for the acquisition of a strategic and prominent building identified in the central investment framework. The acquisition will provide the opportunity for a transformational flagship development to be brought forward diversifying and underpinning the town's economy and bringing into use a key vacant building.

4. TYPE OF DECISION

Key Decision test i and ii apply. First Stage of Key Decision reference Number: RN41 / 10

5. DECISION MAKING ROUTE

Cabinet 20th December 2010 initially for first stage then subsequent Cabinet and Council.

6. DECISION(S) REQUIRED

Cabinet is required to approve the exchange of contracts in accordance with the provisions of the “lock out agreement” as a first stage to the purchase of the building which will take place by March 2011 once Cabinet have agreed the commercial viability of the scheme.

Report of: Director of Regeneration and Neighbourhoods

Subject: JACKSON'S LANDING ACQUISITION

1. PURPOSE OF REPORT

- 1.1 To seek approval to the first stage of the potential purchase of Jacksons Landing, subject to the completion of a commercially viable business plan.

2. BACKGROUND

- 2.1 Jackson's Landing is identified in the central investment framework adopted by the Council in 2008, as a prominent building on a strategic site, that provides the opportunity for a transformational flagship development to be brought forward. This development would help to diversify and underpin the town's economy and increase the vibrancy of the central area.
- 2.2 The site consists of the former factory outlet centre (as identified in **Appendix 1**) the current building comprises a total of 75,600 sq ft of retail space on both ground and first floor with, 380 car parking spaces on a site area of 4.97 acres.
- 2.3 Negotiations have taken place with the owners of the property, and a sale price has been agreed subject to a comprehensive feasibility study. Details of which can be found in the Confidential **Appendix 2 This item contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely, (para 3) information relating to the financial or business affairs of any particular person (including the authority holding that information.**
- 2.4 In order to enable a comprehensive feasibility study to be undertaken to determine the commercial viability of a scheme, a legal agreement in the form of a 'lock out' has been agreed. This provides the Council an exclusivity period of six months, to work up details of proposals reviewing, both the costs of redevelopment and assess potential demand from other public sector partners and private organisations prior to any legal obligation arising to purchase the building.
- 2.5 The legal agreement states, that contracts need to be exchanged by the 31st December 2010, at which time a deposit is payable. Completion of the sale will be scheduled to take place on the 25th March 2011. Should the Council decide not to proceed at this time, then the deposit will be repaid. Details of the deposit are included in the Confidential **Appendix 2. This item**

contains exempt information under Schedule 12A Local Government Act 1972 (as amended by the Local Government (Access to Information) (Variation) Order 2006) namely, (para 3) information relating to the financial or business affairs of any particular person (including the authority holding that information.

- 2.6 Tees Valley Unlimited, have been commissioned to consider the options for redevelopment of the site and advise that the most appropriate scheme would be to upgrade, refurbish and convert the existing building to include both a ground and first floor. This space would be sub divided to form 90,000 sq ft of office space and in addition, there would be a restaurant / leisure provision of up to 10,000 square feet.
- 2.7 The sites prominence in relation to the Marina provides substantial opportunity to include residential development. It is proposed that part of the car park to the front of the building would be disposed of for housing development, and in addition conversion of part of the existing building at the first floor rear would provide an opportunity for approximately ten apartments overlooking the marina.
- 2.8 To date, a number of prospective tenants have expressed an interest in taking space within the building, and, currently heads of terms have been negotiated to secure pre lets in advance of any commitment by the Council to purchase the building.
- 2.9 In order to underpin the development, the Council would be required to take approximately 25,000 sq ft of office accommodation. This would provide an opportunity to consolidate a significant number of 'back office' staff to Jacksons Landing whilst releasing current accommodation for sale/redevelopment.

3. RISK IMPLICATIONS

- 3.1 Fully detailed costs of development are currently being undertaken together with negotiations for pre-lets of space in advance of any commitment by the Council to acquire the site. As a result risk associated with the project will be mitigated. The payment of a returnable deposit secures our interest without a substantial financial commitment.

4. FINANCIAL CONSIDERATIONS

- 4.1 Although a deposit has to be paid by the 31st December 2010 in accordance with the "lock out agreement" this is fully refundable should the Council decide not to proceed with the purchase by the 25th March 2011.
- 4.2 Should the purchase proceed in March 2011, then the Council will have to fund the cost of acquisition plus the costs of redeveloping the existing

building/site, which would be subject to the provision of a fully detailed feasibility appraisal to Cabinet prior to the completion date.

5. LEGAL CONSIDERATIONS

- 5.1 Formal legal documentation is being developed to reflect the terms agreed and contracts will be exchanged on the 31st December 2010 subject to Cabinet approval.

6. ASSET MANAGEMENT CONSIDERATIONS

- 6.1 The acquisition of Jackson's Landing provides opportunity to adopt a commercial/proactive approach to asset management and regeneration provides the opportunity to generate an income stream to the Council to contribute towards the Council's business transformation programme.

7. RECOMMENDATIONS

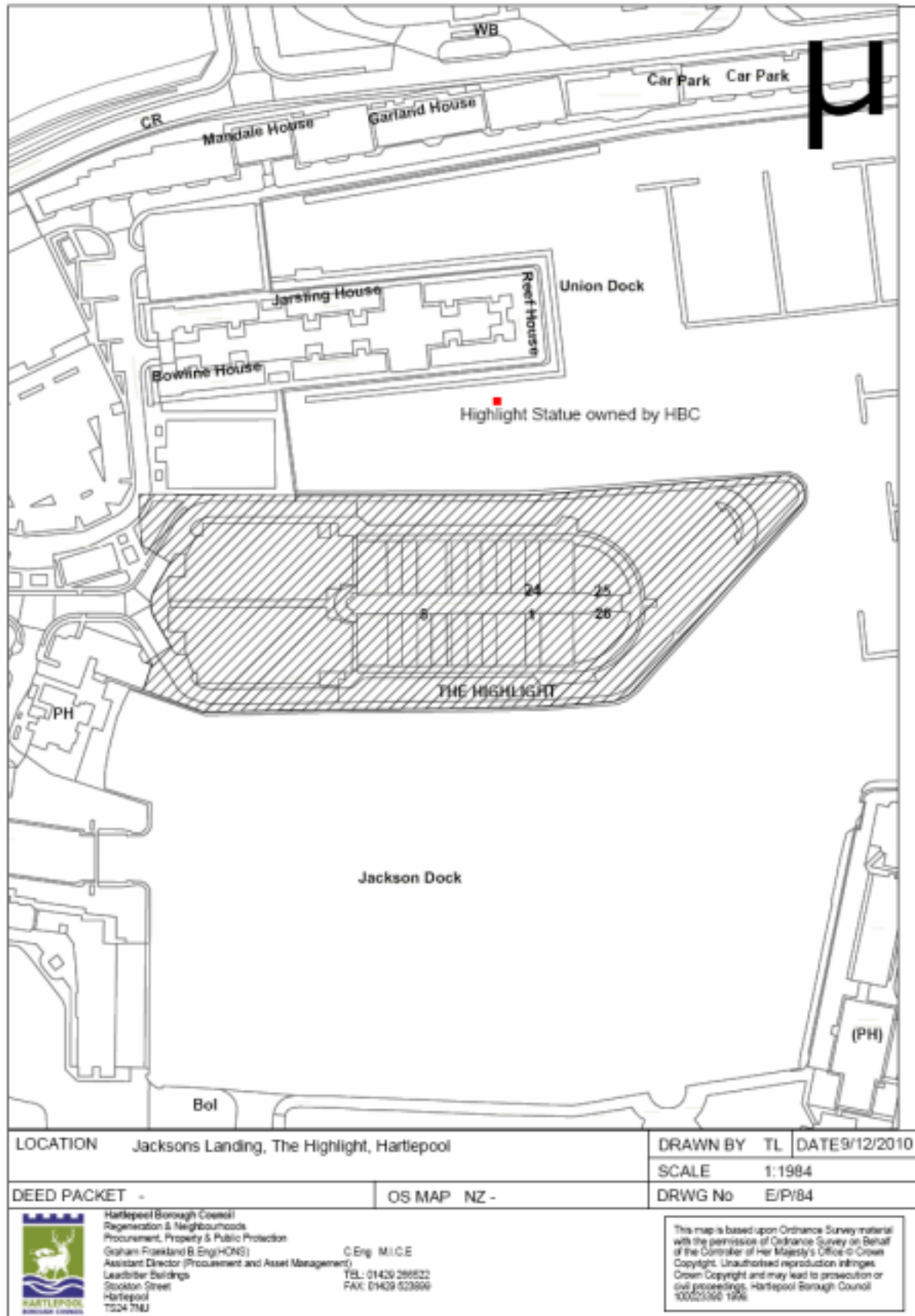
- 7.1 Cabinet is required to approve the exchange of contracts in accordance with the provisions of the "lock out agreement" as a first stage to the purchase of the building which will take place by March 2011 once Cabinet have agreed the commercial viability of the scheme.

8. REASONS FOR RECOMMENDATIONS

- 8.1 The acquisition of Jackson's Landing provides an opportunity to facilitate a transformational flagship development in accordance with the central investment framework, thereby helping to diversify and underpin the towns economy and increase the vibrancy of the central area.

9. CONTACT OFFICER

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CABINET REPORT

20 December 2010



Report of: Chief Solicitor

Subject: BUSINESS TRANSFORMATION - LEGAL,
ELECTIONS & LAND CHARGES SERVICE
DELIVERY OPTION REPORT

SUMMARY

1. PURPOSE OF REPORT

- 1.1. To inform Cabinet of the findings of the Legal, Elections and Local Land Charges Services, service delivery review and the options appraisal aspect of the review.

2. SUMMARY OF CONTENTS

- 2.1 The report contains the Options Report for the Legal, Elections and Local Land Charges Services, service delivery option review. This service delivery option review has an efficiency savings target of £58,800.

- 2.2 The aim of this review is to;

'provide a prompt and effective service through achieving best value through improved productivity and efficiency to meet the legal, electoral and statutory needs and requirements of the Council.'

- 2.3 It should also be noted that the area of Members Services, which forms part of this amalgamated service division, is included within the third year of the Service Delivery Option Review Programme. Further, certain posts within the division have also come within the compass of the Support Services Review.

- 2.4 Significantly since the commencement of this review the Local Government Boundary Commission for England has embarked on a further Electoral Review of Hartlepool Borough Council and there has also been the announcement through the Coalition Government that in May, 2011, they will also embark upon a Referendum relating to a possible change to the system of voting in Parliamentary Elections together with changes to Parliamentary boundaries. This Service Review has therefore been carefully considered.

2.5 The Legal Services Division provides for all the statutory needs and requirements of the Council with the aims of the service being as follows:

- To assist the Council in serving the community by the provision of a quality cost effective and timely service which is accessible and responsive to the Council's requirements;
- To add value and quality to the Council's front line services;
- To make a positive contribution in meeting the Council's aims and objectives.

2.6 The division's main areas of work are;

- Conveyancing and land development
- Contract
- Civil and criminal litigation
- Education law
- Employment law
- Highways
- Housing law
- Licensing and gambling,
- Planning and environmental law
- Social Services law
- Constitutional and administrative law
- Data protection/Freedom of information
- Registration and Elections
- Land Charges
- Members Services * (refer to 2.3 in the main body report)

2.7 The division is the lead authority for the Cleveland Fire Brigade and is under contract to provide all legal services to the Brigade, under a service level agreement which expires on the 31st March, 2011.

2.8 The Council's Legal Services Division have maintained accreditation to the Law Societies LEXCEL Professional Management Standard since 2003. In December, 2009, the division was subject to an annual maintenance inspection which also incorporated a further assessment as accreditation is subject to three yearly inspections over and above the annual maintenance visits. In his LEXCEL assessment report the Assessor noted 15 areas of good practice with no areas indicating major non compliance.

2.9 Many areas of service identified within this report are of a statutory nature and therefore any cessation, reduction or commissioning through an alternative provider, will have consequences over and beyond simple financial calculations. It is therefore prudent to proceed to identify any reduction or duplication of service, standardising processes and maximising economies of scale.

2.10 During the course of this review the following potential shared structure frameworks, have been considered;

- i) Joint Venture
- ii) Outsourcing
- iii) Shared Services through a “host” authority
- iv) Retention of an In-house legal services division

2.11 Hartlepool's Legal Services division is by comparison with Tees Valley neighbours, below the complement of full time equivalent staff both in relation to size of population and budget provision. The Tees Valley authorities have a combined average of 24 staff compared to the 15 members of the legal services division (excluding election/registration, local land charges services) and where that number would be further reduced with the deletion of the Senior Legal Assistant (Environment and Development) position. It is therefore a recommendation within this report, for the retention of the current in-house service relating to the provision of a legal services division in its more wider context and application. However, this is predicated upon challenges to be faced over the four years of the next comprehensive spending review and therefore on-going dialogue within the combine of neighbouring local authorities should continue over options available, particularly that surrounding shared services arrangements.

2.12 Options for savings;

The possible savings figures are provided below

Saving	£
Deletion of Senior Legal Assistant (Environment and Development) post – Band 10	£33,351 (including salary of £27,052 and applicable “on-cost”).
The withdrawal from the “LEXIS NEXIS” electronic books and publication service from 2010/2011.	£13,000 (leaving a budget for “books and publications” of approximately £5,000).
Training	£3,500 (leaving a budget of approx. £3,000).
Managed underspend relating to Senior Legal Assistant (Child Care) (hours previously reduced from 5 days to 4 days per week, as requested by the postholder)	£6,300
Management spend elections and registration	£3,000
Total	£59,151

2.13 Alternative options for meeting target figure.

The alternative options have been explored and relate to future potential savings, through the operation of the Shared Service Agreement, and that such an option is at most formative at this stage.

- 2.14 The proposals in this report deliver £59,000 worth of savings; the target for this review would therefore be met. If it is concluded that these savings should be found from other, unplanned efficiencies, there will need to be identification as to where these alternative measures can be located.

3. RELEVANT TO CABINET

- 3.1. The report details options for one of the reviews which form part of the Service Delivery Options Programme, is part of the Business Transformation Programme, and is therefore relevant for a Cabinet decision.

4. TYPE OF DECISION

- 4.1. Non key.

5. DECISION MAKING ROUTE

- 5.1. Cabinet – 20 December 2010.

6. DECISIONS REQUIRED

- 6.1 Cabinet are asked to approve the preferred option as stated in Section 5 of the main report.
- 6.2 Cabinet are agree the proposal for the achievement of the £59,000 savings which are stated in Section 5 of the main report.
- 6.3 Cabinet are asked to note the alternative delivery models which are stated in Section 6 of the main report and that consideration is given over the next 12-24 months of the transformation options relating to the services included in this particular service delivery review.

Report of: Chief Solicitor

Subject: BUSINESS TRANSFORMATION - LEGAL,
ELECTIONS & LAND CHARGES SERVICE
DELIVERY OPTION REPORT

1. PURPOSE OF REPORT

- 1.1. To inform Cabinet of the findings of the Legal, Elections and Local Land Charges Services, service delivery review and the options appraisal aspect of the review.

2. BACKGROUND

- 2.1. Legal Services together with Elections and Local Land Charges (which became an amalgamated services division on the 1st April, 2010) has been identified to be reviewed in year 2 of the Business Transformation Service Delivery Option Review Programme. This service delivery option review has an efficiency savings target of £58,800.

- 2.2. The aim of this review is to

‘provide a prompt and effective service through achieving best value through improved productivity and efficiency to meet the legal, electoral and statutory needs and requirements of the Council.’

- 2.3. The scope of this particular review has been set as wide as possible to yield maximum benefits and efficiencies. It should also be noted that the area of Members Services, which forms part of this amalgamated service division, is included within the third year of the Service Delivery Option Review Programme *. Further, certain posts within the division have also come within the compass of the Support Services Review and together with the challenges the Council faces through the forthcoming comprehensive spending review, there are extreme pressures upon this service area and therefore shape the service options mentioned within this report. In addition, owing to an anticipated reduction in personnel in the Legal Services Division and to release further savings through accommodation changes, it is proposed that personnel covering ‘legal services’ be co-located within the Civic Centre, as opposed to members of the Child Care Section being located within Aneurin Bevan House. However, a view is needed from those managing the Council’s safeguarding of children services to ensure the effectiveness of the Child Care Team is not compromised through any changes in accommodation. Consequently, this proposal does not form part of any recommendations in this report but is a matter to be further discussed and considered on an operational basis.

- 2.4. Significantly since the commencement of this review the Local Government Boundary Commission for England has embarked on a further Electoral Review of Hartlepool Borough Council. This review formally commenced on the 20th July, 2010 and it is anticipated to conclude in September, 2011. It was indicated by the Chair to the Commission that there would be a “significant” amount of work involved and it was suggested that “all ward areas would change”. From the initial scoping of this particular Service Delivery Option being approved in March/April, 2010, there has also been the announcement through the Coalition Government that in May, 2011, they will also embark upon a Referendum relating to a possible change to the system of voting in Parliamentary Elections together with changes to Parliamentary boundaries. This Service Review has therefore been carefully considered against an ever changing background, with pressures being faced, most acutely in the provision of public services, which has not been present for some considerable period of time.

3. REVIEW PROCESS

- 3.1. The Legal Services Division provides for all the statutory needs and requirements of the Council with the aims of the service being as follows:

- To assist the Council in serving the community by the provision of a quality cost effective and timely service which is accessible and responsive to the Council's requirements;
- To add value and quality to the Council's front line services;
- To make a positive contribution in meeting the Council's aims and objectives.

- 3.2. The division's main areas of work are;

- Conveyancing and land development
- Contract
- Civil and criminal litigation
- Education law
- Employment law
- Highways
- Housing law
- Licensing and gambling,
- Planning and environmental law
- Social Services law
- Constitutional and administrative law
- Data protection/Freedom of information
- Registration and Elections
- Land Charges
- Members Services * (refer to 2.3)

- 3.3. The division is the lead authority for the Cleveland Fire Brigade and is under contract to provide all legal services to the Brigade, under a service level

agreement which expires on the 31st March, 2011. Additionally, the division provides legal services to a variety of stakeholders and strategic partners of the Council. Though part of a separate service review, the Members' Services Team provides administrative and secretarial support to all elected Members, including the Chairman of the Council and the Mayor and the organisation of civic and ceremonial events. The objectives of the division are as follows;

- To provide a prompt and effective service and achieving best value by developing further the use of performance management techniques;
- To improve productivity and efficiency through the introduction and continual development of electronic systems, which adhere to the Council's policy on E-Government (most notably the implementation of an EDRMS Case Management Process) and ICT provisions to Members;
- Improve productivity and efficiency by meeting and maintaining the requirements of the Law Societies Practice Management Standard "LEXCEL" (as embodied through the Society's accreditation scheme, and subject to external assessment).

3.4. The core functions of the Registration and Members Services Team is to provide a comprehensive service relating to electoral administration including elections, local land charges and the Local Land and Property Gazetteer. As part of the division's business and service plan 2010/11 there is identified certain "priorities" which cover the following areas;

- Ethical standards
- Freedom of Information/Records Management/Data Protection
- Civil liberties compliance
- Divisional practice standards
- New legislation
- Legal/propriety advice
- Compulsory professional development

3.5. The Council's Legal Services Division have maintained accreditation to the Law Societies LEXCEL Professional Management Standard since 2003. In December, 2009, the division was subject to an annual maintenance inspection which also incorporated a further assessment as accreditation is subject to three yearly inspections over and above the annual maintenance visits. In his LEXCEL assessment report the Assessor noted 15 areas of good practice with no areas indicating major non compliance. In his assessment summary it was indicated;

"The practice continues to demonstrate a pro-active approach to meeting the requirements of the LEXCEL standard. The practice demonstrates a strong commitment to the staff with recent recruits integrated into the team in a positive manner".

The assessment is based upon scrutiny of the following areas;

- Structures and policies
- Strategy, the provision of services and marketing
- Financial management
- Information management and facilities
- People management
- Supervision and operational risk management
- Client care
- File and case management

3.6. The Review Team have met to consider the Service Delivery Options and savings covered within the confined of this report. It is also important to note, that within the Council's eleven priorities, at OD08 is the aim for the "*delivery of effective legal services*". This is now seen in the context of the more wider service area, which also incorporates the conduct of elections, electoral registration and the local land charges service. The local land charges service is statutory in nature and currently operates with the pressures of a falling demand for searches given the current state of the housing market, the abolition of the "Home Information Packs" and the abolition of personal search fees since the 17th August, 2010 under the Local Land Charges (Amendment) Rules, 2010. This change was intended to bring the local land charges rules into conformity with the Environmental Information Regulations, 2004, wherein access to environmental information must be 'available free of charge'. In a "value for money benchmarking report" of Hartlepool Council's Electoral Registration and Elections (2008/09) it was identified that the cost of election services as a percentage of net budget requirement was 0.24% with the cost of registration per elector as being 1.42, with 75.1% of the local population registered as electors. The Electoral Registration Bill, and the Electoral Law (Amendment) Bill, seek the enactment of further requirements covering the certification of entitlement to vote (through 'individual electoral registration) and measures surrounding the closing of polls. Furthermore, given an accent through the Coalition Governments legislative programme upon decentralisation and "localism", further pressures will be placed upon these statutory areas of service within public authorities.

4. OPTIONS ANALYSIS

4.1. Many areas of service identified within this report are of a statutory nature and therefore any cessation, reduction or commissioning through an alternative provider, will have consequences over and beyond simple financial calculations. It is therefore prudent to proceed to identify any reduction or duplication of service, standardising processes and maximising economies of scale. Local authorities have for some time, identified the need to improve public sector efficiency (see generally Sir Peter Gershon's 2004 review "Releasing resources to the Front Line – Independent Review for Public Sector Efficiency"). Earlier reviews, identified that substantial gains were possible in public sector efficiency through rationalisation of services and personnel and that an increase use of shared services could contribute to improved efficiency. However, whilst shared services ordinarily

cover the provision of common support functions through one or more specialist centres to a number of divisions or departments within an organisation or across different organisations, the common examples are covered areas of IT support, procurement and general administrative services. Shared services operating as a free-standing entity, usually operate as an independent business unit with a focus on the internal client through allowing an organisation to concentrate on its core business. The main benefits offered by shared services are commonly seen as reducing input efficiency, low price efficiency and increased service efficiency.

The formation of any shared service, needs to be on a sound footing, with an ability to deliver in relation to efficiencies whilst maintaining its relevance to the authority and having appropriate support. Any consideration of a shared service needs to encompass potential transfer of assets and in relation to employees the potential application of the Transfer of Undertakings (Protection of Employment) Regulations, 2006 (TUPE). A transfer of an 'undertaking' to a third party or where there is a "service provision change", will see the application of TUPE. Although generally transfers between the public sector and the private sector are covered by TUPE, intra-governmental transfers normally fall outside of TUPE as fundamentally the employer has not changed. The Cabinet Office "Statement of Practice: Staff Transfers in the Public Sector" guarantees that all transfers within the public sector should be conducted as if TUPE applied, unless there are generally exceptional reasons not to do so. Consequently, transferring employees should be treated no less favourably than if TUPE had applied.

- 4.2. It is therefore important to consider, in the light of the above information, that any approach to a shared service needs to be subject to careful and detailed consideration as well as the appropriate structure behind such an amalgamation of services. For the purpose of this option analysis, the following potential shared structure frameworks, are as follows;

i) Joint Venture

This would normally be applicable where a number of public sector organisations desired to establish a shared service facility. This would involve entering into a joint venture arrangement with the private sector provider. Although, this allows access to third party expertise and sharing a risk, it could also lead to a potential reduction of staff levels. However, a reduction in costs is predicated as to whether the joint venture entity is able to sell its services to unrelated third parties. There is also the factors, not only of time and commitment but also the potential cost of establishing a joint venture together with ongoing compliance costs in addition to initial start up expenditure. It is often the case, that many common joint ventures are incorporated as a private limited company and therefore there is a consideration from the customer organisations view point as to the appropriate level of ownership and level of control it requires over the joint venture company. There is also additional professional

indemnity and other requirements, which would need to be factored into any such arrangement.

ii) Outsourcing

This would entail the establishment of a shared services facility to a private sector third party. This may well involve establishing a shared service, which can then be outsourced to a private sector partner. In any event, once the service is outsourced the services are provided by the third party partner under an arms length services agreement. Staff and other assets used to provide the services prior to the outsourcing are transferred from the customer organisation to the new third party provider. As indicated, such an arrangement would require the customer organisation to enter into an arms length service agreement with the private sector provider. Such an agreement would need to set out the terms upon which the services are to be provided who would need detailed analysis and consideration of the entry into such an arrangement, the ongoing management thereof and potential exit strategies.

iii) Shared Services through a “host” authority

An alternative form of shared services is that where participating local and other public authorities form a shared service, which normally provides that one authority will “host” a shared service. Again, detailed consideration will be needed as to the areas of service provision that would fall within such a shared service arrangement as well as the financial and other implications surrounding such an arrangement. Appended to this report is a draft Shared Service Agreement (**Appendix 1**) which has been circulated by the Council's Chief Solicitor for the purpose of discussion amongst the Tees Valley district lawyers. It should be made abundantly clear, that the appended document has simply been drafted for the purposes of discussion, although, it is prudent to canvass the same together with other options within the confines of this particular report. That being said, there is movement from a variety of public authorities to share certain services, but no direction has been given thus far, within the Tees Valley for any engagement into such an arrangement.

iv) Retention of an In-house legal services division

Following an external procurement, Messrs Ward Hadaway and Dickinson Dees, Solicitors, are part of a framework agreement which operates with the other four Tees Valley authorities. This arrangement allows the occasional “call off” of legal work, in the main where internal capacity mitigates the work being undertaken in-house. By way of example, this Council, following guidance through Partnership for Schools, has engaged Ward Hadaway as the Council's external legal partner within the Building Schools for the Future programme. The external legal partnership, came into being

with these two practices, on the 31st January, 2007 and is currently scheduled to terminate on the 1st February, 2012. A charging analysis of the six legal practices which initially came through the pre-qualification stage for the procurement of this external legal provision identified costs which can be seen as being unduly prohibitive in any long term arrangement with a private sector provider. This information, in order to retain the anonymity of the firms involved and given cognisance to the commercial sensitivities of such information, is redacted but provides the detailed hourly rates of these providers as follows:

	A	B	C	D	E	F
Partner	150	195	220	220	220	200
Associate	140	175	200	190	200	185
Assistant Solicitor	125	145	170	165	180	135 / 155
Trainee	-	75	-	80	-	-
Other	90	-	-	-	100	70

- 4.3. It is recommended that the Council seeks to maintain this external legal partnership but with the safeguard that work is only passed to these two external legal providers, where there is a justifiable business case for the same. That said, it is identified within the saving options within this report, certain “added value” being available through this external legal partnership. This comprises;

- Training
- Seminars and events
- Access to library facilities
- Newsletters
- Research
- Secondment (limited 12 days)

- 4.4. As indicated, such “added value” can be relied upon in areas of books and publications, training etc in order to allow the identified savings target, to be met. Primarily, the main option for savings identified within this review is the deletion of the current vacant Senior Legal Assistant (Environment and Development) post. This work has again been absorbed within the legal services division and is being monitored and managed closely. The headline budget costs relating to legal services with certain qualifications as indicated, within the Tees Valley is as follows:

Hartlepool	£566,497
Redcar & Cleveland	£728,650 (excludes child care advice and representation)
Stockton	£1,174,408
Middlesbrough	£800,000 approx (an overall figure of £2.4m includes electoral, member allowances, etc.
Darlington	£667,000 (excludes Borough Solicitor, but includes

	information governance and local land charges)
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- 4.5. The Law Society's Business Support Managers Group, had identified the following "averages" of staff levels within a legal services division (or comparable therewith) as indicated below;

Population	FTE	Fee Earners	Support
97,600	22	18	4
151,000	25.8	21.1	4.7
230,000	89.2	68.8	20.4
287,000	52	48	4

- 4.6. Hartlepool's Legal Services division is by comparison with Tees Valley neighbours, below the complement of full time equivalent staff both in relation to size of population and budget provision. The Tees Valley authorities have a combined average of 24 staff compared to the 15 members of the legal services division (excluding election/registration, local land charges services) and where that number would be further reduced with the deletion of the Senior Legal Assistant (Environment and Development) position. It is therefore a recommendation within this report, for the retention of the current in-house service Which represents value for money and allowing the Council to meet and discharge its statutory duties and responsibilities. However, this is predicated upon challenges to be faced over the four years of the next comprehensive spending review and therefore on-going dialogue within the combine of neighbouring local authorities should continue over options available, particularly that surrounding shared services arrangements.

5. OPTIONS FOR SAVINGS

- 5.1. The possible savings figures are provided below:

Saving	£
Deletion of Senior Legal Assistant (Environment and Development) post – Band 10	£33,351 (including salary of £27,052 and applicable "on-cost").
The withdrawal from the "LEXIS NEXIS" electronic books and publication service from 2010/2011.	£13,000 (leaving a budget for "books and publications" of approximately £5,000).
Training	£3,500 (leaving a budget of approx. £3,000).
Managed underspend relating to Senior Legal Assistant (Child Care) (hours previously reduced from 5 days to 4 days per week, as requested by the postholder)	£6,300
Management spend elections and registration	£3,000
Total	£59,151

- 5.2. As indicated, the work of the Senior Legal Assistant (Environment and Development) has now been absolved within the legal services division. The savings relating to books and publications and training will need to be closely monitored and relate to the “added value” to be provided through the current framework agreement, which will need further consideration as the same is due to expire before the first quarter of 2012. The other savings relate to a management underspend upon the salary of the Senior Legal Assistant (Child Care) who works a four day week and therefore this saving is provided as part of the overall target. There exists a saving of approximately £3,000 from the elections and registration team and again this has been volunteered to meet the requirement of this particular target.

6. ALTERNATIVE OPTIONS FOR MEETING TARGET FIGURE

- 6.1. The alternative options have been explored above and relate to future potential savings, through the operation of the Shared Service Agreement, and that such an option is at most formative at this stage. The Council has a dedicated legal services division comprising a diverse area of work through dedicated and professional and committed staff with the accent of work being conducted “in-house” rather relying upon prohibitive expenditure through the engagement of private sector ‘call off’ of work. Various areas of work, for example, licensing, freedom of information, ethical standards, anti-social behaviour, has gradually increased the workload of members of the division. As indicated, the legislative programme of the Coalition Government will no doubt extenuate these pressures.

7. RISK ANALYSIS (PREFERRED OPTION)

- 7.1. The retention of the Council’s “in house” service, as identified herein, provides the most appropriate service delivery option. The same adds value to the corporate aims and objectives as well as meeting the needs and aspirations of the local community. It is suggested there should be exploration of a shared service arrangement, but given the statutory basis, in the main, of the various services amalgamated within the Legal Services Division, there would need to be compelling business as well as logistical reasons in proceeding with such an option analysis.

8. FINANCIAL IMPLICATIONS

- 8.1. The Service Delivery Options (SDO) programme has been designed to review all council activity over a three year programme and is planned to contribute over £3.5m in savings to the Business Transformation (BT) savings of £6m over this period. Each review has a target for savings set at the outset as part of this overall programme and these are assigned to specific financial years in the Medium Term Financial Strategy. For 2011/12 the MTFS forecasts are based on the achievement of £1.3m of Business Transformation SDO savings from 1st April 2011.

- 8.2. The Business Transformation programme was planned, as part of the MTFS, to support the budgetary position of the council through a managed programme of change. The economic climate of the country, and the likely impact of expected grant cuts post general election, mean that the anticipated budget deficits, after all BT and other savings are taken is still expected to be around £4m per annum for each of the next three years. These additional cuts equate to 4% of the annual budget and a cumulative cut of over 12% over three years. In practice there will be some areas Members wish to protect and this will simply mean higher cuts in other areas and/or the cessation of some services.
- 8.3. It has been identified in previous reports to Cabinet that a failure to take savings identified as part of the BT programme (and more specifically the SDO programme) will only mean the need to make unplanned cuts and redundancies elsewhere in the authority. This position has been exacerbated through the economic circumstances and likely grant settlements and failure to implement SDO savings will in all likelihood make the 2011/12 budget position unmanageable owing to anticipated grant cuts commencing this year. In addition, as reported in the MTFS the Council faces a range of budget risks which exceed the available strategic risk reserve and this funding shortfall will need to be addressed in 2010/11 and 2011/12, which further reduces financial flexibility.
- 8.4. The SDO reviews are attempting to ensure that a service base can be maintained, costs can be minimised and the payback on any investment is maximised. In simplistic terms each £25,000 of savings identified which are not implemented will require one unplanned redundancy with likely associated termination costs. No funding is available for these termination costs as existing balance sheet flexibility is committed to supporting the SDO programme on a loan basis, so higher saving will be needed to fund these termination costs outright.
- 8.5. The proposals in this report deliver £59,000 worth of savings; the target for this review would therefore be met. If it is concluded that these savings should be found from other, unplanned efficiencies, there will need to be identification as to where these alternative measures can be located.

9. IMPACT

- 9.1. The preferred option identifies required savings, has the least impact upon client service department and other service users and stakeholders. A reduction of service, would seriously undermine and therefore impact, profoundly, upon users reliant and engaging with the Legal Services Division. Furthermore, any reduction would have a clear impact upon the current Service Level Agreements the Council has with schools within the Borough and the present service level arrangements with the Cleveland Fire Authority, wherein the Council's Chief Solicitor holds the position of Legal Advisor and Monitoring Officer to the Authority and it's Brigade.

- 9.2. Clearly, the Support Services review and the comprehensive spending review will have further implications for this service area, which will need to be explored through the “rolling” programme of service delivery options. The services of Elections, Registration and the provision of Local Land Charges, has a major interface with members of the local community and therefore further dialogue with the Contact Centre is to be promoted, in order to reduce any duplication of services and look at any further efficiencies and economies that might be achieved.

10. EQUALITY & DIVERSITY

- 10.1. Although, it is recommended that there is to be the deletion of a current post, it does not appear that the same has any identifiable equality and diversity implications. Diversity Impact Assessment attached at **Appendix 2**.

11. COMMENTS FROM BT PROGRAMME BOARD

- 11.1. The BT Programme Board considered the Options Report on 15th November.
- 11.2. Members considered the report in detail and noted in comparison to neighbouring authorities that the division provided a very lean service.
- 11.3. Programme Board noted that the service is under contract to provide legal services to Cleveland Fire Authority, under a service level agreement which expires on 31st March 2011. Members emphasised the need to ensure that during contract renegotiations that the service at the very least recoups its costs and where possible provides income to the Council.
- 11.4. Members had some concerns regarding reducing both the publications and training budgets. Members felt that if the Chief Solicitor required funding for training it could be reconsidered once the discussions regarding future service provision with the Cleveland Fire Authority had concluded.
- 11.5. Members of Programme Board indicated their agreement to endorse the recommendations contained within the report, which Cabinet would be asked to approve.

12. SUMMARY

- 12.1. In order to maintain a proactive and progressive Legal Services Division the recommended savings as identified herein are commended to the Council. It is apparent, that the continued dissipation of posts and funding within the Division can have a negative impact and place additional pressure upon staff, who are more than familiar with a “more for less” mode of operation. Indeed, this has been a continuing theme, of life within the public sector. The Council’s Legal Services have been able to maintain a reputation as a high performing and professional entity, evidenced, not least through its continued Lexcel accreditation. However, there are additional pressures, and new legislation, further electoral review and ongoing service/business

transformation within the authority, which entails a further review of service delivery over the next 12/24 months.

- 12.2. The savings as identified within this report seek to identify those areas and budgets, wherein savings can be made, but beyond these areas of efficiencies, any additional savings can only be met through the staff being put at risk of redundancy, or, engaged through some form of alternative service provision, be it through a shared service arrangement or outsourcing of posts. There have been on-going savings within the budget of the Legal Services Division for a considerable period of time with the continuation of the deletion of posts since the Council became an all purpose unitary authority in 1996, with a reduction equating to almost a third in the size of the Division. Further reductions are simply unsustainable.

13. RECOMMENDATIONS

- 13.1. Cabinet are asked to approve the preferred option as stated in Section 5 of the main report.
- 13.2. Cabinet are asked to agree the proposals for the achievement of the £59,000 savings which are stated in Section 5 of the main report.
- 13.3. Cabinet are asked to note the alternative delivery models which are stated in Section 6 of the main report and that consideration is given over the next 12-24 months of the transformation options relating to the services included in this particular service delivery review.

THIS SHARED SERVICE AGREEMENT is made the day of

BETWEEN

- (1)
- (2)
- (3)
- (4)
- (5)

(together “the Participating Councils”)

WHEREAS

- (A) The Participating Councils have agreed to form a shared local government legal service known as the Tees Valley Shared Legal Practice ("TVSLP").
- (B) The TVSLP is established pursuant to and subject to the conditions set out in a Collaboration Agreement between the parties dated
(“the Collaboration Agreement”)
- (C) The Participating Councils have agreed to establish the TVSLP in pursuance of the shared provision of legal services during the term of this Agreement on the terms and conditions set out in this Shared Service Agreement which is made pursuant to the terms of clause [] of the Collaboration Agreement.

IT IS HEREBY AGREED AS FOLLOWS

1 Term (period of the Agreement)

- 1.1 This Agreement will start on [] (“the Commencement Date”) and will remain in force for a minimum period of [] years and thereafter from year to year subject to the provisions of clause 12 hereof (“the Term”)

- 1.2 For the avoidance of doubt this Agreement shall remain in force in accordance with its terms notwithstanding the expiry or termination for any reason of the Collaboration Agreement.

2 Provision of Services

- 2.1 The Participating Councils shall share those legal services set out in Appendix 1 to this Agreement ("the Services") during the Term
- 2.2 The Participating Councils agree that during the Term they will exclusively procure all their legal services (including but not limited to the Services) from or through TVSLP and acknowledge that the TVSLP shall determine whether or not to use external solicitors (in accordance with any Framework Agreement or otherwise) in consultation with the relevant Participating Council
- 2.3 All the terms of the Collaboration Agreement shall apply to and form part of this Agreement and to the extent that there is any conflict or inconsistency between the Collaboration Agreement and this Agreement the Collaboration Agreement shall prevail.

3 Staffing

- 3.1 [The Participating Councils acknowledge that the provision of shared legal services to the Participating Councils through TVSLP from the Commencement Date shall, with respect to each of the employees listed in Appendix 2 ("the Employees"), constitute a relevant transfer for the purposes of the Transfer of Undertakings (Protection of Employment) Regulations 2006. Each of the Participating Councils agree that as a consequence of that relevant transfer the contracts of employment made between the relevant Participating Council and the Employees (save insofar as such contracts relate to benefits for old age, invalidity or survivors under any occupational pension scheme) shall have effect from and after the Commencement Date as if originally made between the TVSLP and the Employees who shall remain members of the [] Local Government Pension Scheme after the relevant transfer referred to in clause 3.1.
- 3.2 Each Participating Council shall indemnify TVSLP against all costs, claims, liabilities and expenses (including reasonable legal expenses) incurred by TVSLP in connection with or as a result of any claim or demand by any employee of that Participating Council (whether in contract, tort, under statute, pursuant to European law or otherwise) including, without limitation, any claim for unfair dismissal, wrongful dismissal, a redundancy payment, breach of contract, unlawful deduction from wages, discrimination on the grounds of sex, race, disability, age, sexual orientation, religion or religious belief, personal injury, a protective award or a claim or demand of any other nature (together, "Employment Claim"), in each case arising directly or indirectly from any act, fault or omission of the Participating Council in

respect of any employee in the period before the Commencement Date.

- 3.3 TVSLP shall indemnify each Participating Council against all costs, claims, liabilities and expenses (including reasonable legal expenses) incurred by that Participating Council in connection with or as a result of any claim or demand by any of the said transferring employees (whether in contract, tort, under statute, pursuant to European law or otherwise) including, without limitation, any Employment Claims in each case arising directly or indirectly from any act, fault or omission of TVSLP in respect of any such employee on or after the Commencement Date.

4 Accommodation

- 4.1 TVSLP and each Participating Council agree that TVSLP is to be established on a dispersed basis under which staff employed by TVSLP will be based at and work in offices of each of the Participating Councils. TVSLP reserves the right, subject to operational needs and requirements, to amend this provision, subject to agreement in advance with any relevant Participating Council and with any staff affected by any proposed future relocation of longer than 3 months.
- 4.2 Each Participating Council undertakes to make available such accommodation, working space and associated facilities and services as shall from time to time be necessary to enable TVSLP to perform the services required by that Participating Council from time to time to the extent that it is agreed by the Participating Council and TVSLP that such services shall be provided from the Participating Council's offices
- 4.3 The accommodation and associated facilities and services to be provided by each Participating Council as at the Commencement Date is set out in Appendix 3. Without prejudice to the generality of clause 4.2, each Participating Council undertakes to provide throughout the Term as a minimum the accommodation and associated services and facilities set out in Appendix 3.
- 4.4 Each Participating Council hereby licences all appropriately authorised employees of TVSLP to enter its premises for the purposes of the performance of the Services and to utilise such associated services and facilities as shall be provided by the Participating Council to TVSLP from time to time pursuant to clause 4

5 Equipment and Information Technology

- 5.1 The Employees shall continue to be allowed by their employing Participating Council to use any computers, mobile phones, or other devices used by those Employees prior to the Commencement Date from the Commencement Date to the point at which such equipment is

refreshed under clause 5.2 below. Until such equipment is refreshed under clause 5.2 it shall continue to be owned and maintained by the relevant Participating Council.

- 5.2 Each Participating Council shall add the equipment referred to in clause 5.1 to its normal technology refresh programme and shall be responsible for all subsequent refreshing of that equipment when it comes due for refresh under that programme. From the point at which such equipment is refreshed the respective Participating Council shall own and be responsible for all maintenance of the replacement equipment.

6 Intellectual Property

- 6.1 Nothing in this Agreement is intended to transfer to TVSLP any Intellectual Property Rights owned by any of the Participating Councils as at the Commencement Date.
- 6.2 Each Participating Council hereby grants to TVSLP a non-exclusive, perpetual, revocable, royalty-free licence to use and copy materials the Intellectual Property Rights in which vest in the Participating Council for the purpose of providing legal services through the TVSLP to the Participating Councils.
- 6.3 All and any Intellectual Property Rights in materials developed for or on behalf of TVSLP during the Term shall vest in TVSLP on behalf of the Participating Councils.
- 6.4 TVSLP shall on expiry or termination of this Agreement for any reason grant to each Participating Council a non-exclusive, perpetual, revocable, royalty-free licence to use and copy materials the Intellectual Property Rights which vest in TVSLP for the purpose of providing in-house legal services to that Participating Council
- 6.5 Nothing in clause 6.4 shall require TVSLP to provide or disclose to any Participating Council any materials to the extent that they contain confidential information or attract legal professional privilege or where such provision or disclosure would put TVSLP or any employee of TVSLP in breach of any legal obligation or rule of professional conduct.

7 Support Services

- 7.1 The Participating Councils shall provide the following administrative support to the TVSLP:
- 7.1.1 human resources
 - 7.1.2 financial and accountancy services
 - 7.1.3 payroll services

- 7.2 The Participating Councils shall continue to provide such staff to TVSLP through access to controlled resources and systems as specified in Appendix 3.

8 Financial Provisions

- 8.1 The parties hereby agree that TVSLP shall be funded in the following way during the Term.

- 8.2 Year 1 – []

- 8.2.1 Each of the Participating Councils shall transfer to TVSLP the sum specified in Part 1 of Appendix 4 to this Agreement

- 8.2.2 In consideration of the transfer of the said sum TVSLP shall provide to each Participating Council the volume and type of Services specified in Appendix 5 for that Participating Council and in the event that the volumes of activity set out in Appendix 5 are exceeded or the Participating Council requires an additional type of service the relevant Participating Council shall make such reasonable adjustments to its financial contributions as shall defray the additional costs to the TVSLP of providing the additional volumes or types of service.

- 8.2.3 In the event that the cost to the TVSLP of providing the services required by the Participating Councils (adjusted in accordance with clause 8.2.2) is less than the aggregate amount of the financial contributions made by the Participating Councils (adjusted in accordance with clause 8.2.2) any savings shall be retained by TVSLP.

- 8.2.4 Each Participating Council shall pay the sum referred to in clause 8.2.1 in 4 equal instalments on [].

- 8.3 Year 2 – []

- 8.3.1 Each Participating Council shall transfer to TVSLP the sum specified in Part 1 of Appendix 4 indexed in accordance with Part 3 of the said Appendix.

- 8.3.2 In consideration of the transfer of the said sum TVSLP shall provide to each Participating Council the volume and type of Services specified in Appendix 5 for that Participating Council and in the event that the volumes of activity set out in Appendix 5 are exceeded or the Participating Council requires an additional type of service the TVSLP shall be entitled to charge the Participating Council for the additional volumes or types of service at the relevant hourly rate referred to in clause 8.3.3.

8.3.3 TVSLP shall maintain a time recording and charging regime under which it shall record the time it spends in providing services to each Participating Council and shall maintain an account for each Participating Council showing the value of the services provided to that Participating Council calculated by applying to the time spent an hourly charging rate or rates to be determined pursuant to clause 8.11 below.

8.3.4 Each Participating Council shall pay the sum referred to in clause 8.3.1 in 4 equal instalments on []. TVSLP shall record the hours and calculate the value of the work actually done for the Participating Council in accordance with clause 8.3.3.

8.3.5 In the event that the cost to TVSLP of providing the services required by the Participating Councils (adjusted in accordance with clause 8.2.2) is less than the aggregate amount of the financial contributions made by the Participating Councils (adjusted in accordance with clause 8.2.2) any savings shall be distributed to the Participating Councils in such proportions as the Management Board shall specify on the basis of the following principles:-

8.3.5.1 first call on such savings shall go to meeting any residual set up costs of the TVSLP not met in Year 1;

8.3.5.2 TVSLP shall be entitled to retain a reasonable sum for further investment in the practice;

8.3.5.3 to the extent that the volume of the work provided to each Participating Council is equal to or less than the volume specified in Appendix 5 the distribution of the residual saving shall be in such proportion as the amount of each Participating Council's external spend (as set out in Part 2 of Appendix 4) bears to the total amount of external spend (as set out in Part 2 of Appendix 4); and

8.3.5.4 to the extent that the volume of the work provided to any Participating Council is greater or less than the volume specified in Appendix 5 for that Council the proportions referred to in clause 8.3.5.3 shall be subject to such reasonable adjustment as shall reflect the additional or lesser volume provided to that Participating Council so that the distribution of the saving ensures that each Participating Council receives the value of its contribution to the financial costs of TVSLP;

8.4 Year 3 – [] – and beyond

- 8.4.1 No transfer of monies shall occur between any of the Participating Councils and TVSLP.
- 8.4.2 TVSLP shall charge each Participating Council for work actually done for the Participating Council at hourly rates to be determined in accordance with clause 8.11 below.
- 8.4.3 Invoices shall be issued in the month following the charging period in which the Service was provided and shall be payable within 30 days of receipt.
- 8.4.4 Invoices shall include such information and analysis reasonably necessary to explain and support the charges. Where necessary the Participating Council may request additional information pursuant to this clause.
- 8.5 In the event of a dispute between any Participating Council and the TVSLP as to the amount which may be due to or from TVSLP the disputed amount may be dealt with in accordance with the Dispute Resolution Procedure set out in Schedule 6 of the Collaboration Agreement.
- 8.6 Whenever in respect of this Agreement any sum of money shall be recoverable from, or payable by, one party to the other, the same may not be deducted from any sum due, or which at any time thereafter may become due to the other.
- 8.7 In the event that a Participating Council does not make payment of an invoice by the appropriate due date or it is determined that the Participating Council has wrongly disputed a sum claimed (TVSLP having complied with its obligations under this clause 8) then, TVSLP shall be entitled to charge daily interest at an annual rate of 4% above the Bank of England base lending rate on the unpaid invoice from the due date of payment to the actual date of payment. Any such interest so charged shall be properly invoiced by TVSLP shall be payable on the terms set out in this clause.
- 8.8 In the event that TVSLP does not make payment or account to a Participating Council of sums in respect of which it is obliged to issue a credit note in accordance with this clause 8, then the Participating Council shall be entitled to charge daily interest at an annual rate of 4% above the Bank of England base lending rate on the uncredited sum from the due date for such credit note to the date of its issue. Any such interest so charged shall properly invoiced by the Participating Council and shall be payable by TVSLP in accordance with this clause 8.
- 8.9 For the avoidance of doubt, a Participating Council may still dispute charges which it has paid by raising such disputes through Dispute Resolution as set out in Schedule 6 of the Collaboration Agreement, in the event that it is determined that the Council has been overcharged

then a service credit note will be raised by TVSLP and interest will be chargeable as set out in this clause 8.

8.10 Charging rates

8.10.1 TVSLP shall be responsible for establishing charging rates for the purposes of clauses 8.3 and 8.4 and for the purposes of charging for third party work under clause 8.11.

8.10.2 The charging rates for use with Participating Councils shall

8.10.2.1 be determined on the basis of an expense of time calculation in accordance with general practice within the legal profession;

8.10.2.2 not include a profit element;

8.10.2.3 cover all the costs of TVSLP; and

8.10.2.4 be reduced to take account of the actual level of third party income under clause 8.11 estimated to be realised that year which shall be no more than the levels of income achieved during the previous year but may be less to reflect projected downward changes in third party demand for TVSLP's services

8.10.3 The charging rates for use with third parties shall be in the discretion of TVSLP but subject to compliance with any law relating to such charging.

8.11 Providing services to third parties

8.11.1 The Participating Councils intend that TVSLP should be able to generate income from the provision of services to third parties where that is within the power of TVSLP.

8.11.2 The Participating Councils agree that the first call on any income shall be to balance the budget of TVSLP (the charging rate to Participating Councils having taken into account income from third parties) and that thereafter 25% of any surplus generated through the provision of services to third parties shall be invested in TVSLP, the balance being taken into account under clause 8.10 in the setting of the charging rate for the following year

8.12 Disbursements

8.12.1 The Participating Councils may incur expenses including the following

:

- Land and property search fees
- Court fees
- Land registry fees
- Expert's fees
- Witness expenses

To the extent that the financial contributions set out in Part 1 of Appendix 4 include amounts for the meeting of the above expenses then provided in Year 1 and Year 2 the volumes and types of services demanded remain as set out in Appendix 5 the TVSLP will meet the amount of any such expenses.

8.12.2 In the event that the financial contributions set out in Part 1 of Appendix 4 do not include amounts for the meeting of the above expenses or in the event that in Year 1 or Year 2 the volumes of activity set out in Appendix 5 are exceeded or the Participating Council requires an additional type of service the relevant Participating Council shall (in the first case) meet the cost of such expenses which will be passed through to the Participating Council by TVSLP or (in the second case) make such reasonable adjustments to its financial contributions as shall defray the additional costs to TVSLP of meeting additional such expenses. All other expenses incurred in connection with the activities of the Participating Councils shall be for the account of the Participating Councils

8.12.3 In Year 3 and beyond the Participating Councils shall be responsible for all expenses incurred in connection with the activities of the Participating Councils

8.12.4 In no circumstances shall TVSLP be responsible for meeting the amount of any tax liability arising out of any transaction or any settlement sums or damages incurred by any Participating Council in connection with any proceedings or potential proceedings whatsoever

8.13 External solicitors/ Counsel

8.13.1 TVSLP can and may on occasion have to call upon the services of other experts, including barristers and external solicitors, to assist in particularly complex cases and projects. TVSLP shall determine when it makes use of such experts

8.13.2 In Year 1 and Year 2 TVSLP will not charge the Participating Councils for the costs it incurs in instructing external solicitors or Counsel except to the extent that the work involved is covered by the provisions of clause 8.2.2 or clause 8.3.2 relating to excess volumes or additional types of services in which case the TVSLP shall be entitled to pass through to the Participating Councils charges made to TVSLP by external experts.

8.13.3 In Year 3 and beyond the TVSLP shall pass through to the Participating Councils charges made to TVSLP by external experts.

8.14 Costs

8.14.1 TVSLP may recover costs in some non-contentious cases such as the costs of preparing and negotiating certain types of agreements (“Non-Contentious Costs”).

8.14.2 To the extent that the recovery and retention of Non-Contentious Costs by TVSLP is an assumption of the financial contributions set out in Part 1 of Appendix 4 or to the extent that the recovery and retention of Non-Contentious Costs by TVSLP is taken into account as income in the reduction of the charging rate under clause 8.10.2.4, TVSLP will retain the amount of any Non-Contentious Costs recovered.

8.14.3 To the extent that the recovery and retention of Non-Contentious Costs by TVSLP is not an assumption of the financial contributions set out in Part 1 of Appendix 4 or is not taken into account as income in the reduction of the charging rate under clause 8.10.2.4, TVSLP will pass on to the relevant Participating Council the amount of any Non-Contentious Costs recovered.

8.14.4 TVSLP will pass on to the relevant Participating Council any costs awarded in legal cases (“Contentious Costs”).

8.14.5 The Participating Council recognise that in a successful claim, awarded costs may be less than the costs of establishing the claim. The Participating Council further recognise that where TVSLP loses or withdraws from a case then the Participating Council are likely to have to pay towards the costs of the other party.

9 Governance

9.1 In addition to the Governance principles set out in the Collaboration Agreement the following provisions apply:

9.2 There shall be a Client Liaison Group (“the CLG”) made up of one officer representative from each of the Participating Councils and having the Terms of Reference set out in Appendix 7.

9.3 The CLG shall meet monthly (or at such other frequency as the Director and CLG shall agree) with the Director(s) of the TVSLP or their representative and such other members of the TVSLP as the Director(s) shall consider appropriate.

- 9.4 The role of the CLG shall be to act as a forum for the TVSLP to raise with the Participating Councils and for the Participating Councils to raise with TVSLP issues which affect the TVSLP generally and the Participating Councils as a whole and in particular will act as a sounding board for matters which need to be decided by or reported to the Management Board. The role of the CLG shall be in addition to the client relationship provisions at paragraph 2 of Appendix 6 which shall govern the individual relationship between TVSLP and the Participating Council as client.
- 9.5 The Management Board shall undertake any specific role assigned to it within this Agreement or the Collaboration Agreement and in general shall be responsible for approving a business plan for TVSLP and overseeing and monitoring the performance of TVSLP against that plan. The Director(s) of TVSLP shall report quarterly to the Management Board on the performance of TVSLP against the plan.

10 Termination

- 10.1 Any Participating Council may terminate its interest in this Agreement with immediate effect in the event that:
- 10.1.1 TVSLP is in material default of this Agreement which it has failed to remedy within 30 days, or in accordance with a remediation plan;
 - 10.1.2 TVSLP commits a material breach of this agreement which is irremediable.
- 10.2 TVSLP may terminate this Agreement as it relates to an individual Participating Council if the Participating Council is in material breach of its obligations to pay undisputed charges by giving the Participating Council 90 days written notice specifying the breach and requiring its remedy.
- 10.3 TVSLP may terminate this Agreement by giving the other parties not less than one year's written notice such notice not to be given prior to 31 March []. Each Participating Council may terminate its interest in this Agreement by giving the other parties not less than one year's written notice such notice not to be given prior to 31 March [].
- 10.4 Any party may by written notice to the other parties suspend or terminate this Agreement or require the suspension or termination of any Services or part thereof on the occurrence in relation to that part, if
- 10.4.1 a Force Majeure Event occurs which affects all or a substantial part of the Services for a continuous period of more than 90 days; or

- 10.4.2 a Force Majeure Event occurs which affects a part but not a substantial part of the services for a continuous period of more than 90 days.

11 Consequences of Termination

- 11.1 Following the service of a termination notice for any reason TVSLP shall continue to provide the Services in accordance with this Agreement and shall ensure that there is no degradation in the Services between the date of the termination notice and the date of termination.
- 11.2 In the event of termination or expiry, TVSLP shall repay to each Participating Council all charges it has been paid in advance by that Participating Council in respect of Services not provided by TVSLP as at the date of termination.

11 Operational Matters Undertakings and Indemnities

- 11.1 The day to day operation of the provision of the Services shall be in accordance with Appendix 6
- 11.2 Each of the Participating Councils agrees that:-
- 11.2.1 during the continuance of this Agreement all transactions entered into by the Participating Councils shall be conducted in good faith and on the basis set out in this Agreement;
- 11.2.2 each of the Participating Councils shall at all times act in good faith towards the other and use all reasonable endeavours to ensure the observance of the terms of this Agreement;
- 11.2.3 each Participating Council shall do all things necessary or desirable to give effect to this Agreement provided always that any disagreement between the Councils shall be resolved in accordance with the Dispute Resolution clause of the Collaboration Agreement;
- 11.2.4 no Participating Council shall seek to make a surplus or reduce a loss at the expense of the other Participating Councils;
- 11.2.5 where one or more of the Participating Councils fail to meet their responsibilities and liabilities under this Agreement at any time the cost of any resulting penalties losses liabilities or loss or failure of the TVSLP shall fall on those Participating Councils, or pro rata on all the Participating Councils having responsibility for such failure;

- 11.3 Each of the Participating Councils shall indemnify and shall keep indemnified the other Councils in respect of all actions, claims, demands, costs, charges and expenses including professional services and legal expenses which may arise out of or in consequence of any breach by that Participating Council of this Agreement including, but not limited to death or personal injury to any person; loss or damage to property; or breach of any contractual obligation.

12 Confidentiality

TVSLP will respect the confidentiality of information provided to it. Exceptionally, TVSLP may need to disclose this information where required to do so by the Court or under Freedom of Information legislation.

13 Data Protection

All parties will comply with the Data Protection Act.

14 Legal Professional Privilege

- 14.1 In general communications between TVSLP and the Participating Councils enjoy special protection from being disclosed in litigation or other circumstances. However that protection can be lost if the advice of TVSLP is circulated beyond the original recipient. Generally the Participating Council should treat communications relating to legal matters as confidential and avoid circulating them more widely than is necessary.

- 14.2 Where TVSLP is covered by the Freedom of Information Act 2000 and other statutory provisions relating to freedom of information. Legal professional privilege may give rise to an exemption under statute but that exemption may not be absolute. There may be occasions therefore where TVSLP will be obliged to disclose privileged information to third parties. However TVSLP will only do so in circumstances where TVSLP judge that it is under a statutory obligation to do so or if ordered by a court or tribunal of competent jurisdiction

15 Money Laundering

The Participating Councils recognise that there may be occasions where TVSLP need to carry out identity checks on those instructing it to fulfil its obligations under anti money laundering legislation. The Participating Councils will therefore comply with all reasonable requirements in that regard.

16 Variation

Any terms of this Agreement may at any time be varied or amended by a document in writing executed by both the TVSLP and all Participating Councils.

17 Contracts (Rights of Third Parties) Act 1999

Any right of any third party to enforce the whole or any part of this Agreement pursuant to the Contracts (Rights of Third Parties) Act 1999 is hereby excluded.

18 Counterparts

This Agreement may be executed in any number of counterparts or duplicates each of which shall be an original but such counterparts or duplicates shall together constitute one and the same agreement.

19 Governing Law

This Agreement is governed by and shall be interpreted in accordance with English law.

SIGNED for and on behalf of

SIGNED for and on behalf of

SIGNED for and on behalf of

SIGNED for and on behalf of

SIGNED for and on behalf of



APPENDIX 1

Description of Services

This Appendix describes the types of services offered by TVSLP and the provision of which to the Participating Councils is included within the budget transfers set out in Appendix 4.

The exclusions set out in this Appendix identify where types of work are not included in the service to individual Councils or are such that they are not covered by the budget transfer in Appendix 4 and may therefore lead to the Participating Council concerned being required to meet TVSLP's additional costs of providing the service or the cost of external advice procured through TVSLP.

There is a general exclusion in the event that in the opinion of TVSLP to act for both or either of two Participating Councils would create an unavoidable conflict of interest such that TVSLP could not act for both parties. In such circumstances one or both Participating Councils may have to seek external legal advice.

Appendix 5 identifies the volume limits of the budget transfer referred to in Appendix 4 and therefore the circumstances in which additional volumes or complexity of work may lead to an overspend on the transferred budgets.

Monitoring Officer Services

The Monitoring Officer services to be provided to each of the Participating Councils is as set out in the following table

Approach within the Participating Council	Local Authorities	Mechanism
Monitoring Officer (whether or not themselves legally qualified) to remain outside TVSLP		Legal advice to be provided to the Monitoring Officer, when required, by a nominated senior officer of TVSLP (Legal Services Manager or above). The senior officer within TVSLP may also be designated as Deputy Monitoring Officer (provided as in the second option below)
Monitoring Officer legally qualified and provided by the single legal service		TVSLP provides a nominated senior officer (Legal Services Manager or above) to act as Monitoring Officer to the other local authorities under section 113 of the Local Government Act 1972

The types of activity covered by the Monitoring Officer services includes

Advice on local government law and procedure
 Constitutional advice
 Clearing of decision-making reports
 Advice on member code of conduct and ethics/standards
 Legal representation at standards hearings
 Attendance at full Council and Executive where required
 Investigations
 Attendance where reasonably required at Council Committees and Senior Management Teams
 Corporate Governance

Where a Monitoring Officer is provided to a Participating Council by TVSLP the Agreement under section 113 of the Local Government Act 1972 will specify the access to be given by the Participating Council to the Monitoring Officer in respect of documents, information, members and officers (including

the most senior officers) and their meetings to enable that person to fulfil the obligations of the Monitoring Officer role.

Commercial, Contracts and Procurement

Advice on the application of EU procurement rules
Finance and Standing Orders
Advice on contract matters
Drafting and negotiation of contracts
Advice on State Aid
Establishment of special purpose vehicles – e.g. partnering arrangements;
company limited by guarantee

Property

Property law advice
Encroachment/trespass
Right to buy (prior to conveyance)
Sales
Purchases
Leases
Agreements
Licences

Enforcement/Prosecutions

Advice and conduct of proceedings in relation to all Council enforcement functions including

Trading Standards
Education Welfare
Planning enforcement
Highways
Anti-social behaviour
Car parking fines
Statutory and other nuisance
Benefits
Environmental
Housing
Food standards

Advice on enforcement policy and procedures

Employment

Advice to the employer, its managers and HR advisers on employment law and procedure
Conduct of disciplinary appeals and employment tribunal cases
TUPE

Litigation

Advice on litigation
Conduct of proceedings in relation to

- negligence,
- personal injury
- property damage,
- trespass
- commercial litigation,
- professional negligence
- judicial review
- debt recovery
- housing reposessions and advice
- elections court

Planning

Advice on town and country planning matters
Road naming orders
Building Regulations advice
Advice on common land and village greens
Orders and agreements advice and drafting including section 106 Planning Obligations, Enforcement Notices and Stop Notices
Listed buildings (Enforcement and Repair Notices)
Conservation Areas (Order and enforcement plus Article 4 Directions)
Tree Preservation Orders
Compulsory purchase
Rights of Way
Appeals

Highways

Rights of Way
Inquiries relating to Definitive Map Modification Orders
Highways enforcement notices
Stopping up of highways
Compulsory purchase
Side roads orders and bridge schemes
Parliamentary procedure
Special Parliamentary Orders

Information and Complaints

Legal advice on Freedom of Information Act applications and Data Protection Act subject access requests

Legal advice on corporate complaints and Ombudsman investigations

Children's Services

Advice to Social Workers and multi agency conferences on all aspects of child care law

Conduct of child protection proceedings

Advice to adoption panels

Adult Social Care

Advice on Community Care law including charging and contracting

Advice to Approved Social Workers on mental health issues

Conduct of proceedings under mental health legislation

Education

Advice to schools on full range of legal issues

Specialist education law advice to the LEA

Special Educational Needs Tribunals and advice

Arranging and administering and clerking school admission and exclusion appeals

Electoral Law

Legal advice on the conduct of local government elections

Housing

General Advice

Homelessness

Licensing

Advice

Attendance at hearings where required

Enforcement

General Advice

Training and Information

Updating and advice on forthcoming legislative changes

Regulation of Investigatory Powers Act

Legal advice on the application of the Act to Council activities

EXCLUSIONS

APPENDIX 2

List of employees transferring to the TVSLP

APPENDIX 3

List of accommodation and other facilities and services to be provided by
each Participating Council or by the TVSLP to each Participating
Council

APPENDIX 4

Part 1

Funds to be provided and transferred by each Participating Council to TVSLP
[]

Part 2

The amount of external spend of each Participating Council

Total amount of external spend £

Part 3

Provision for index linking in subsequent years

The contributions of the Participating Councils in Part 1 of this Schedule shall be adjusted on the first anniversary of the Commencement Date by the percentage increase in the Retail Price Index comparing the last figure for the said Index published immediately prior to the Commencement Date with the figure for the said Index published 12 months previously.

APPENDIX 5

Volumes of work for the period []

At the commencement date of this Agreement the Participating Councils are transferring budgets to TVSLP which have historically purchased for the Participating Councils a specified volume of service within the areas specified in Appendix 1.

Some of that has been met internally from within existing in-house teams. Some of it has been used to purchase external legal advice which it is expected will be done by in-house staff from the commencement of the new service subject to recruitment.

This Appendix sets out the volume of productive hours each Council can expect to receive from TVSLP in respect of each area of service in a Financial Year.

In respect of Participating Councils with an existing in-house team this calculation is based on the existing full time equivalents achieving 1200

chargeable hours per year (less for staff with management responsibilities). The breakdown between service areas is based on the historical apportionment of existing staff time between different areas of work.

All the Participating Councils accept that overall the levels of budget transferred equate to the following volumes of TVSLP resource in each area of work subject to meeting the needs of Participating Councils.

The Participating Councils further accept that TVSLP can be expected to deliver within these volumes of resource similar amounts and complexity of cases as have been provided in previous years. Any significant increase in the numbers or complexity of cases may lead to additional cost in providing these services through the TVSLP or the additional volume having to be externalised.

This is without prejudice to the exclusions set out in Appendix 1 which each Participating Council accepts are over and above the budget transfers made and which will require the incurring by the Participating Councils of additional cost of provision through TVSLP or the cost of external legal advice.

References to individual fee earners are indicative and for presentation purposes only. TVSLP shall be entitled to provide the services utilising such of its staff as it sees fit.

Subject to these caveats the levels of volume the parties can expect to receive in Year 1 are as follows:-

APPENDIX 6

Operational Matters

1. Key Contacts

- 1.1 The Key Representatives in respect of this Agreement for each Participating Council shall be the representative of that Council on the Customer Liaison Group from time to time. The Key Representative in respect of this Agreement for TVSLP shall be such person as is notified to the relevant Participating Council from time to time by the Practice Director.
- 1.2 The Key Representatives will be responsible for the overall operation of this Agreement and the relationship between the parties.
- 1.3 For day to day queries concerning financial matters including time spent on individual cases the Participating Council should contact [] TVSLP Practice Manager
- 1.4 In relation to individual matters each Participating Council should contact the person handling the matter or the person listed in Appendix 2 as responsible for the relevant area of work
- 1.5 The contact details, skills and areas of expertise of TVSLP staff are set out in Appendix 2

- 1.6 TVSLP will keep updated full information as to its people and structure and the Services that TVSLP provide.

2 Managing this Agreement

- 2.1 TVSLP welcome and will actively seek feedback and comments from each Participating Council.
- 2.2 TVSLP Key Contact will be responsible for dealing with any comments or complaints but TVSLP also have a formal complaints procedure, details of which are included in Schedule 1 to this Appendix 6. Where problems arise TVSLP will review its working practices to reduce the risk of a re-occurrence.
- 2.3 TVSLP Key Contacts will meet on a quarterly basis to review the operation of this arrangement.

3 Instructions and Communication

- 3.1 As at the Commencement Date TVSLP will continue to accept instructions in the ways in which it accepted them prior to the Commencement Date including accepting telephone instructions on one-off pieces of advice. TVSLP reserves the right to require written instructions from each Participating Council on appropriate work to enable TVSLP to be absolutely certain about the Participating Council's requirements. An e-mail will suffice. The level of detail required will depend on the complexity of the matter but should include.
 - (a) The instructing officer and any relevant contact officer (if different)
 - (b) The nature of the assistance required
 - (c) The timescale in which the assistance is required

The Participating Council should provide TVSLP with what the Participating Council considers to be the relevant background information. TVSLP will discuss this with the Participating Council and identify any additional information requirements. If TVSLP require further instructions it will let the Participating Council know.

TVSLP will discuss with each Participating Council more detailed protocols for the giving and receipt of instructions to enable the efficient allocation of work within TVSLP.

- 3.2 TVSLP will accept instructions from any of the Participating Council's staff unless the Participating Council specifically restrict the authority to commission legal work to specified individuals or grades of staff in which case the Participating Council will provide TVSLP with a list of instructing officers.

- 3.3 When TVSLP need to communicate in writing TVSLP will communicate through e-mail wherever possible. TVSLP will meet with the Participating Council when a meeting will add value. Otherwise TVSLP will speak to the Participating Council over the telephone. Attendance at meetings may exceptionally be required at short notice but wherever possible reasonable notice will be given.
- 3.4 If appropriate, TVSLP will discuss with the Participating Council whether the proposed course of action will justify the expense or risk involved including, if relevant, the risk of having to bear an opponent's costs. TVSLP will inform the Participating Council in writing of any circumstances of which it becomes aware which will or may affect the degree of risk involved or cost benefit to the Participating Council of continuing with the matter.
- 3.5 TVSLP is committed to a culture which promotes equality and values diversity. TVSLP aim to make its service accessible to all. This will include staff of the Participating Council who deal with TVSLP as a service and members of the public and other third parties who deal with TVSLP direct when TVSLP are representing the Participating Council. TVSLP will work with the Participating Council to ensure that no person is disadvantaged in accessing TVSLP services as a result of the way TVSLP deliver them.

4 Quality and Standards

- 4.1 TVSLP comply with the standards required by its Professional Body, the Law Society, which applies to every aspect of the services TVSLP provide.
- 4.2 The performance standards to which TVSLP will perform in the provision of the Services are as follows:

General

- 4.2.1 All correspondence to be acknowledged within 2 working days
- 4.2.2 Substantive response to non-urgent instructions to be provided within 10 working days of receipt of all relevant information
- 4.2.3 Substantive response to urgent instructions to be provided within 2 working days of receipt of all relevant information
- 4.2.4 Customer satisfaction with speed of response, clarity of advice and overall quality of service to be measured by such means and with such frequency as shall be agreed with the Customer Liaison Group
- 4.2.5 Number of substantiated internal or external complaints

Specific

- 4.2.6 Subject to the CPS Code, summons on prosecution to be sent to court within one month of full instructions or a decision being made or within limitation if shorter [Target 80%].
- 4.2.7 ADPEN and cautions to be administered within 5 working days
- 4.2.8 Right to buy documents prepared and ready for completion within 2 months of full instructions
- 4.2.9 Drafts for miscellaneous contracts leases and transfers to be sent out within 10 working days of full instructions [Target 75%]
- 4.2.10 Planning obligations drafts despatched within 15 days of receipt of instructions and details. [Target 60%]
- 4.2.11 Deferred payment and HASSASSA Act 1983 charges registered within 2 months of receipt of all necessary information for registration
- 4.2.12 Applications for registration of land acquisitions submitted to the Land Registry within 2 months of completion
- 4.3 In cases involving a dispute that may lead to court or tribunal proceedings the need to comply with court/tribunal rules places responsibilities on the Participating Council and TVSLP as the Participating Council's lawyers. Failure by the Participating Council to comply with its responsibilities may lead to the imposition of sanctions for which the Participating Council will be responsible.
- 4.4 Any advice provided by TVSLP is provided for the benefit of the Participating Council and solely for the purpose of the instructions to which it relates. It should not be used or relied on for any other purpose and may not be relied on by any other person without the prior written consent of TVSLP.

5 Refusing or ceasing to act

There are certain circumstances where TVSLP may be required by its professional obligations to refuse or cease to act for the Participating Council. TVSLP may do so if to act would involve TVSLP in a breach of law or its rules of professional conduct or if TVSLP have insufficient resources or lack the competence to deal with the matter. Conflicts of interest are rare but may arise in relation to TVSLP work for the Participating Council and other members of the Shared Service as set out in the Collaboration Agreement. TVSLP reserve the right to refuse to act for the Participating Council when the work involved would create

a risk of conflict. Where a risk of conflict arises TVSLP may not be able to act for either member of the shared service to which the conflict relates.

6 Dispute Resolution

If a dispute arises between the parties the Key Contacts will normally be expected to resolve it. In the case of a serious complaint or any other special circumstances (such as the Key Contact him or herself being involved in the disputes) then the matter will be resolved in accordance with Schedule 6 of the Collaboration Agreement.

APPENDIX 7

Terms of Reference of Client Liaison Group

TERMS OF REFERENCE –

Client Liaison Group.

Shared Legal Services.

Background

There is to be an Officer Client Liaison Group who ensures that there is a point of contact between each participating Authority and the Shared Legal Services. This Group will provide a key element in ensuring the new arrangements are seamlessly brought into being within each Authority. This Terms of Reference document provides guidelines for the Group, and shall make clear what the Partner Authorities can expect to get from, and contribute to, the Group.

Aims & Objectives

To act as the main Steering Group for the Client Users of TVSLP and to ensure that all Partner Councils interests are protected.

- To assist in the establishment of the base line position for each partner Authority.
- To set and sign off initial targets for the future development of the Unit.
- To agree a Shared Service Agreement and supporting service standards for the provision of Shared Legal Services.
- Delegates, with the support of the Group will develop a Client side role within their own Authority. This will include managing the change process within each Authority.
- To develop an implementation plan, make suitable arrangements for the delivery of this plan, solve problems and “open doors”.
- To measure and monitor progress against established service standards.
- To provide a conduit and shape future developments of the service between TVSLP and Partner Authorities.
- To agree arrangements for issuing instructions to TVSLP; monitoring work in hand; completed cases; and monthly costs and disbursements.
- To identify and implement any constitutional changes including delegation arrangements which are required to be made and to ensure implementation within each Partner Authority.
- To identify and ensure all Proper Officer requirements are in place.
- To receive and sign off the Annual Report on Shared Legal Services.
- Through an appropriate representative and by agreement to liaise with and inform the Management Board of any appropriate Client User issues.
- To monitor and use internal/external performance indicators and external feedback to initiate service change.
- To ensure that efforts are prioritised to achieve maximum return on investment and measurable improvements.
- To identify any further actions to be taken by the Partner Councils to ensure smooth transition and ongoing liaison with TVSLP.

Communication

- To have clear communication channels through the Group with each Partner Authority, other shared service initiatives and the relevant elected member forum.
- Ensure constructive and positive PR messages are delivered from the Group.
- Minutes will be formally noted to ensure that actions and timescales are clearly understood, and signed off.
- To report back to and from the Management Board through minutes of meetings.

Membership

- Membership of the Client Group has been determined by each Partner Authority.
- Partners may nominate deputies: these nominees must be fully briefed before attending Client Group meetings.
- The chairperson of the group will be nominated on a yearly basis
- In addition to the core membership, relevant officers will also attend when activities relate to a specific service area.
- The host authority will be responsible for providing secretarial support/minute taking

Accountability

- The Client Group shall report directly to the Programme Board.

Meetings

- Meetings will be held monthly, initially, with frequency reviewed on a needs basis.
- The venue of each meeting will rotate between Partner Authorities
- TVSLP will be responsible for producing the meeting agenda, following consultation with the Chair Person



Diversity Impact Assessment (Predicted Assessments)

Lead Officer: PETER DEVLIN	Published Date : 28.10.2010
Who has undertaken the assessment: Lead Officer in conjunction with LS Mgt Team	
Date forwarded to Departmental Diversity Rep: 28.10.2010	

Is the subject to be assessed a: (Please tick) ✓ <div style="display: flex; justify-content: space-around;"> Strategy <input type="checkbox"/> Policy <input type="checkbox"/> Service <input checked="" type="checkbox"/> </div> <div style="display: flex; justify-content: space-around;"> System <input type="checkbox"/> Project <input type="checkbox"/> Other _____ </div>
Name of the assessed and brief description: Service Delivery Options for Legal Services

What is being assessed is (please tick) ✓ <div style="display: flex; justify-content: space-around;"> Existing <input checked="" type="checkbox"/> New <input type="checkbox"/> </div>
--

Is a copy of the new policy/strategy attached (please tick) ✓ <div style="display: flex; justify-content: space-around;"> Yes <input type="checkbox"/> No <input type="checkbox"/> </div> If No, where can it be viewed? N/A
--

Links into Community Strategy and Council Themes (please tick box(es)) ✓	
Jobs and the Economy <input checked="" type="checkbox"/>	Environment <input checked="" type="checkbox"/>
Lifelong Learning and Skills <input type="checkbox"/>	Housing <input type="checkbox"/>
Health and Care <input type="checkbox"/>	Culture and Leisure <input type="checkbox"/>
Community Safety <input type="checkbox"/>	Strengthening Communities <input type="checkbox"/>
Organisational Development <input type="checkbox"/>	

Stage 1 - Overview

1. Please give a brief description of the aims, objectives or purpose. <i>(Note: Wherever possible please quote from the document)</i>						
Provision of a cost effective, timely and accurate legal service, and so supporting the Council's primary aims and objectives (see above)						
2. Who is responsible for implementation?						
Chief Solicitor/Lead Officer.						
3. Who are the main stakeholders? (please tick) ✓						
<table><tr><td>The General Public <input checked="" type="checkbox"/></td><td>Public Sector Service Providers <input type="checkbox"/></td></tr><tr><td>Employees <input type="checkbox"/></td><td>The Community & Voluntary Sector <input type="checkbox"/></td></tr><tr><td>Elected Members <input type="checkbox"/></td><td></td></tr></table>	The General Public <input checked="" type="checkbox"/>	Public Sector Service Providers <input type="checkbox"/>	Employees <input type="checkbox"/>	The Community & Voluntary Sector <input type="checkbox"/>	Elected Members <input type="checkbox"/>	
The General Public <input checked="" type="checkbox"/>	Public Sector Service Providers <input type="checkbox"/>					
Employees <input type="checkbox"/>	The Community & Voluntary Sector <input type="checkbox"/>					
Elected Members <input type="checkbox"/>						

Stage 2 – Research and Findings

4. What evidence do we presently have and what does it tell us? <i>(Include any numerical data, public consultation or involvement, anecdotal evidence and other organisations' experiences, outcome of any previous service related INRA, entry into the Risk register)</i>
.The Council's Legal Services is a support based service. The SDO identifies the deletion of a 'vacant' post, which needs to be considered in the context of this DIA.
5. Identify the gaps in the evidence that we presently have?
None identified.

6. Record what needs to be done to gather further evidence to undertake the impact assessment?

N/A

Please note: You will need to have viewed your data or insufficient data before answering the following questions. If no data is available, you will need to make a record of this within your answers below and indicate how this data will be gathered in the future. *(Please refer to glossary for the terms- unmet needs, differential impact, positive impact, negative impact and adverse impact provided in the guidance)*

7. Are there any unmet needs/requirements that can be identified from your research that impact specific equality groups? Which equality groups does it impact?

There is no unmet need.

8. Are there any concerns that there could be a differential/positive/negative/adverse impact on the grounds of gender? Gender refers to male, female and transgender. Please explain your answer.

The suggested deletion of the 'vacant' post has a neutral non – differential impact.

9. Are there any concerns that there could be a differential/positive/negative/adverse impact on the grounds of racial or ethnic origin? Please explain your answer.

None identified.

10. Are there any concerns that there could be a differential/positive/negative/adverse impact on the grounds of religion or belief? Please explain your answer.

None identified.

11. Are there any concerns that there could be a differential/positive/negative/ adverse impact on the grounds of disability? Please explain your answer.	
None identified	
12. Are there any concerns that there could be a differential/positive/negative/ adverse impact on the grounds of age? Please explain your answer.	
None identified.	
13. Are there any concerns that there could be a differential/positive/negative/ adverse impact on the grounds of sexual orientation? Please explain your answer.	
None identified.	
14. Summary of adverse impacts (please tick) ✓	
Gender <input type="checkbox"/>	Disability <input type="checkbox"/>
Race/Ethnic Origin <input type="checkbox"/>	Age <input type="checkbox"/>
Religion/Belief <input type="checkbox"/>	Sexual Orientation <input type="checkbox"/>

Stage 3 – Consultation

15. Who have you consulted with?
Members of the Legal Services Division and Client Department representatives/critical friends to the Service Review.

16. Summary of findings/recommendations from the consultation

No identifiable impact through the deletion of the post in question.

Stage 4 – Adverse Impacts

17. Please give details of what the predicted adverse impact is expected and which groups or individuals it affects.

The post relates to 'property related transactions' which are now seriously under funded from Central Government sources. This will undoubtedly have an impact on various regeneration initiatives within the Borough and the wider regional area.

18. Record what immediate actions are taken prior to implementation to address the adverse impact?

Constrained as to action to remediate, other than through deletion of post to off set shortfall in financial position of the Authority.

**19. Can the adverse impact be justified for any reason? Please explain.
(Legislation, promoting equality of opportunity for one group (positive action) etc.)**

Funding based.

Stage 5 – Action Planning and Publishing

20. What actions are needed to be taken after the implementation		
Action	Responsible officer	Completion Date
Review of workloads of the Commercial/Development Section of the Legal Services Division.	Lead Officer	31.3.2011
21. What are the main conclusions from the assessment?		
Viability of property related transactions within an 'in house team'.		
22. How is the impact assessment published/publicised?		
Service Review		

23. How is the impact further assessed after its implementation?

Delivery of service in accordance with Business and Service Plan.

Signed:
P J Devlin

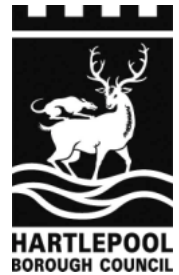
Date:

28.10.2010

Head of the Service:

CABINET REPORT

20th December 2010



Report of: Director of Regeneration and Neighbourhoods

Subject: LOCAL DEVELOPMENT FRAMEWORK –
ANNUAL MONITORING REPORT 2009/10

SUMMARY

1. PURPOSE OF REPORT

The report seeks approval of the draft Local Development Framework Annual Monitoring Report 2009/10 for submission to the Government Office for the North East, subject to final editing to be approved by the Portfolio holder.

2. SUMMARY OF CONTENTS

Planning legislation requires that Local Authorities prepare an Annual Monitoring Report by the end of each calendar year. This report covers the period 1 April 2009 and 31 March 2010. A copy of the draft Annual Monitoring Report is attached as **Appendix 1**.

The Annual Monitoring Report assesses the implementation of the programme for preparation of Local Development Documents contained in the Local Development Scheme. The Annual Monitoring Report also assesses existing planning policies contained in the adopted Hartlepool Local Plan 2006.

The report sets out the progress of house building from 2004 and projected completions up to 2021 and compares this to the housing requirement set out in the Regional Spatial Strategy (July 2008).

3. RELEVANCE TO CABINET

The Annual Monitoring Report is part of the Local Development Framework and thus forms part of the Budget and Policy Framework.

4. TYPE OF DECISION

Non Key

5. DECISION MAKING ROUTE

Cabinet 20th December 2010 then Council 11th February 2011.

6. DECISION(S) REQUIRED

Agreement in principle to the draft Annual Monitoring Report 2009/10 for submission to Government Office for the North East, subject to final editing to be approved by the Community Safety and Housing Portfolio Holder prior to submission.

Report of: Director of Regeneration and Neighbourhoods

Subject: LOCAL DEVELOPMENT FRAMEWORK –
ANNUAL MONITORING REPORT 2009/10

1. PURPOSE OF REPORT

- 1.1 The report seeks approval of the draft Local Development Framework Annual Monitoring Report 2009/10 for submission to the Government Office for the North East, subject to final editing to be approved by the Portfolio holder.

2. BACKGROUND

- 2.1 Under the Planning and Compulsory Purchase Act 2004 Local Planning Authorities are required to prepare a number of documents which together form the Local Development Framework for an area. These documents include:-
- a) a Local Development Scheme (LDS) setting out a rolling programme for the preparation of policy documents. The latest LDS was approved in November 2010.
 - b) a Statement of Community Involvement (SCI) setting out the standards to be achieved in involving the community in the preparation of Local Development Documents. The SCI was first adopted in October 2006 and a revised version was approved in January 2010.
 - c) an Annual Monitoring Report assessing the progress of preparation work against key milestones identified in the LDS and the effectiveness of planning policies.

This report is concerned with the last of these three documents, the Annual Monitoring Report.

3. THE ANNUAL MONITORING REPORT 2009/2010

- 3.1 The legislation requires that Local Authorities submit an Annual Monitoring Report by the end of each calendar year. The period to be covered in the AMR is the previous financial year (April 1st to March 31st). This is the sixth AMR and covers the period 1 April 2009 to 31 March 2010.

- 3.2 As required by Government regulation the document assesses progress in the implementation of the Local Development Scheme and the effectiveness of existing planning policies. In this case it is the policies adopted and saved in Hartlepool Local Plan 2006, as the Core Strategy is yet to be adopted.
- 3.3 A draft of the 2009/2010 Annual Monitoring Report has been prepared and is attached as **Appendix 1**. This draft still requires some minor editing, and authorisation is sought to allow these to be agreed by the Community Safety and Housing Portfolio Holder before submission to the Secretary of State by 31 December. As the AMR forms part of the Budget and Policy Framework, it needs to be referred to Council for final endorsement. The next scheduled Council meeting is 11th February and the AMR will be presented to that meeting. As in previous years, however, Government Office has indicated that it is happy to accept the report subject to any subsequent modifications made by Council.

Assessment of the Local Development Scheme 2009.

- 3.4 The Annual Monitoring Report must include commentary on progress in relation to the Local Development Scheme as it is a statutory requirement to assess the implementation of the LDS. For the purpose of this AMR, the relevant LDS for the financial year 2009/2010 is the document which was approved in July 2009.
- 3.5 The assessment confirms that the majority of key milestones were reached during that period including:-
- progression of the Core Strategy Preferred Options Document
 - commencement of the Housing Allocations Development Plan Document (DPD)
 - Consultation on the Affordable Housing DPD
 - Preparation of a draft Planning Obligations Supplementary Planning Document (SPD)
 - Adoption of Transport Assessment and Travel Plans SPD.
- 3.6 Milestones which were not achieved were:-
- Publication of Joint Minerals and Waste Core Strategy and Site Allocations DPDs, due to delays caused by objections received during consultation, and attempts to resolve these objections.
 - Adoption of the Victoria Harbour SPD, due to the decision taken by PD Ports to focus development on port related activities.
- 3.7 The Annual Monitoring Report refers to proposed changes which have resulted from policy decisions at national level such as the intention to abolish Regional Spatial Strategies. It also refers to policy decisions taken by the Council which would have implications for the future

delivery of the LDS including the decision to re-consult on the Core Strategy Preferred Options and the intention to incorporate Affordable Housing policies and Housing Allocations within the Core Strategy, rather than developing these as separate DPD's. These changes will be reflected in the next Annual Monitoring Report and assessed against the revised (November 2010) LDS.

Assessment of Current Policies

- 3.8 The planning policies assessed in the AMR are those of the Hartlepool Local Plan adopted in April 2006. As the Local Plan was adopted relatively recently, most of the policies are up to date and still relevant although in October 2008 a list of saved policies was agreed by the Secretary of State which will remain in effect until they are replaced by the new Core Strategy policies. Those policies which were not saved are no longer in force.
- 3.9 The assessment does not cover every individual policy in detail but in general it confirms that the Local Plan policies have been effective in both the management of planning proposals and in supporting the economic, social and environmental development of the Borough.

4. RECOMMENDATIONS

- 4.1 Agreement in principle to the draft Annual Monitoring Report 2009/10 for submission to Government Office for the North East, subject to final editing to be approved by the Community Safety and Housing Portfolio Holder prior to submission.

5 REASONS FOR RECOMMENDATION

- 5.1 Preparation and submission of an Annual Monitoring Report is a statutory requirement.

6 CONTACT OFFICER

Derek Gouldbum
Urban and Planning Policy Manager
Bryan Hanson House
Hanson Square
Lynn Street
Hartlepool
TS24 7BT

Hartlepool Local Development Framework

Annual Monitoring Report 2009/2010

December 2010



PREFACE

Government legislation requires every Local Planning Authority to prepare an Annual Monitoring Report (AMR) for submission to the Secretary of State by the end of December each year. The period covered by the Annual Monitoring Report should be the previous year 1st April to 31st March.

Specifically, the annual monitoring report should assess:

- i. the implementation of the Local Development Scheme (LDS) which sets out the Council's programme for the preparation of documents relating to forward planning;
- ii. the extent to which policies in current planning documents are being achieved.

This is the sixth Annual Monitoring Report to be prepared for Hartlepool under the new legislation and it generally covers the period **1st April 2009 to 31st March 2010**, although account is taken as necessary of relevant developments both before and after this period.

The report is set out as follows:

- Executive summary of the main findings,
- Introduction setting the context for the report,
- Progress on the implementation of the local development scheme,
- The key characteristics of Hartlepool problems and challenges faced, and
- Assessment of current planning policies in the adopted 2006 Hartlepool Local Plan.

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EXECUTIVE SUMMARY

This is the sixth Annual Monitoring Report prepared by Hartlepool Borough Council under the Planning & Compulsory Purchase Act 2004 and generally relates to the period **April 2009 to March 2010**. It reviews the progress made on the implementation of the Local Development Scheme and generally assesses the effectiveness of planning policies and the extent to which they are being implemented.

(A) Implementation of the Local Development Scheme (LDS):

The Transport Assessment and Travel Plans SPD together with the Statement for Community Involvement were adopted towards the end of the year in January 2010.

The following five Development Plan Documents (DPDs) have been carried forward from last year and are currently being prepared:

1. Hartlepool Core Strategy DPD
2. Tees Valley Joint Minerals and Waste Core Strategy DPD
3. Tees Valley Joint Minerals and Waste Site Allocations DPD

Supplementary Planning Documents (SPDs):

1. Hartlepool Planning Obligations SPD
2. Green Infrastructure SPD

All the milestones set in the Local Development Scheme (2009) for the preparation of these development documents have been met apart from the Tees Valley Joint Minerals and Waste Core Strategy and Site Allocations DPDs. This is due to a delay at publication stage due to objections received from representations, particularly Natural England. However, attempts have been made to address the objections and a mutual way forward has been agreed prior to submission of the DPDs. Work on the publication of the DPDs has now commenced.

Although the Green Infrastructure SPD is not reflected in the 2009 LDS it will be acknowledged as part of the 2009 LDS since work on the SPD commenced this year.

The Affordable Housing DPD and the Housing Allocations DPD will be deleted from the LDS since they have now been incorporated into the Core Strategy DPD following advice from Government Office and also taking into account the similar timescales the documents were running to. Affordable Housing Policies will thus be reflected within the Core Strategy. It was decided that sufficient information and evidence on housing allocations was gathered as part of the current work on the Core Strategy DPD hence there is no need for a Housing Allocations DPD.

The Victoria Harbour SPD has been placed on hold since last year and is currently being re-evaluated following the decision in late 2009 by PD Ports (the owner) to focus on the development of the renewable energy technologies on the Victoria Harbour site.

(B) Assessment of Planning Policies

The planning policies assessed in this report are those of the Hartlepool Local Plan adopted in April 2006.

The assessment does not cover every individual policy in detail – this was in any event done as part of the preparation process for the new Local Plan. The report considers the effectiveness of the policies which have been in force since 2006.

As the Local Plan was adopted as recently as April 2006 most of the 173 separate policies are up to date and still relevant. However, in October 2008, a request was sent to the Secretary of State (SoS) to save Local Plan Policies beyond April 2009 whilst the Local Development Framework (LDF) which will eventually replace the Local Plan is under preparation. The SoS issued a direction on 18th December 2008 to which was attached a schedule setting out the policies to be saved beyond 13th April 2009 (see Appendix 1). A list of the saved policies can be accessed on http://www.hartlepool.gov.uk/site/scripts/download_info.php?fileID=4102

In general the local plan policies have been effective in both the management of planning proposals and in the economic, social and environmental development of the Borough.

1 INTRODUCTION

The Planning Legislation

- 1.1 The Planning and Compulsory Purchase Act 2004 introduced a new system of development planning. New types of planning documents are being prepared and incorporated into a Local Development Framework (LDF). These documents are known as Local Development Documents (LDDs). The Local Development Documents will set out the spatial planning strategy for the Hartlepool area¹ and progressively replace the Hartlepool Local Plan and associated supplementary planning guidance. Hartlepool Borough Council's programme for preparing documents under the new planning system is set out in the Local Development Scheme (LDS)².
- 1.2 The Local Development Framework comprises a number of related documents. These are:
- The Local Development Scheme referred to above,
 - The Statement of Community Involvement setting out how the Council will involve residents and other interested persons and bodies in the preparation and revision of new planning documents and in the consideration of major planning applications, and
 - The Annual Monitoring Report assessing the implementation of the local development scheme and the extent to which policies in local development documents are being achieved.

The Annual Monitoring Report

- 1.3 Local planning authorities are required³ to examine certain matters in their Annual Monitoring Reports. Additional government policy and advice is set out in PPS12 (Local Spatial Planning) and the Communities & Local Government's 'Regional Spatial Strategy and Local Development Framework –Core Output Indicators- Update 2 / 2008'.
- 1.4 The key tasks for Annual Monitoring Reports are as follows:
- a) Review actual progress in terms of the preparation of documents specified in the Local Development Scheme against the timetable and milestones set out in the Scheme, identifying if any are behind timetable together with the reasons, and setting out a timetable for revising the scheme (see Section 2).
 - b) Assess the extent to which planning policies are being implemented – these will ultimately be the policies included in local development documents, but initially will be what are termed 'saved' policies' from adopted local plans.

¹ For further information on the new planning system see Section 2 of the Hartlepool Local Development Scheme.

² The Local Development Scheme 2008 can be viewed on Hartlepool Council's website (www.hartlepool.gov.uk).

³ Under Section 35 of the Planning and Compulsory Purchase Act and Regulation 48 of Town and Country Planning (Local Development) (England) Regulations 2004.

In terms of assessing the implementation of such policies, the Annual Monitoring Report should:

- where policies are not being implemented, explain why and set out the steps to be taken to ensure that the policy is implemented, or identify whether the policy is to be amended or replaced;
- identify whether policies need adjusting or replacing because they are not working as intended;
- identify any policies that need changing to reflect changes in national or regional policy; and
- set out whether any policies are to be amended or replaced.

1.5 In order to assess the effectiveness of planning policies, it is important to set out the social, economic and environmental context within which the policies have been formulated, the problems and issues they are intended to tackle, and the opportunities of which advantage can be taken to resolve such problems and issues. Section 3 of the Annual Monitoring Report therefore gives consideration to the key characteristics of Hartlepool and the problems and challenges to be addressed.

1.6 Section 4 of this report then gives detailed consideration to the assessment of current planning policies contained within the 2006 Hartlepool Local Plan.

Methodology for Assessing Policies

1.7 Government regulations require that Annual Monitoring Reports identify policies that are not being implemented, give the reasons for this and the steps, if any, to secure their implementation. This report for the period **1st April 2009 to 31st March 2010** gives consideration to the policies of the Hartlepool Local Plan adopted in April 2006.

1.8 In line with government guidance the first Annual Monitoring Report established data on a range of indicators needed to monitor policies. Certain indicators (referred to as '**Core Output Indicators**') have been established by central government and must be monitored by all local planning authorities. This includes the preparation of a housing trajectory illustrating past and likely future housing completions against the requirements set out in strategic planning documents (The Regional Spatial Strategy 2008). Other indicators ('**local output indicators**') were developed in the previous Annual Monitoring Reports to ensure robust assessment of policy implementation relevant to the specific circumstances of the Hartlepool area, reflecting the availability of existing data sources and which were relevant also to the objectives of the Hartlepool Local Plan 2006.

1.9 This Annual Monitoring Report includes a number of targets relating to some of the output indicators by which to judge the effectiveness of policies. Performance against these targets will be analysed in future AMRs.

2. IMPLEMENTATION OF THE HARTLEPOOL LOCAL DEVELOPMENT SCHEME

The Hartlepool Local Development Scheme (LDS) sets out a rolling programme for the preparation of documents relating to forward planning in Hartlepool. It is specifically concerned with documents being prepared over the next two years. It sets out the timetable and highlights the key stages for the preparation of new policy documents and when they are proposed to be subject to public consultation. The LDS is reviewed periodically. The current LDS was reviewed in March 2008, approved by Full Council on 30 July 2009 and is now in operation after having been approved by the Secretary of State.

Implementation of the July 2009 Local Development Scheme

The 2009 review takes account of the need to include new documents such as the Affordable Housing Development Plan Document, the Victoria Harbour Supplementary Planning Document and the Green Infrastructure Supplementary Planning Document.

2.1 The proposed Development Plan Documents which will be revised as each new development document is prepared, are:

- The Core Strategy DPD
- The Proposals Map
- The Tees Valley Minerals and Waste Core Strategy DPD
- Tees Valley Minerals and Waste Site Allocations DPD

2.2 The LDS carried forward six development documents from the previous year and these are:

- The Hartlepool Core Strategy DPD,
- Tees Valley Minerals and Waste Core Strategy DPD,
- Tees Valley Minerals and Waste Site Allocations DPD,
- Green Infrastructure SPD and
- Planning Obligations SPD.
- The Transport Assessment and Travel Plans SPD

The Transport Assessment and Travel Plans SPD together with the Statement for Community Involvement have however, been adopted towards the end of the year i.e. in January 2010.

2.3 The Local Development Scheme includes the programme for the preparation of eight Local Development Documents, summarised in Tables 2.1 and 2.2. The 2009 LDS includes additional DPDs and SPDs i.e. Hartlepool Housing Allocations DPD, Hartlepool Affordable Housing DPD, Victoria Harbour SPD and The Transport Assessment and Travel Plans SPD. The Green

Infrastructure SPD is not reflected in the 2009 LDS but will be acknowledged as part of the LDS since work on the SPD commenced this year.

Table 2.1: 2009 LDS Programme for preparation of DPDs

Year	Month	Hartlepool Core Strategy DPD	Hartlepool Affordable Housing DPD	Hartlepool Housing Allocations DPD
2009	M	Preferred Options and Draft Policies	Economic Viability Assessment	Commencement
	J			
	J			
	A			
	S		Preferred Options and Draft Policies	
	O		Consultation on Preferred Options (Reg 25)	
	N			
	D		Consideration of representations	
2010	J	Consultation on Preferred Options (Reg 25)		
	F			
	M			Preferred Options and Draft Policies
	A	Consideration of representations	Publication of DPD (Reg 27)	
	M			
	J			
	J			
	A	Draft Policies approved by Council	Submission of DPD (Reg 30)	
	S	Publication of DPD (Reg 27)		
	O	Consultation on Published document	Pre examination meeting	
	N			
	D		Commencement of Public Examination	
2011	J			Consultation on Preferred Options (Reg 25)
	F	Submission of DPD (Reg 30)		
	M		Inspector's Final Report	

	<i>A</i>			Consideration of representations
	<i>M</i>	Pre examination meeting		
	<i>J</i>	Commencement of Public Examination	Adoption of DPD	
	<i>J</i>			
	<i>A</i>			Draft Policies approved by Council
	<i>S</i>	Inspector's Final Report		Publication of DPD (Reg 27)
	<i>O</i>	Adoption and revised proposals map		Consultation on Published document
	<i>N</i>			
	<i>D</i>			Submission of DPD (Reg 30)
2012	<i>J</i>			
	<i>F</i>			
	<i>M</i>			Pre examination meeting
	<i>A</i>			Commencement of Public Examination
	<i>M</i>			
	<i>J</i>			
	<i>J</i>			Receipt of Inspector's Report
	<i>A</i>			Inspector's Final Report
	<i>S</i>			
	<i>O</i>			Adoption of DPD
	<i>N</i>			
	<i>D</i>			

Year	Month	Tees Valley Joint Minerals and Waste Core Strategy DPD	Tees Valley Joint Minerals and Waste Site Allocations DPD
2008	<i>F</i>	Consultation on Preferred Options	Consultation on Preferred Options
	<i>M</i>	(Reg 25)	(Reg 25)
	<i>A</i>	Consideration of representations	Consideration of representations
	<i>M</i>		
	<i>J</i>		
	<i>J</i>		
	<i>A</i>		
	<i>S</i>		
	<i>O</i>		
	<i>N</i>		
	<i>D</i>		
2009	<i>J</i>		
	<i>F</i>		
	<i>M</i>		
	<i>A</i>		
	<i>M</i>		
	<i>J</i>		
	<i>J</i>		
	<i>A</i>	Publication of DPD (Reg 27)	Publication of DPD (Reg 27)
	<i>S</i>	Consultation on Published document	Consultation on Published document
	<i>O</i>		
	<i>N</i>	Submission of DPD (Reg 30)	Submission of DPD (Reg 30)
	<i>D</i>	Pre examination meeting	Pre examination meeting
2010	<i>J</i>	Commencement of Public Examination	Commencement of Public Examination
	<i>F</i>		
	<i>M</i>		
	<i>A</i>		
	<i>M</i>	Inspector's Report Fact Check	Inspector's Report Fact Check
	<i>J</i>	Inspector's Report Final	Inspector's Report Final
	<i>J</i>	Adoption of DPD	Adoption of DPD
	<i>A</i>		

Table 2.2: 2009 LDS Programme for preparation of SPDs

Year	Month	Victoria Harbour SPD	Hartlepool Planning Obligations SPD	Transport Assessment & Travel Plans SPD
2008	F		Commencement Evidence gathering and initial community and key stakeholder involvement (starting July 2006)	
	M			
	A	Commencement Evidence gathering and initial community and key stakeholder involvement		
	M			
	J			
	J			
	A			
	S			
	O			
	N			
	D			
	J			
F				
M				
2009	A			
	M			
	J			
	J			
	A	Draft SPD issued for consultation		
	S		Draft SPD issued for consultation	
	O	Consideration of representations responses	Consideration of representations responses	Adoption of SPD
	N			
	D			
	2010	J		
		F	Adoption of SPD	Adoption of SPD
		M		

Table 2.3: Implementation of the 2009 LDS

Document	Milestone	Key Dates	Actual Progress	Milestone Achieved
Hartlepool Core Strategy DPD	Production of Preferred Options and Draft Policies Consultation on preferred options	December 2009 March 2010	The Preferred Options and Draft policies were achieved on target as was the consultation.	Yes
Housing Allocations DPD	Commencement	By March 2010	Work on the DPD was commenced before March 2010 but stopped as it was subsequently considered unnecessary to produce a separate Housing Allocations DPD as sites would be sufficiently identified within the Core Strategy.	Yes
Affordable Housing DPD	Consultation on preferred options	January 2010	Public consultation was completed in January 2010 and recommendations from representations were incorporated into the Core Strategy DPD after advice from Government office. Work on this DPD therefore stopped.	Yes
Joint Minerals and Waste Core Strategy DPD	Publication of DPD	August 2009	Work at publication stage was delayed due to objections received from representations, particularly Natural England. Attempts were made to meet and agree a mutual way forward prior to submission hence the delay.	No
Joint Minerals and Waste Site Allocations DPD	Publication of DPD	August 2009	Work at publication stage was delayed due to objections received from representations, particularly Natural England. Attempts were made to meet and agree a mutual way forward prior to submission hence the delay.	No
Hartlepool Planning Obligations SPD	Draft SPD issued for consultation	January 2010	Consultation on the Draft SPD was completed by the end of the financial year. Work towards publication of DPD is progressing with the view of adopting the DPD in January 2011.	Yes
Transport Assessment & Travel Plans SPD	Adoption of SPD	October 2009	The DPD was adopted after full council in January 2010.	Yes
Victoria Harbour SPD	Adoption of SPD	February 2010	This work has been put on hold due to discussions regarding the way forward on the project. The view is to re-evaluate this SPD following the decision by P.D. Ports to focus on development of the renewable energy technologies on the Victoria Harbour site.	No

Commentary

2.4 Hartlepool Core Strategy (CS)

During the year, work on the Core Strategy progressed as outlined in the 2009 LDS. The production of Preferred Options and Draft Policies were achieved as planned. Consultation on the Preferred Options and draft policies commenced around end of January 2010 and was completed by March 2010. However, due to change in the planning system as a result of a new government, re-drafting and re-consulting on the preferred policies was recommended and this is currently underway. Work on this will be reflected in the revised LDS which is due to be operational by end of 2010. Further report on the re-consultation of Preferred Options and Draft Policies will be available in the next financial year's report.

The Affordable Housing DPD will now be an integral part of the CS following advice from Government Office and also taking account of the similar timescales the two documents were running to. Affordable Housing Policies will thus be incorporated into the Core Strategy. The need to include policies on affordable housing resulted from the Hartlepool Strategic Housing Market Assessment of June 2007 which highlighted a shortfall of affordable dwellings. The inclusion of a policy on affordable housing within the Core Strategy will help to address this shortfall in the Borough in the future. It will identify policies to secure provision of affordable housing as part of residential developments and contribute towards the development of a balanced housing market with maximised housing choice in Hartlepool.

The Core Strategy has covered sufficient detail and evidence for the Housing Allocations DPD hence the later will be deleted in the 2010 LDS and further details will be available in next year's AMR.

2.5 Joint Minerals and Waste Core Strategy and Site Allocations DPDs

These two Development Plan Documents are being prepared for the whole of the Tees Valley area. During 2009/2010 work continued on the preparation of the publication documents. However, the publication date of August 2009 was not achieved on target as planned in the 2009 LDS. The reason for the delay at publication stage is that the objections received from representations, in particular from Natural England had to be resolved. Attempts to resolve the objections have been and a mutual way forward has been agreed. The DPDs are therefore now on course for submission to the Secretary of State and for adoption by summer of 2011. Further details on the DPDs will be available in next year's AMR.

2.6 Housing Allocations DPD

In the previous financial year, public notice was given on the commencement of work on the Housing Allocations DPD and discussions held with various landowners. However, further work on the preparation of this DPD did not continue this year. The reason for this is that sufficient information and evidence on this DPD was gathered as part of the Preferred Options work on the Core Strategy. It was therefore concluded that there was no longer need for the Housing Sites Allocations DPD. The DPD will therefore be deleted from the LDS in the next financial year.

2.7 Affordable Housing DPD

Public consultation on the revised Preferred Options ended in January 2010 and recommendations from representations noted. Following advice from Government Office, the resultant policies on Affordable Housing have been incorporated into the Core Strategy. Work on a separate Affordable Housing DPD has therefore been stopped.

2.8 Victoria Harbour SPD

An SPD for Victoria Harbour had been developed to an advanced stage; however, this SPD is currently being re-evaluated following the decision in late 2009 by PD Ports (the owner) to focus on the development of the renewable energy technologies on the Victoria Harbour site. Should any future decisions be made which would see Victoria Harbour develop as a mixed use development, the work which has already been carried out will be used to inform and guide any proposals which come forward. Further developments on this SPD will be available in next year's AMR.

2.9 Planning Obligations Supplementary Planning Document (SPD)

Consultation on the Draft SPD was completed by end of the financial year. Work towards publication of DPD is progressing with the view of adopting the DPD in January 2011.

2.10 Transport Assessments and Travel Plans SPD

Following Natural England's request that the SPD be subjected to an Appropriate Assessment Screening process in accordance with Article 6(3) and 6(4) of the Habitats Regulations Directive 92/43/EEC, a screening process was carried out and the SPD has now been adopted after full council in January 2010.

Conclusions

Whilst most milestones for the preparation of DPDs and SPDs have been met, there is a delay in the progression of the Core Strategy from 'Preferred Options' stage to 'Publication' stage due to change in the planning system as a result of a new government. The council will therefore be re-drafting and re-consulting on the Preferred Options. The re-consultation will commence on 29th November 2010 until the 11th of February 2011. Further details on this work will be available in next year's AMR.

The Affordable Housing DPD and the Housing Allocations DPD have now been incorporated into the Core Strategy hence will both be deleted from the LDS.

The Victoria Harbour SPD has been placed on hold since last year and is currently being re-evaluated following the decision in late 2009 by PD Ports (the owner) to focus on the development of the renewable energy technologies on the Victoria Harbour site.

The Statement of Community Involvement was adopted in January 2010.

The 2009 LDS will be revised next year to exclude the Affordable Housing and Housing Allocations DPDs; and to include more SPDs such as the Design SPD, Central Area SPD, Green Infrastructure SPD and Seaton SPD. Details on this will be available in the next report.

3. HARTLEPOOL – ITS KEY CHARACTERISTICS AND THE PROBLEMS AND CHALLENGES FACED

- 3.1 This section of the Annual Monitoring Report sets out the wider social, economic and environmental background of Hartlepool and the related issues, opportunities and challenges facing the Borough. It concludes with a SWOT analysis setting out the Strengths, Weaknesses, Opportunities and Threats relating to the future development of Hartlepool.
- 3.2 The key contextual indicators used in the text of this section of the Annual Monitoring Report to describe the wider characteristics of the town will provide the baseline for the analysis of trends, as these become apparent, and for assessing, in future Annual Monitoring Reports, the potential impact future planning policies may have had on these trends. The key characteristics reflect the Outcomes and Objectives set out in the new Community Strategy (2008) in so far as they relate to spatial planning. Many of the contextual indicators are related to priorities set out in Hartlepool's Local Area Agreement (2008-2011). Both documents can be viewed on the Hartlepool Partnership website (<http://www.hartlepoolpartnership.co.uk/>)

Hartlepool & the Sub Regional context.

- 3.3 The Borough comprises part of the Tees Valley Area formed by the five boroughs of Darlington, Hartlepool, Middlesbrough, Redcar & Cleveland and Stockton on Tees.
- 3.4 Hartlepool is an integral part of the Tees Valley City Region which extends through the Tees Valley into East Durham. It is a major retail service centre serving the town and parts of Easington. Over recent years it has developed as an office and tourism centre. The development of the Hartlepool Quays and particularly the proposed Victoria Harbour forms an important component of the Coastal Arc initiative stretching from Hartlepool through to Redcar, exploiting the potential of the coast as an economic and tourist driver for the city region.

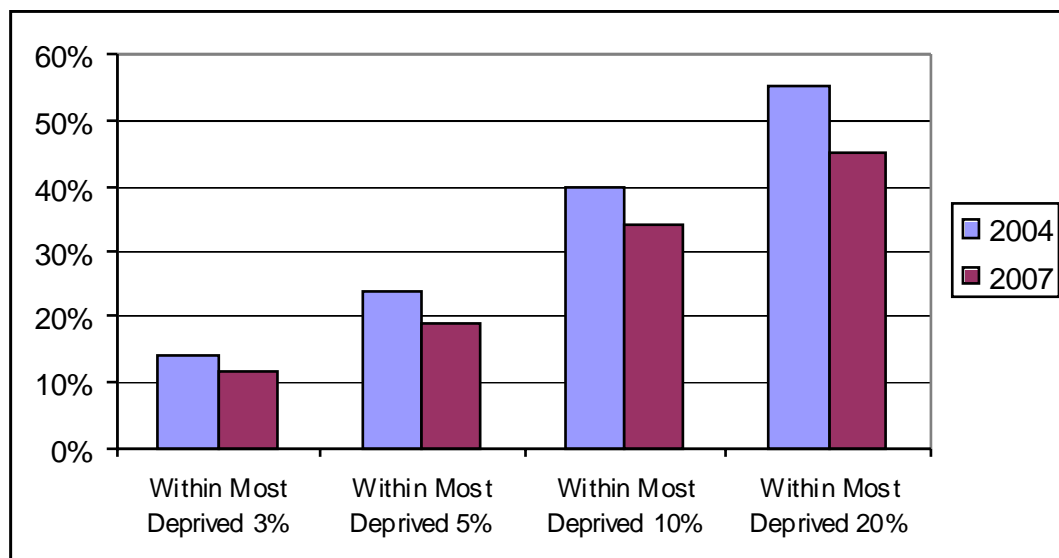
Hartlepool in the Local Context

- 3.5 Hartlepool has a long history, the first recorded settlement being centred on the Saxon Monastery founded in 640AD. Its first charter was issued in 1145. The town as it is today has grown around the natural haven which became its commercial port and from which its heavy industrial base developed.
- 3.6 The Borough of Hartlepool covers an area of about 9400 hectares (over 36 square miles). It is bounded to the east by the North Sea and encompasses the main urban area of the town of Hartlepool and a rural hinterland containing the five villages of Hart, Elwick, Dalton Piercy, Newton Bewley and Greatham. The main urban area of Hartlepool is a compact sustainable settlement with many of the needs of the residents in terms of housing, employment, shopping and leisure being able to be met within the town. The Durham Coast railway line runs through the centre of the town and connects Hartlepool to Newcastle, the rest of Tees Valley, York and London. The A19 trunk road runs north/south

through the western rural part of the Borough and it and the A1(M) are readily accessed via the A689 and the A179 roads which originate in the town centre.

- 3.7 The population of Hartlepool declined steadily in the later decades of the 1900s from 99,200 (1971 Census) to about 90,100 (2001 Census) but more recently has levelled out and has increased as the out-migration flows have decreased. Hartlepool currently has a population of about 91 700 (ONS 2008 mid-year estimates), of which only 1.2% were from the non-white and minority ethnic groups (2001 Census) compared to 8.7% nationally. A recent upsurge in the ethnic minority population in Hartlepool has been noted in the last 3 years and will probably be reflected in the next population census which is due in 2011
- 3.8 Hartlepool is currently ranked by the Index of Multiple Deprivation (IMD 2007) as the 23rd most disadvantaged district in the country. This is an improvement on the 2004 ranking of 14th most disadvantaged district. The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. The 2007 and 2004 Indices have been produced at Lower Super Output Area (LSOA) level, of which there are 32,482 in the country. The number of the 58 Super Output Areas⁴ (SOAs) in Hartlepool within the national most deprived 3%, 5%, 10% and 20% has declined between 2004 and 2007 as illustrated in the diagram below.

Figure 3.1 Super Output Areas within Index of Multiple Deprivation National Most Deprived Areas 2004 and 2007



Source: Communities and Local Government 2010

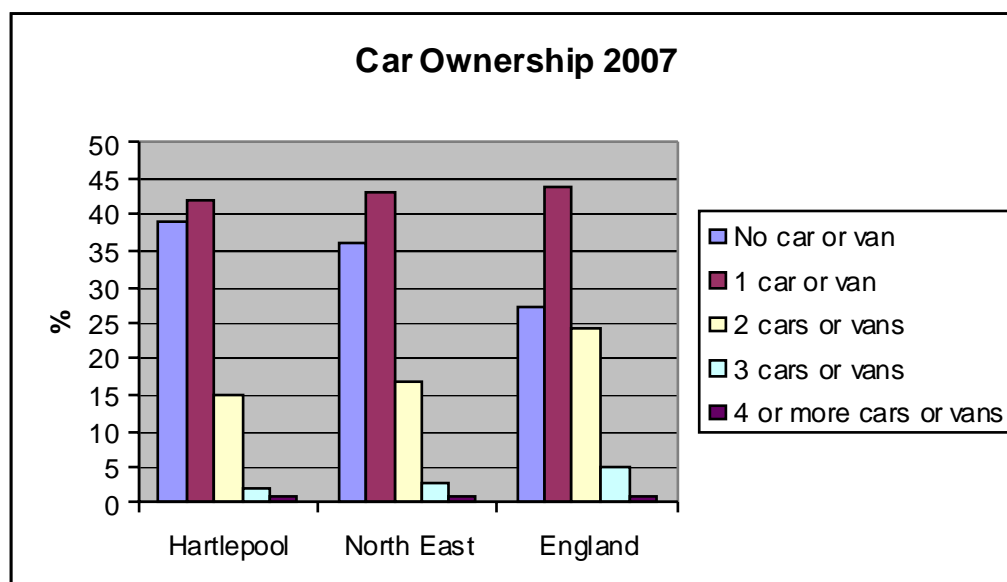
⁴Super Output Area, of which there are about 32,482 nationally, comprise sub-divisions of wards, of about 1500 people.

3.9 Many of the factors included in the Index of Multiple Deprivation may have been influenced indirectly by the planning policies of the Hartlepool 2006 Local Plan (e.g. policies enabling the diversification of employment opportunities can increase employment and income, policies for the improvement of the built and natural environment, including housing, can influence health, crime levels and the living environment generally).

3.10 Hartlepool suffers from a limited availability of good quality business sites and premises which hinders to some extent business formation and growth. However there has been significant investment in a series of capital projects that have improved the physical infrastructure of the town e.g. Queen's Meadow.

3.11 Car ownership, as shown in the graph below (source: ONS last updated 2007), is low in Hartlepool. 39% of households had no car in 2007 – by comparison, equivalent figures for the Tees Valley and England and Wales are 36% and 27% respectively. In some neighbourhoods over 60% of the population have no car.

Figure 3.2 Car Ownership



Source: Office for National Statistics 2007

Jobs and Economy

3.12 The tourism economy in Hartlepool has more than doubled since 1997 from £23m to £44m. This growth was principally based around the regeneration of the Marina area. In 2006, Hartlepool won the bid for the town to be the final port in the 2010 Tall Ships' Races. The event saw just under 1 million visitors coming to Hartlepool. This will obviously have a major impact on the town's economy and in particular the tourism sector and is estimated to have generated in the region of £26 million investment into the local economy. The new focus on development of Victoria Harbour is towards port-related uses and in particular towards construction associated with off shore wind and renewable energy technologies. If this development comes forward, Hartlepool is set to benefit economically from such developments in the future.

3.13 According to NOMIS (2010) and the Tees Valley Unlimited, the unemployment rate in Hartlepool is pegged at 7.4% compared to a regional average of 5.6% and a national average of 4.3% (Table 3.1). Rates have been calculated on a consistent basis throughout using residence based proportions (based on residents of working age) as published by National Statistics.

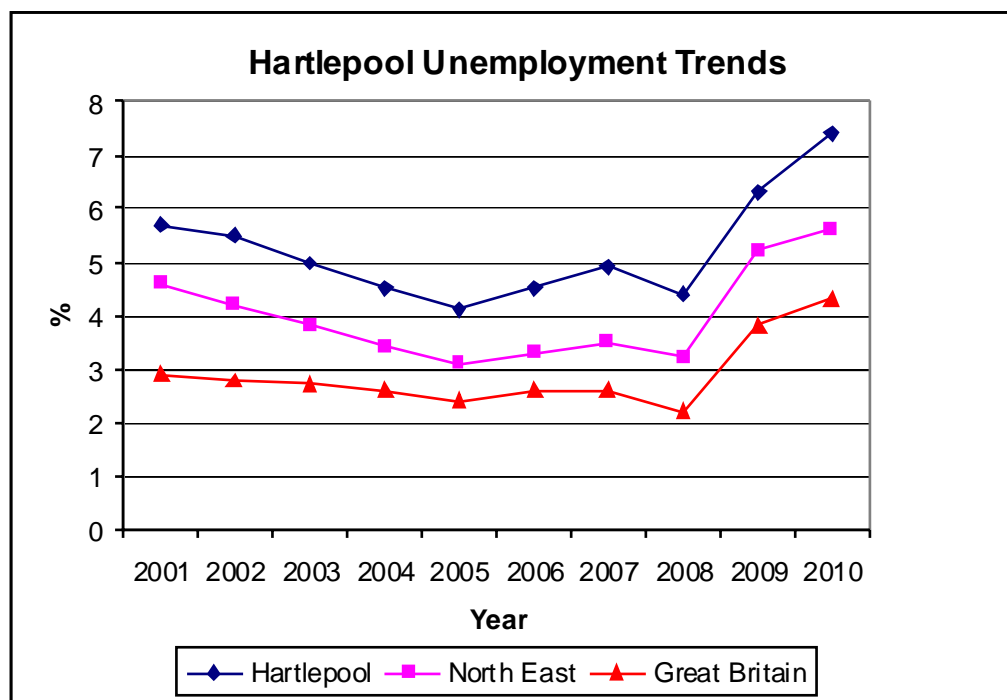
Table 3.1: Unemployment Rates 2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Darlington	4.4	3.9	3.6	3.2	3.0	3.2	3.2	3.0	5.1	5.6
Hartlepool	5.7	5.5	5.0	4.5	4.1	4.5	4.9	4.4	6.3	7.4
Middlesbrough	7.0	6.2	5.9	5.3	4.7	4.9	5.2	5.0	6.7	8.1
Redcar & Cleveland	5.5	5.0	4.4	3.9	3.5	4.0	4.1	3.8	5.7	6.6
Stockton-on-Tees	4.9	4.6	4.0	3.7	2.9	3.3	3.6	3.2	5.1	5.8
Tees Valley	5.5	5.1	4.6	4.1	3.6	3.9	4.1	3.8	5.7	6.6
North East	4.6	4.2	3.8	3.4	3.1	3.3	3.5	3.2	5.2	5.6
Great Britain	2.9	2.8	2.7	2.6	2.4	2.6	2.6	2.2	3.8	4.3

Source: NOMIS official labour market February 2010

3.14 Figure 3.3 shows the unemployment trends from 2001 through to 2010 at local, regional and national levels. Generally, the Hartlepool trend has followed similar patterns to the regional and national trends. A sharp increase in unemployment rate in 2009 is noted across the board with Hartlepool remaining the highest throughout. This sharp increase was a result of the economic downturn or 'credit crunch' which was experienced world-wide. However, in 2010 there is a noted slight decline in unemployment which could signal an economy slowly recovering from the recession. The unemployment gap between Hartlepool and the national average seems to be increasing in 2010.

Figure 3.3: Unemployment Trends 2010

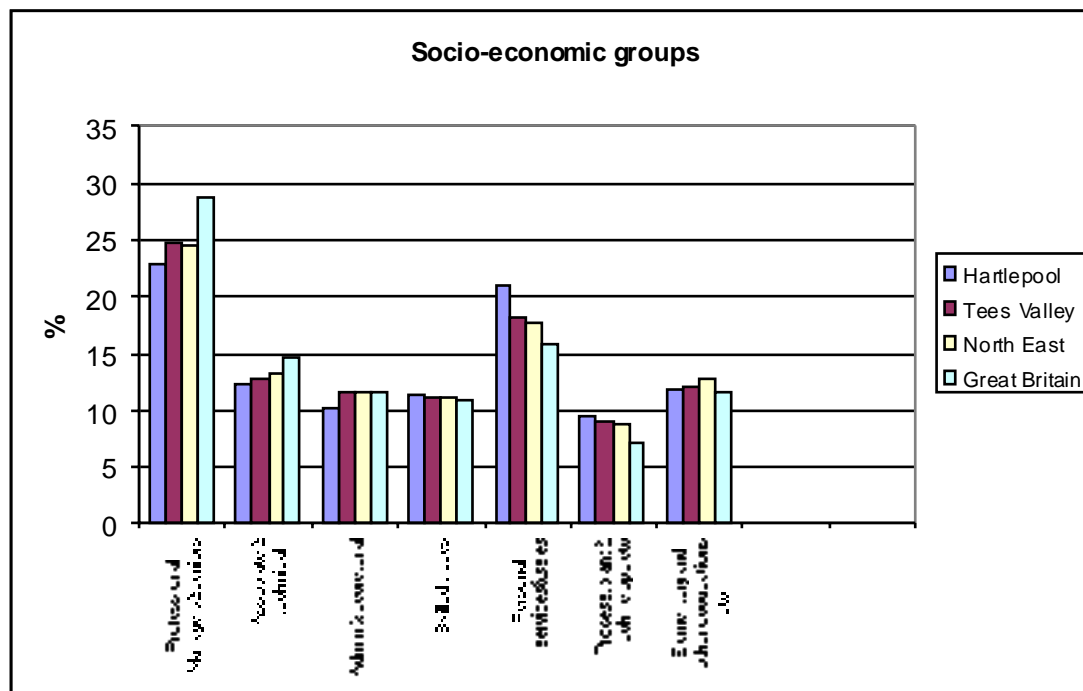


Source: NOMIS official labour market February 2010

Socio-economic groups

3.15 Hartlepool has a lower proportion of the higher socio-economic groups (e.g. professional managers and seniors, associate technical, administration secretarial) than nationally. Conversely, it has a higher proportion of the lower socio-economic groups such as process plant and machine operators, skilled trade. This is illustrated in the chart below.

Figure 3.4 Socio-economic groups 2010



Source: Tees Valley Unlimited August 2010

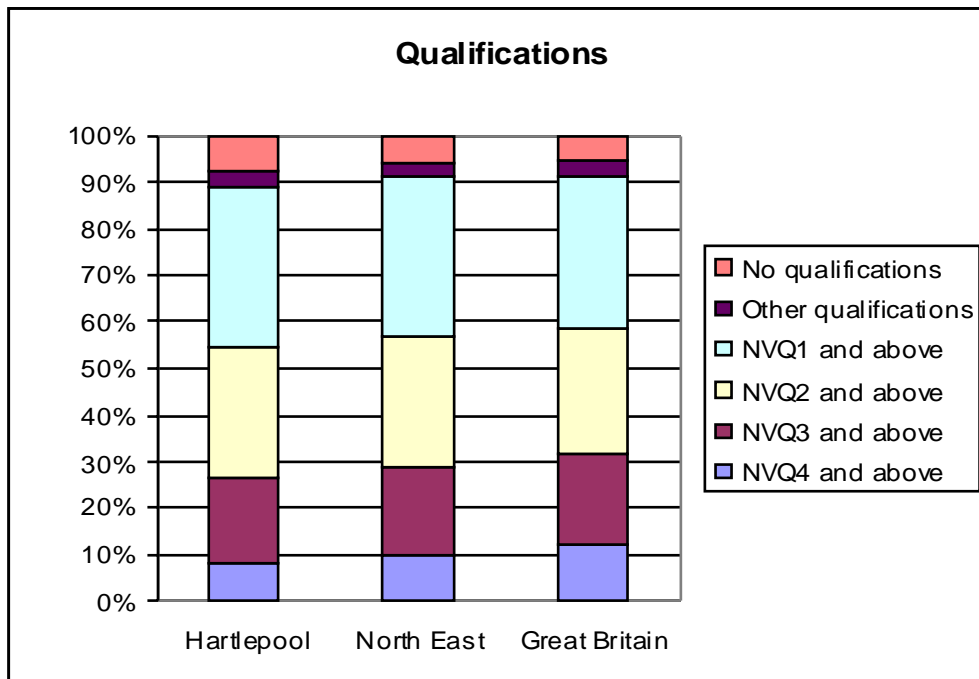
Health

3.16 The latest national statistics (2004) identifies that 24.4% of the population of Hartlepool stated that they had limiting long-term illness compared with 17.9% nationally (England and Wales). Cancer is the largest single cause of death in Hartlepool. Coronary heart disease, strokes, respiratory disease ratios are significantly higher than national ratios.

Lifelong Learning and Skills

3.17 Qualification levels in Hartlepool are slightly lower compared to the sub regional and national levels as illustrated in the graph below.

Figure 3.5: Qualifications 2010



Source: Tees Valley Unlimited August 2010

Community Safety

3.18 Community safety is one of the key issues being addressed by the Hartlepool Partnership and key community safety initiatives such as the introduction of Neighbourhood Policing and target hardening measures have contributed to the reduction in crime over the years. Safer Hartlepool Partnership's main aim is to reduce acquisitive crime and prevent re-offending.

3.19 Table 3.2 below gives a breakdown of offences by the crime category under which they were recorded by Cleveland Police during the period April 2009 to March 2010. These figures are based on the date that the crime was recorded not necessarily the date the offence occurred. During the period April 2009 to March 2010, Cleveland Police recorded 7646 offences, a reduction of 15% when compared to offences recorded during the previous financial year. Criminal damage including arson, violence against the person and wounding remain the most recorded forms of crime. Crime rates in Hartlepool remain relatively high compared to rates recorded for England and Wales (ONS, 2010).

Table 3.2: Notifiable Offences Recorded by the Police 2009/2010

Crime Category	Number of recorded offences
Burglary Dwelling	431
Burglary Others	324
Criminal Damage	1086
Criminal damage to a vehicle	666
Drugs Other - Supplying	153
Drugs Simple Possession	472
Fraud and Forgery	117
Other Crimes	151
Robbery	35
Sexual Offences	110
Theft - Other	1098
Theft from Motor Vehicle	332
Theft from Shops/Stalls	759
Theft of Motor Vehicle	210
Vehicle Interference	64
Violence against the person	1656
Total	7646

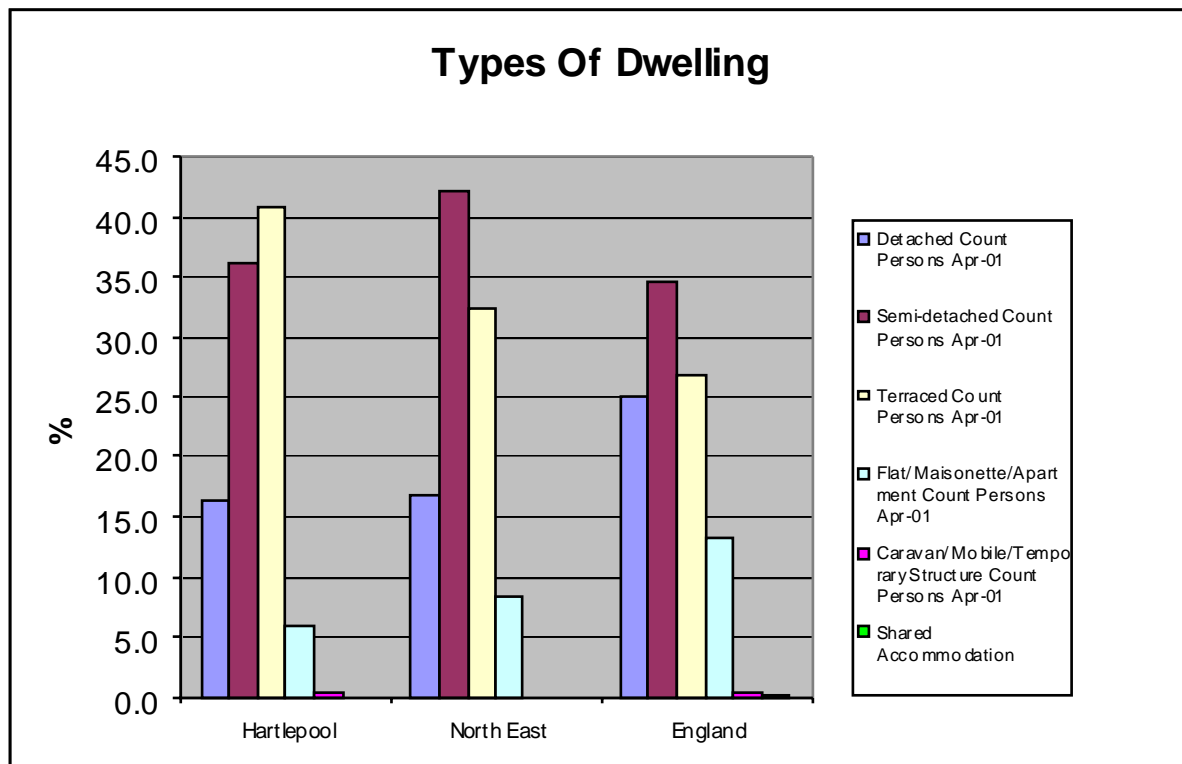
Source: Safer Hartlepool, Community Safety Research 2010

Housing

3.20 Within Hartlepool, housing market failure is evident in some parts of the town.

This is due in great part to the fact that Hartlepool contains higher than average levels of terraced housing stock (41% compared to 26.7% nationally in 2004), and that older terraced properties are much less popular than they were. Conversely the proportion of detached dwellings is relatively small (16.5% in 2004 compared to 24.9% nationally). Whilst, as illustrated in the chart below, the intercensal period 1991 to 2001 has seen a decrease in the proportion of terraced dwellings and an increase in the proportion of detached dwellings in Hartlepool, the imbalance in the housing stock is still evident.

Figure 3.6 Types of Dwelling – 1991 and 2001 census (updated November 2004)

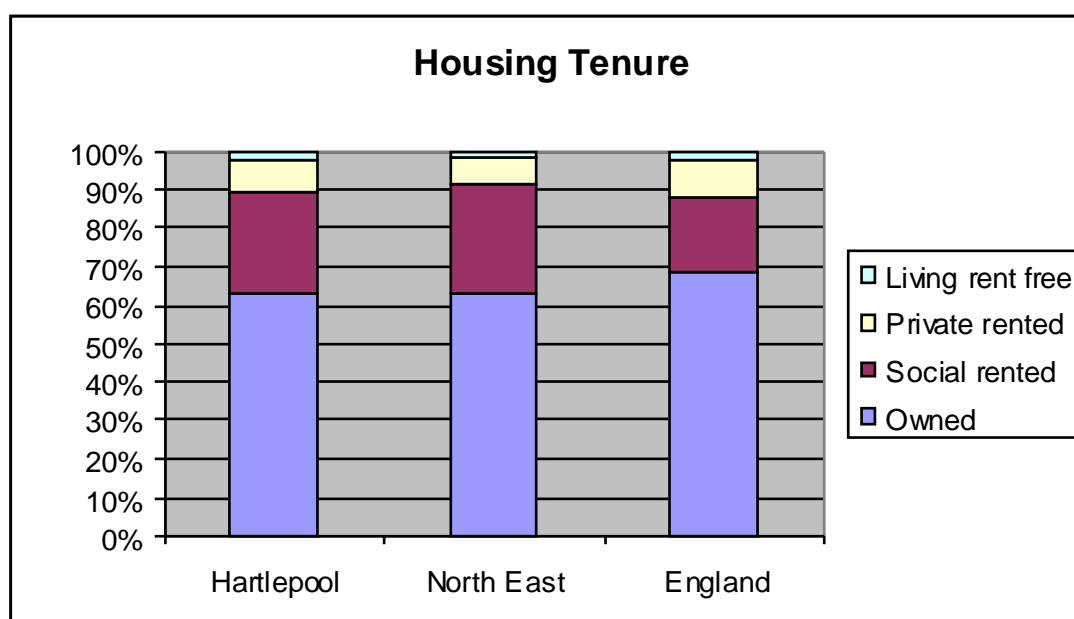


Source: Office for National Statistics 2004

3.21 The imbalance in the housing stock is being addressed on a holistic basis. Housing market renewal initiatives for clearance and improvement are seeking to tackle problems associated with the existing housing stock and new housing development is helping to change the overall balance of housing stock and provide greater choice.

3.22 In comparison with both regional and national levels, the proportion of owner-occupied dwellings is low in Hartlepool, and consequently the proportion of dwellings rented from the public sector is high as illustrated in Figure 3. Nevertheless demands on the social rented stock are still very high.

Figure 3.7 Housing Tenure (2001 Census updated 2004)



Source: Office for National Statistics 2004

Current House Prices

3.23 House prices in the Borough remain low compared to the regional and national average as shown on Table 3.3. The average price for houses sold in Hartlepool this year is £120,600. This is a 1.8% increase from the previous years' price of about £118,500. The increase could be due to the national economy slow recovery from the previous year's recession. Affordability is still a key issue in Hartlepool as highlighted in the Hartlepool Strategic Housing Market Assessment completed in June 2007.

Table 3.3: Average house prices by sales and volumes 2009/2010

Area	Detached		Semi-detached		Terraced		Flat/Maisonette		Total	
	Price	Sales	Price	Sales	Price	Sales	Price	Sales	Price	Sales
Darlington	£218,900	230	£136,100	409	£102,300	328	£112,600	102	£141,300	1069
Hartlepool	£225,100	138	£122,000	285	£80,300	343	£101,400	51	£120,600	817
Middlesbrough	£202,400	166	£121,100	525	£77,900	377	£96,000	94	£116,700	1162
Redcar & Cleveland	£199,000	249	£121,800	560	£89,600	363	£108,400	52	£127,400	1224
Stockton-on-Tees	£223,200	653	£122,600	890	£103,200	546	£114,400	91	£147,600	2180
Tees Valley	£216,100	1436	£124,200	2669	£91,600	1957	£107,000	390	£133,700	6452
North East	---	---	---	---	---	---	---	---	£141,700	24671
England & Wales	---	---	---	---	---	---	---	---	£219,700	653758

Source: Tees Valley Unlimited 2010

The Environment

3.24 Hartlepool has a rich environmental heritage and very diverse wildlife habitats giving rise to a wide range of buildings, archaeological remains, wildlife habitats, geological and geomorphological features, landscape types and coastal vistas.

The Built Environment

3.25 The town has a long maritime tradition and a strong Christian heritage with the twelfth century St Hilda's church (a Grade 1 Listed Building) built on the site of a seventh century monastery. The medieval parts of town are protected by the Town Wall constructed in 1315, now a Scheduled Monument and Grade 1 Listed Building. There are 8 Conservation Areas. One of the town's Victorian parks is included on the list of Registered Parks & Gardens. There are about 200 Listed Buildings (of which eight are Grade 1 or Grade II* Listed) and eight Scheduled Monuments.

Geological & Geomorphological Features

3.26 The geology of Hartlepool comprises two distinct types:

- The north of the Borough sits on the southern reaches of the Durham Magnesian Limestone Plateau, which is of international geological importance. Although the Magnesian Limestone in Hartlepool is generally too far below the overlying soils to give rise to the characteristic Magnesian Grassland flora found further north, it is exposed in several quarries and road cuttings and forms a spectacular gorge in West Crimdon Dene along the northern boundary of the Borough.
- The southern half of the Borough sits on Sherwood Sandstone from the Triassic period; a rare exposure on the coast at Long Scar & Little Scar Rocks is a Regionally Important Geological Site. Of more recent geological origin is the Submerged Forest SSSI, which underlies Carr House Sands and is intermittently exposed by the tide. This area of waterlogged peat has yielded pollen, mollusc and other remains, which have been used to establish the pattern of sea-level change in Eastern England over the past 5,000 years.

Wildlife Characteristics

3.27 The Borough is bordered on the east by the North Sea and features extensive areas of attractive coastline including beaches, dunes and coastal grassland. Much of the inter-tidal area of the coast is internationally important for its bird species and is protected as Teesmouth & Cleveland Coast Special Protection Area/Ramsar site. There are nationally protected Sites of Special Scientific Interest at Hart Warren, the Hartlepool Submerged Forest and Seaton Dunes and Common. Other areas of the coast include part of the Teesmouth National Nature Reserve and Sites of Nature Conservation Interest.

3.28 Hartlepool only has one inland SSSI, Hart Bog. This is a small area which has four distinct plant communities and is of particular botanical interest.

- 3.29 The prominent location of the town's Headland, as a first landfall on the east coast, makes it of national significance for the birdwatching community. Inland is an attractive, rolling agricultural landscape including areas of Special Landscape Value. Interspersed in this landscape are a number of fragmented but nevertheless diverse and important wildlife habitats.
- 3.30 There are 6 Local Nature Reserves spread across the town and 40 non-statutory geodiversity and biodiversity sites, protected as Sites of Nature Conservation Interest (SNCI) and/or Regionally Important Geological & Geomorphological Sites (RIGGS) have been identified in the Local Plan. A further five sites have been identified by the sub-regional RIGGS group as meriting this designation.
- 3.31 The Borough contains some notable examples of wildlife species: grey and common seals are frequent along the coastline with the latter breeding in Seaton Channel.
- 3.32 The area of sand dunes, grazing marsh and mudflats around the North Gare form the northern section of the Teesmouth National Nature Reserve where there are salt marsh and dune plants with some important species of marsh orchid and other rare species.

Bathing water

- 3.33 Seaton Beach covers an extensive area and attracts significant numbers of visitors for walking, bathing and windsurfing activities. The central and southern parts of the beach meet both the Bathing Water Directive's imperative standards and the Bathing Water guideline standards. The northern part of Seaton Beach however failed the guidelines standards at the end of the 2004 season.

Air quality

- 3.34 Air quality in Hartlepool currently meets statutory standards with no requirement to prepare any Air Quality Management Areas.

Culture and Leisure

- 3.35 Museums associated with Hartlepool's maritime heritage and other important cultural facilities including the art gallery and Town Hall Theatre are located within the central part of the town and comprise a significant focus for Hartlepool's growing tourism economy. In particular, the Hartlepool Maritime Experience is a major regional / national visitor attraction. It is likely that Hartlepool's attraction as a tourism destination will be considerably enhanced by the successful 2010 Tall Ships' Races event.

There are also a number of parks and recreation facilities scattered throughout the town. The three green wedges provide important links between the countryside and the heart of the urban areas. On the fringes of the built up area are three golf courses and the country park at Summerhill developed as part of the Tees Forest initiative.

Future Challenges

3.36 Hartlepool has over recent years seen substantial investment which has completely transformed its environment, overall prosperity and above all its image. Below is an analysis of the main strengths, weaknesses, opportunities and threats facing the Borough.

Table 3.2 Strengths, weaknesses, opportunities and threats facing the Borough

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Compactness of main urban area • Expanding population • Sense of community / belonging • Partnership working • Good track record in delivering physical regeneration • Diverse, high quality and accessible natural environment • Maritime, industrial and religious heritage • Availability of high quality housing • Successful housing renewal • High levels of accessibility by road • Lack of congestion • Good local road communications • Direct rail link to London • Good local rail services • Active and diverse voluntary and community sector • Positive community engagement • Successful event management • Small business and SME development • Growth of visitor market • High quality tourist attractions • High quality expanding educational facilities 	<ul style="list-style-type: none"> • Perceived image • Location off main north-south road corridor • High deprivation across large areas of the town • Low employment rates and high level of worklessness • Legacy of declining heavy industrial base • Small service sector • Imbalance in the housing stock • Shortage of affordable housing • Poor health • Low level of skills • High crime rates • Exposed climate • Range and offer of retail facilities 	<ul style="list-style-type: none"> • Young population, possible asset for future prosperity • Can improve the economy and the growing house choice thus improving the recent stabilisation of population levels • Availability of land to enable diversification of employment opportunities • Potential for development of major research, manufacturing and distribution facilities on A19 corridor • potential for further tourism investment • Potential for integrated transport links • Major high quality employment opportunities at Victoria Harbour, Queens Meadow and Wynyard Park • Success of Tall ship races and opportunity to bid for the event in the future • Plans for development of Tees Valley Metro • Established housing market renewal programme • New state of the art hospital site in Wynyard • Potential New Nuclear Power Station • Renewable Energy and Eco Industries • Developing indigenous business start-up and growth 	<ul style="list-style-type: none"> • Closure of major employer • Expansion of area affected by housing market failure • Climate change and rising sea levels • Lack of financial resources / budget deficits • Increasing car ownership and congestion • Loss of Tees Crossing Project • Access to New hospital • Competition from neighbouring out of town retail parks • Competition from outlying housing markets • Government spending cuts could affect regeneration and employment levels

- 3.37 The main challenge this year and the coming years is to face up to the public expenditure cuts as local services will have to be scaled down and carried out on a more constrained restricted budget. Job losses are a real threat to the local economy and this will probably lead to an upsurge in the number of people seeking welfare benefits. Despite the expenditure cuts, Hartlepool will continue to support the development of the local economy and to address the imbalance in the housing stock (including the lack of affordable housing and executive housing) so as to at least maintain the population at its current level and to ensure that the town remains sustainable and an attractive place to live, work and play. Planning policies enabling an improvement in the range of housing available in the town (both through demolition and replacement of older terraced housing and provision of a range of new housing), to enable the diversification of the local economy and the growth in tourism, to encourage the provision of improved transport links and to improve the built and natural environment will all assist in achieving this aim and improve the quality of life.
- 3.38 The Regional Spatial Strategy (July 2008), in seeking to increase population growth in the region assumes the achievement of higher economic growth rates in order to bridge the gap between the Northern and other more prosperous regions of the country. The attraction and retention of highly skilled workers is viewed as critical to regional and sub-regional economic success. Both the RSS and the Regional Economic Strategy highlight that a large majority of this increase in population will derive from in-migration of highly skilled households over this period. Whilst acknowledging the government's intention to abolish the RSS, Hartlepool as part of the Tees Valley and through the saved policies of the 2006 Hartlepool Local Plan will seek to ensure the right housing and environmental conditions are available to contribute to population growth and the attraction of key highly skilled workers to the region.



4. ASSESSMENT OF POLICIES

Introduction

- 4.1 This section of the Annual Monitoring Report considers the effectiveness of current planning policies. The current planning policies in terms of the period covered by this report are those of the Hartlepool Local Plan adopted in April 2006 and which were in force at 31st March 2010.
- 4.2 It is impractical to assess every single policy of the 2006 Hartlepool Local Plan. Data may not be readily available and in any event some policies lend themselves to qualitative rather than quantitative assessment for which 'satisfaction' and other surveys will have to be carried out as part of the process of obtaining the views of the community and others.
- 4.3 Government advice on monitoring in relation to the new Local Development Framework (LDF) planning system suggests that objectives are established early in the plan preparation process leading to the formulation of policies, and that targets should be set and output indicators established to monitor progress towards achieving the targets.
- 4.4 ***This section therefore considers the objectives of the 2006 Local Plan, the policies relating to these objectives and some related output indicators for judging the effectiveness of the policies.*** The indicators include relevant national core output indicators and a number of local output indicators. Some additional local output indicators relating to the objectives and policies of the plan have been added in this fifth report and further local output indicators will be included in subsequent annual monitoring reports. It should be noted that the Local Plan policies have been automatically saved up for a three-year period up to April 2009. A Schedule of Local Plan policies which the Secretary of State agreed to save beyond April 2009 are set out in Appendix 1. The saved policies are also available online on the Council's website.
- 4.5 A selected number of targets are included in the report and in addition reference is made to other local, national or regional targets in the commentary where appropriate.

Hartlepool Local Plan Objectives, Policies and Indicators

- 4.6 The overall aim of the Hartlepool Local Plan is "*to continue to regenerate Hartlepool securing a better future for its people by seeking to meet economic, environmental and social needs in a sustainable manner*". In the context of this aim, the strategy for the Local Plan covers the following four areas:
- regeneration of Hartlepool
 - provision of community needs
 - conservation and improvement of the environment
 - maximisation of accessibility.

- 4.7 The plan sets out specific objectives relating to the above four elements of the strategy, from which the plan's policies have been developed. Many of these policies relate to more than one objective.
- 4.8 The following part of this section sets out for each objective or group of objectives of the Hartlepool Local Plan:
- main policies flowing from the objective(s)
 - output indicator(s)
 - targets (where set)
 - data relating to the indicator(s),
 - some analysis and comment on the data, and where appropriate
 - some commentary on the related local plan policies.
- 4.9 Indicators have not however been established for all objectives, partly because of resource considerations and partly because a new Hartlepool planning system has been installed and is not yet fully operational in respect of the development of monitoring information. Nevertheless, all planning proposals and developments have been examined as part of the monitoring process, although the data provided in this report for completed developments does not include minor extensions to existing premises / uses, but focuses rather on new completed development or significant extensions, permitted through the approval of planning permission i.e. the development management or 'development control (DC) process.
- 4.10 The core output indicators are grouped into 5 groups as follows:
- Business development and town centres (BD1, BD2, BD3 and BD4)
 - Housing (H1, H2a, H2b, H2c, H2d, H3, H4, H5 and H6)
 - Environmental quality (E1, E2 and E3)
 - Minerals (M1 and M2)
 - Waste (W1 and W2)

Business Development and Town Centres

Local Plan objectives A1, A2, A3, A4 and A8: to encourage the provision of more and higher quality job opportunities, to ensure that sites are available for the full range of industrial and commercial activities so as to enable the diversification of employment opportunities, to encourage the development of additional office, small business and light industrial uses, to promote the growth of tourism and to promote mixed use developments where appropriate.

Local Plan objectives B2 and D3: to ensure that Hartlepool Town Centre continues to fulfil its role as a vibrant and viable amenity providing a wide range of attractions and services with convenient access for the whole community and to ensure that developments attracting large numbers of people locate in existing centres which are highly accessible by means other than the private car

Related Policies

- Encouraging the development of the town centre as the main shopping, commercial and social centre of Hartlepool (Com1);
- Protecting the retail character of the primary shopping area (Com2) and allocation of development site within primary shopping area (Com3);
- Identifying the sequential approach for shopping and other main town centre uses (Com8 and Com9);
- Improvement of accessibility to and within town centre by modes other than the car (Tra1, Tra4, Tra5, Tra7);
- Restriction on retail developments in industrial areas and at petrol filling stations (Com10 and Com11);
- Preventing spread of town centre uses to adjoining residential areas (Hsg4);
- Sequential approach for major leisure developments (Rec14);
- Identifying area where late night uses permitted (Rec13).
- Identification and criteria for development on business and other high quality industrial sites at Wynyard Business Park (Ind1), North Burn (Ind2), Queens Meadow (Ind3) and Sovereign Park, Park View West and Golden Flatts (Ind4);
- Identification and allocation of sites for wide range of employment uses including light and general industry (Ind5, PU6), bad neighbour uses (Ind6), port-related development (Ind7) and potentially polluting or hazardous developments (Ind9 – Ind10);
- Identification of sites and areas for retail and other commercial development in primary shopping area (Com3), edge of centre locations (Com4), at Tees Bay (Com7) and west of A179/north of Middleton Road (Com17);
- Identification of areas for mixed use developments at Victoria Harbour (Com15), the Headland (Com16), edge of centre sites (Com4) and Tees Bay (Com7);
- Intention to acquire sites to improve the local economy or general environment (GEP15).

A number of output indicators have been selected to measure the effectiveness of the policies which seek to diversify and improve employment opportunities. These include most of the **national core output indicators** relating to business development and **additional local output indicators** relating to the amount and proportion of developments on prestige, high quality and other sites identified for business uses, and the number of new business start-ups.

Core Output Indicator BD1: Total amount of additional employment floorspace - by type (gross and net)

Core Output Indicator BD2: Total amount of employment floorspace on previously developed land - by type

Core Output Indicator BD3: employment land available

Table 4.1: Employment Floorspace

		Use Class B1a	Use Class B1b	Use Class B1c	Use Class B2	Use Class B8	Total
BD1	gross (m ²)	-	-	-	-	246	246
	Net (m ²)	-	-	-	-	-	-
BD2	gross	-	-	-	-	246	246
	% gross on PDL	-	-	-	-	100	100
BD3	hectares	25.4	25.4	25.4	92.05	50.41	218.66

Commentary

In comparison to last year (with total additional floorspace completions of 1603.4m²), this year has seen a significant reduction in business development with only a total of 246 m² completed floorspace at Oakesway Business Park and at Graythorp for B8 uses as shown on Table 4.1. Although the economy is slowly recovering from last year's recession, this year's significant decrease in business development could be due to the slow pick-up in business following the recession.

Available employment land this year has marginally decreased to 218.66 m² compared to last year's 218.68m². This indicates there was no significant take up of available employment land and this is not a positive development for Hartlepool.

Most industries in Hartlepool are located in the Southern parts of Hartlepool and this area is classed as the Southern Business Zone (SBZ) according to a study carried out last year and completed in February 2009. The SBZ study indicates that the SBZ consists of 15 separate industrial estates and business parks and covers an area of about 170 hectares to the south of Hartlepool. It is home to approximately 400 companies who between them employ 5,000 people making it a key employment area and a major driver of economic prosperity for the Tees Valley sub-region. The SBZ is generally found to lack the modern, high quality premises and sites that are better able to meet the needs of modern business occupiers, such as those from high growth sectors like knowledge based industries.

The SBZ Action Plan is now in place and its vision is:

'to become a driver of success for the sub-region, ensuring the SBZ captures recognised opportunities for growth for the benefit of local people, business and the environment'.

To achieve this vision the following strategic objectives have been set:

- Close the skills gap so that local people can better benefit from anticipated economic growth.
- Provide better access to job opportunities.
- Enhance support for existing and new businesses.
- Attract new business and inward investment.
- Maximise supply chain opportunities for local firms.
- Improve the environment, appearance and image of the area.
- Rationalise land use.
- Help diversify the economic base

The rest of the report can be viewed on the Council's website.

Employment land in Hartlepool can generally be categorised as follows:

- i. Sub-regionally important Greenfield Key Employment sites close to the A19 corridor (Wynyard Business Park and North Burn)
- ii. locally important prestige and high quality sites within the town (Queens Meadow Business Park, Sovereign Park, Park View West and Golden Flatts);
- iii. within mixed use regeneration sites (Marina / Victoria Harbour)
- iv. 'general' industrial sites, most of which are substantially developed;
- v. sites retained for port and port-related uses (part Victoria Harbour and North Seaton Channel); and
- vi. site for potentially polluting and hazardous industry (North Graythorp),

An Employment Land Review (ELR), was carried out by Nathaniel and Lichfield and it was completed in December 2008.

The ELR reveals that about 40% of the employment land available in the Borough comprises the sub-regionally important land at Wynyard some distance from the main urban area of Hartlepool. Within the town itself, much of the available land is on the high quality sites, only one of which (Golden Flatts) remains totally undeveloped. However this site has been recommended for de-allocation by the ELR study. The northern most part of the site is currently being considered for housing. The ELR report is available on the Council's website on the following link:

<http://www.hartlepool.gov.uk/site/scripts/downloads.php?categoryID=3384>

About 15% of the available employment land is reserved for port and port-related uses or for potentially polluting or hazardous industries, whilst much of the remaining land comprises often small parcels of land within substantially developed industrial estates.

Core Output Indicator BD4: Total amount of floor space for town centre uses

Table 4.2: Amount of completed floorspace for town centre uses

		A1	A2	B1a	D2	Total
BD4	Gross (m ²)	493	-	-	-	493
	Net (m ²)	-	-	-	-	-

Commentary

This year has seen less floorspace completions for town centre uses i.e. a total of 493 m² compared to last year's total of 2346.2m². This reflects the position nationally where town and city centres were affected badly by the recession with closure of many national brand shops. The completion of 5 retail units in Catcote Road Local Centre, another at Milton Road and one at Cafe A19 in Elwick have attributed to this year's total floorspace completions.

Local Output Indicator: *Vacancy rates in the town centre*

Table 4.3: Vacancy Rates in the Town Centre

No. of Retail Units	No. of Vacant Units	Total Retail Floorspace (sqm)	Vacant Retail Floorspace (sqm)
509	102 (20%)	135 143	21 328 (15.8%)

Commentary

Information on vacancies can provide a useful indication of the viability of the town centre. The area of the Town Centre was defined in the 2006 Local Plan. This year's records show 20% of the retail units in the town centre are vacant. This is a reduction of 2% compared to last year and a slightly positive development in terms of the town centre's viability. It is, however of concern that although the vacancy rate has slightly decreased, high quality shops are being replaced by low quality shops

as well as charity shops. Outside the town centre boundary, at the Hartlepool Marina, a similar pattern of shop replacement has occurred.

The Retail Study (2008) reports that vacancy rates in terms of floorspace in Hartlepool is significantly above the UK national average and more recent surveys have revealed additional vacancies in the town centre.

With the above in mind, vacancy rates can be seen as a major issue for Hartlepool Town Centre.

Local Plan objective A4: to promote the growth of tourism

Related Policies

- Identification of areas for tourism related developments at the Marina (To1), Headland (To2) and Seaton Carew (To4 – To6);
- Encouragement of green tourism (To7 –To8) and business tourism (To11);
- Encouraging the provision of tourist accommodation (To9) and identifying criteria for touring caravan sites (To10).

Local Output Indicator: ***Planning permissions granted for tourist related developments***

Table 4.4: Planning permissions granted for tourism related developments 2008/09

General Location	Site / Location	Development
Edge of town centre	Premier Inn hotel Maritime Avenue	Erection of a 54 bed floating hotel extension to existing hotel.
Town Centre	Transport Interchange site	Provision of transport interchange including bus and coach stands and canopies, taxi rank, provision of long and short stay parking spaces, improvements to the railway station.
Edge of town centre	91 York Road	Part change of use to form licensed restaurant and hotel
Town Centre	Wesley Chapel, Wesley Square	Change of use from vacant night club to hotel and licensed bar/bistro/restaurant
Edge of town	The Marina	Change of use from A1 retail to American Style dinner including outside seating area
Countryside	Ashfield Farm Dalton Piercy Road	Change of use of sheep paddock to provide storage for touring caravans, provision of residential caravan to provide security to storage site and the adjacent caravan park

Commentary

Tourism has become very important to the Hartlepool economy, the development at the Marina acting as a catalyst to its success. The Local Plan identifies the Marina, Victoria Harbour, the Headland and Seaton Carew as main tourism destinations and its policies encourage appropriate developments related to the very different character of these areas. The planning permissions granted during the year reflect these characteristics (see Table 4.4), although some of these developments have not yet been implemented.

Hartlepool's hosting of the Tall Ships Races in August 2010 is anticipated to have a major impact on the town's attraction as a tourist destination. Initial estimates suggest that the event could generate around £26 million worth of investment into the town centre.

Housing

Local Plan objectives A9 and B1: to encourage the provision of high quality housing and to ensure that there is available throughout the plan period an adequate supply of suitable housing land which is capable of offering in different localities, a range of house types to meet all needs.

Local Plan objective A6: to improve the viability and environment of older housing, commercial and industrial areas

Related Policies

- Improvement of existing housing stock and its environment (Hsg1);
- Selective housing clearance and housing market renewal programmes (Hsg2 – Hsg3);
- Seeking contributions from developers for improvements in housing areas (GEP9);
- Encouraging and undertaking environmental and other enhancement schemes in Industrial and Commercial Improvement Areas (Ind8 and Com6).
- Management of housing land supply (Hsg5);
- Provision of housing in mixed use developments at Victoria Harbour and the Headland (Hsg6);
- Setting out the criteria for residential annexes, homes and hostels, residential mobile homes and gypsy sites (Hsg11 – Hsg14);
- Encouraging residential conversions and use of upper floors (Hsg7 – Hsg8);
- Seeking contributions from developers for highway and infrastructure works (GEP9).

Core Output Indicator H1 (a): plan period and housing targets (dwellings in Adopted Local Plan)

Core Output Indicator H1 (b): plan period and housing targets (dwellings in RSS)

Table 4.5: Housing targets 2004-2021

	Start of plan period	End of plan period	Total housing required	Source of plan target
H1(b)	2004	2021	6730	Adopted RSS 2008

Core Output Indicator H2a: Net additional dwellings - in previous years

Core Output Indicator H2b: Net additional dwellings – for the reporting year

Core Output Indicator H2c: Net additional dwellings in future years

Core Output Indicator H2d: Managed delivery target

Table 4.6: Recent housing levels, likely future housing levels and how future housing levels are expected to come forward taking into account the previous years' performance.

Core Indicator	Output	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21
H2a	Net additional dwellings in previous years	206	255	225	0	456												
H2b	Net additional dwellings for the reporting year						307											
H2c	Net additional dwellings in future years							390	362	579	472	476	495	482	446	415	556	553
	Target (RSS)	390	390	390	390	390	390	390	400	400	400	400	400	400	400	400	400	400
H2d	Managed Delivery target	-184	-135	-165	-390	+66	-83	0	-38	+179	+72	+76	+95	+82	+46	+15	+156	+153
	Cumulative Delivery target	-184	-319	-484	-874	-808	-891	-891	-929	-750	-678	-602	-507	-525	-479	-464	-308	-155

In relation to the RSS target; + denotes over delivery and – (minus) under delivery.

The Housing Trajectory Graph (Diagram 4.1, drawn from data on Table 4.6 above) shows the number of net housing completions since 2004 and projected net completions for the period to 2021 in relation to the average annual strategic housing requirements set by the Regional Spatial Strategy⁵.

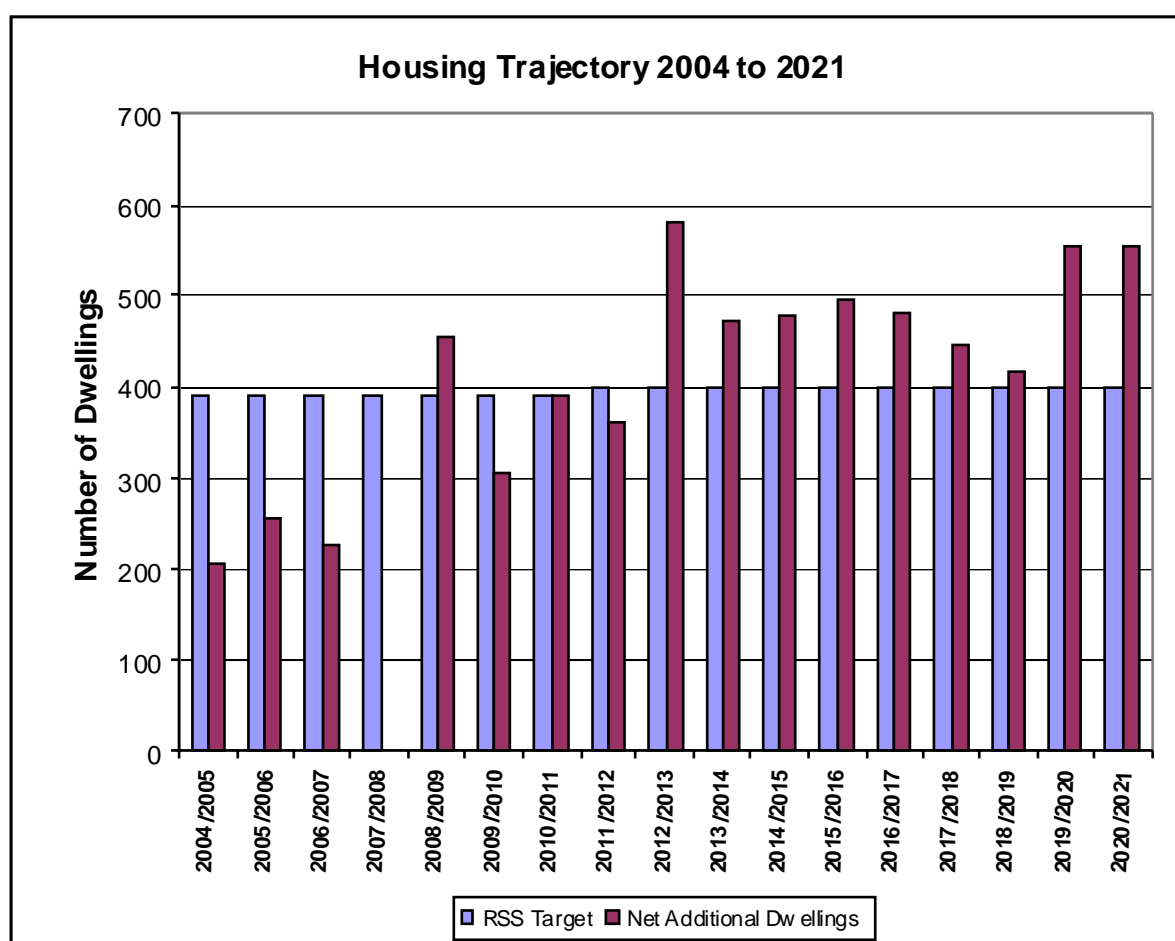
Future net completions are estimated taking into account:

- a) anticipated completion rates on committed sites already under construction (including conversions) plus

⁵ As set out in the Regional Spatial Strategy July 2008

- b) anticipated completion rates on most, but not all, sites and conversions with planning permission plus
- c) anticipated completion rates on major sites for which planning permission is pending, primarily the Victoria Harbour proposal, plus
- d) Anticipated completions from the SHLAA sites, plus
- e) anticipated completions on additional sites which it is anticipated are likely to come forward (e.g. social housing developments and redevelopments on future cleared sites), less
- f) anticipated demolitions of occupied dwellings (estimated to be 70% of actual demolitions of dwellings in the private sector and 97% of actual demolitions of dwellings in the public sector).

Diagram 4.1: Housing Trajectory 2004 to 2021



Commentary

In 2009/2010, net additional dwellings attributed to 307. This is less than the previous year in which net additional dwellings of 456 were recorded. In 2009/10 the gross completions were 452, which is in excess of net RSS target. However, there were 145 demolitions (mainly on Housing Market Renewal sites) which brought the net additional dwelling figure down to 307. The new dwellings in 2009/10 were distributed across a variety of housing sites, including the ongoing developments at Middle Warren and the Marina, on the Housing Market Renewal (HMR) site at the Headway and sites finishing at Titan House and Stockton Road.

Although net additional dwellings are slightly lower than the RSS set target of 390 dwellings, the figure is expected to increase and meet the RSS requirements next year as more completions from existing private and HMR sites are anticipated. Hartlepool was included in the Tees Valley Growth Point bid in October 2007 which was subsequently approved in August 2008. The funding received through the programme has helped support development on new and existing sites. A subsequent reduction in Growth Point budgets may impact on the speed of delivery of some sites.

Continuing commitments (at Middle Warren, the HMR sites, small Brownfield sites and the Hartlepool Marina) together with the proposed new housing sites on the western fringe of the town as in the upcoming Core Strategy Preferred Options DPD will account for a large proportion of proposed future housing supply over the next 15 years.

The housing trajectory (diagram 4.1) shows an overall housing supply amounting to about 6675 dwellings over the period 2004 to 2021 against the current strategic housing requirement of 6730 as set out in the RSS. This indicates that the Borough will have an under-supply of approximately 55 dwellings by end of the plan period. .

The Core Strategy Preferred Options DPD which is expected to be adopted in the summer of 2011 will address the housing sites allocations to enable the strategic housing requirements in the Regional Spatial Strategy to be met. The Core Strategy Preferred Options DPD includes new sites on the western edge of the town for housing development. These are included as a replacement for the large site at Victoria Harbour following the decision of Victoria Harbour land owners to concentrate development on the port-related and employment uses.

Sites assessed through the Strategic Housing Land Availability Assessment (SHLAA) that have been identified as being suitable for housing and ultimately deliverable, have been included in the housing trajectory for this year.

Local Plan objectives A7 and C10: to promote development on previously used sites where appropriate and to encourage the full use of empty or underused buildings and to ensure the appropriate enhancement of derelict, unused and under-used land and buildings

Related Policies

- Reclamation and re-use of derelict and disused land (GEP17);
- Acquisition of untidy sites (GEP16);
- Encouraging development on contaminated land (GEP18)
- Encouraging residential conversions and the residential re-use of upper floors of properties (Hsg7 – Hsg8).

Core Output Indicator H3: New and converted dwellings – on previously developed land (PDL)

Targets: The Local Plan targets for the proportion of housing development to be provided on previously developed land and through conversions of existing buildings to be 75% by 2016. This year it is 78.5%.

Table 4.7: The number of gross new dwellings being built upon previously developed land.

		Total
H3	Gross	452
	% Gross on PDL	78.5

Commentary

The percentage of development on previously developed land this year has increased to 78.5% from last year's 36.2%.

As expected from last year's report, during 2009/2010 the proportion of Brownfield land has significantly rose as Middle Warren is nearly complete and cleared sites in the Housing Market Renewal areas have been developed. Next year, the percentage of completions on brownfield land is expected to rise even further with the completion of house builds on further cleared sites from the HMR programme. These sites include; Belle Vue, Central Area (Charles Street/Hucklehoven Way) and Easington Road.

Local Output Indicator: Types of housing completed

Table 4.9: Types of Houses completed (gross): 2009/2010

Type		subtotal	total
Whole houses or bungalows	1 bedroom	0	228
	2 bedrooms	44	
	3 bedrooms	137	
	4 or more bedrooms	47	
Flats, Maisonettes or Apartments	1 bedroom	4	162
	2 bedrooms	158	
	3 bedrooms	0	
	4 or more bedrooms	0	

Commentary

Provision of flats / apartments has decreased this year accounting for 41.5% of all completions compared to last year's 52.6%. This means that provision of 2⁺ bedroom whole houses/bungalows has increased to 58.5%.

In the period 2004 to 2009, flats/apartments provision has been steadily increasing as follows:

- 2004/2005, about 26% of all completions
- 2005/2006, about 23% of all completions
- 2006/2007, about 36% of all completions
- 2007/2008 about 31% of all completions
- 2008/2009, about 52.6% of all completions.

It has become evident that provision of 1-bedroom houses/bungalows and 3⁺ bedroom flats or apartments has not been recorded in the last two years.

According to the Strategic Housing Market Assessment (2007); across Hartlepool, demand for 3 and 4 bedroom houses was strongest equating to 65.6% of the general requirements from the survey and demand for bungalows exceeds supply. This year whole houses or bungalows at 58.5% have accounted for more than half of all completions and this indicates that the council is addressing the shortage of homes in this category as identified in the Strategic Housing Market Assessment (2007).

Core Output Indicator H5: Gross affordable housing completions

Table 4.10: Gross affordable housing completions 2009/10

	Social rent homes provided	Intermediate homes Provided	Affordable homes total
H5	89	33	122

Commentary

The Strategic Housing Market Assessment (2007) identified a gross shortfall of 393 affordable dwellings per annum in Hartlepool. This year has only delivered a total of 122 affordable homes which is about 69% lower than this identified shortfall. This

year has also seen a drop of about 21% in affordable housing completions compared to last year. This could be attributed to the economic downturn experienced in the previous year which negatively affected the national housing market significantly. As a result of the recession, developers scaled down on delivering new homes hence the drop in completed affordable houses despite demand for affordable homes remaining high and exceeding supply. The general trend of rising house prices in recent years (see Table 3.3) and a new demand for RSL stock⁶ has altered the position in respect of affordability.

The Council has now considered the issue of affordable housing through its Scrutiny process and has identified a range of positive actions to address shortage of affordable housing in the Borough. These include an assessment of council owned land that is suitable for housing development, the inclusion of Affordable Housing Policies in the upcoming Core Strategy Preferred Options DPD and on-going work in partnership with local Registered Providers to bring forward development proposals.

Commentary on Related Planning Policies

The housing market renewal programme has continued during 2009/2010. This year there has been 145 compared to last year's 74 demolitions. The Housing Market Renewal has completed demolishing the Easington road site (2.3 hectares) and the Belle Vue site (2.6 hectares). Demolition works on the 0.8 hectare central site in Hucklehoven Way/Charles Street have already this year and houses are expected to be completed in the next financial year. More houses are expected to be completed next year from the three housing sites and this is anticipated to have a significant effect on the housing trajectory next year.

Core Output Indicator H4: Net additional pitches (Gypsy and Traveller)

Table 4.11: Number of gypsy and traveller pitches delivered.

	Permanent	Transit	Total
H4	nil	nil	nil

⁶ Registered Social Landlords including Housing Hartlepool and other Housing Associations such as Three Rivers and Endeavour.

Hartlepool currently has no identified sites for pitches for Gypsies and Travelers. However Policy Hsg14 of the 2006 Local Plan sets out criteria on which to assess any application for planning permission for a gypsy and traveler sites.

The Council, together with other Tees Valley Authorities has produced The Tees Valley Gypsy and Travelers Accommodation Needs Assessment (GTAA). This identifies the required number of pitches that will be needed to 2021. The GTAA report has been finalised and now forms part of the evidence base for the Local Development Framework. In time this Local Development Framework will replace Local Plan policy Hsg14.

Core Output H6: Housing quality – Building for Life Assessments

Table 4.12: The level of quality in new housing development

	No. of sites with a building for life assessment of 16 or more	No. of dwellings on those sites	% of dwellings of 16 or more	No. of sites with a building for life assessments of 14 to 15	No. of dwellings on those sites	% of dwellings of 14 to 15	No. of sites with a building for life assessment of 10 to 14	No. of dwellings on those sites	% of dwellings of 10 to 14	No. of sites with a building for life assessment of less than 10	No. of dwellings on those sites	% of dwellings of less than 10	Total No. of housing sites (or phases of housing) sites	No. of dwellings of 10 to 14
H6	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

For the year 2009/2010, none of the housing associations have started rating the new build completions against the Building for life criteria.

Environmental Quality

Local Plan objective A5: to ensure that there is an adequate infrastructure to serve new and existing development

Related Policies

- Allocation of site for sewage treatment works and criteria for improvements to existing plants (PU3);
- Requirement for adequate drainage and encouragement of sustainable drainage systems (PU1 - PU2);
- Safeguarding of road corridors (Tra11 – Tra13);
- Identification of access points for major development sites (Tra14).
- Identification of land for power generation (PU6)
- Criteria for renewable energy developments (PU7)
- Seeking contributions from developers for highway and infrastructure works (GEP9)

Core Output Indicator E1: Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds

Table 4.13: Number of planning permissions granted contrary to Environment Agency advice on flooding and water quality grounds.

	Flooding	Quality	Total
E1	Nil	Nil	Nil

No planning permissions were granted contrary to the advice of the Environment Agency during the year 2009/2010.

Commentary on other Related Planning Policies

Although the full sewage treatment works has been developed on the allocated site at Brenda Road, policy PU3 remains relevant in respect of other existing sewage works.

Local Plan objective C9: to protect and enhance the biodiversity and geodiversity of the natural environment and ensure the careful use of natural resources

Related Policies

- Protection and enhancement of national and local sites of nature conservation and geological importance (WL1, WL2, WL3, WL5, WL7);
- Protection of species protected by law (WL4) and biodiversity generally (WL8);
- Seeking contributions from developers for works to enhance nature conservation features (GEP9);
- Seeking energy efficiency measures in new developments (GEP6)
- Safeguarding of Mineral resources (Min1);
- Encouraging use of secondary/recycled aggregates (Min2).

Core Output Indicator E2: Change in places of biodiversity importance

Table 4.14: Losses or additions to biodiversity habitat

	Loss	Addition	Total
E2 (ha)	NIL	Nil	NIL

Commentary

There has been no change to the areas of designated international or national sites, or of priority habitats or number of designated local nature reserves during 2009/2010.

No priority species were affected by planning decisions during the year.

Core Output Indicator E3: Renewable energy generation

Table 4.15: The amount of renewable energy generation by installed capacity and type

E3	Wind onshore	Solar photovoltaics	Hydro	Biomass						Total
				Landfill gas	Sewage sludge	Municipal (&industrial) solid waste combustion	Co-firing of biomass with fossil fuel	Animal biomass	Plant biomass	
Permitted installed capacity in MW	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Completed installed capacity in MW	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

E3 is not applicable; there are no stand alone renewable energy schemes

Commentary

There has been no renewable energy installations during 2009/2010.

Minerals and Waste

Local Plan objective C11: to ensure that industrial and other potentially polluting or hazardous activities do not have a significant detrimental effect on the adjacent population or workforce and do not have a damaging effect on the environment.
Local Plan objective C12: to minimise the adverse environmental effects of mineral workings and waste disposal operations and ensure the appropriate restoration and after use of land.

Related Policies

- Control of pollution (GEP4);
- Criteria to be considered in relation to the development of new mineral extraction sites, including the after use of sites and transportation of minerals (Min3 – Min5);
- Policies for waste recovery (Was2 and Was3);
- Criteria relating to proposals for waste disposal (Was4-Was6).
- Control of pollution (GEP4);
- Control of developments involving the use or storage of hazardous substances (Ind11);
- Protection of the aquifer (PU4);
- Control of electricity transmission facilities (PU5);
- Control on developments on or near landfill sites (Dco1);
- Control on development near intensive livestock units (Ru6);
- Identifying where is need for an environmental impact assessment (GEP5);
- Need for waste minimisation plans (Was1).

Core Output Indicator M1: Production of primary land won aggregates by mineral planning authority

Table 4.16: The amount of land won aggregate being produced

	Crushed rock	Sand and gravel
M1	Nil	Nil

Commentary

This information is not publicly available in respect of data for Hartlepool because of issues of business confidentiality.

Core Output Indicator M1: Production of secondary and recycled aggregates by mineral planning authority

Table 4.17: the amount of secondary and recycled aggregates being produced in addition to primary won sources in M1 above

	Secondary	Recycled
M2	Nil	Nil

Commentary

None recorded - although there is a waste transfer operation in the town which does produce some recycled aggregates as part of the operation. In this respect issues of business confidentiality prevent the publication of detailed figures

Core Output Indicator W1: Capacity of new waste management facilities by waste planning authorities

Table 4.18: The capacity and operational throughput of new waste management facilities as applicable

W1		The total capacity (m ³ , tonnes or litres)	Maximum annual operational throughput (tonnes or litres if liquid waste)
	Inert landfill	nil	nil
	Non-hazardous landfill	nil	nil
	Hazardous landfill	nil	nil
	Energy from waste incineration	nil	nil
	Other incineration	nil	nil
	Landfill gas generation plant	nil	nil
	Pyrolysis /gasification	nil	nil
	Metal recycling site	nil	nil
	Transfer stations	nil	nil
	Material recovery/recycling facilities	nil	nil
	Household civic amenity sites	nil	nil
	Open windrow composting	nil	nil
	In-vessel composting	nil	nil
	Anaerobic digestion	nil	nil
	Any combined mechanical, biological, and/thermal treatment (MBT)	nil	nil
	Sewage treatment works	nil	nil
	Other treatment	nil	nil
	Recycling facilities construction, demolition and excavation waste	nil	nil
	Storage of waste	nil	nil
	Other waste management	nil	nil
	Other developments	nil	nil
	total	Nil	nil

There were no new waste management facilities provided during the year.

Core Output Indicator W2: Amount of municipal waste arising, and managed by management type by waste planning authority

Table 4.19: The amount of household municipal waste arising and how that is being managed by type.

Indicator W2		Landfill	Incineration with E.F.W.	Incineration without E.F.W.	Recycled/ composted	Other	Total Waste Arisings
Amount of waste arisings in tonnes	2009/2010	6164.00	20153.86	Nil	21763.64	Nil	48081.50
	2008/2009	4499.49	29058.77	Nil	19829.03	Nil	53387.29

Commentary

The introduction of Alternate Weekly Collection of recyclable / compostable and residual waste throughout most of the Borough has increased the tonnage of recyclable materials and the percentage and tonnage of compostable materials collected. Total waste arising this year is lower than last year's (by about 5306 tonnes). This indicates that the Borough's waste policies aiming at reduction of waste in order to 'save' the environment and in order to ensure the appropriate restoration and after-use of land are actually effective.

The reduction in total waste this year could be due to a reduction in the residual waste collected per household. This downturn could be attributed to a number of factors such as the current economic climate; the continuation of recycling enforcement; the introduction of a meeter and greeter at the household waste recycling centre to encourage segregation; and continuation of segregation of waste at the waste transfer station.

QUALITY OF LIFE

Local Plan objective C1: to ensure that developments do not have an adverse impact on the quality of life of the population of Hartlepool

Related Policies

- Setting out general principles for all new development (GEP1);
- Provision for access for all (GEP2);
- Encouraging crime prevention by planning and design (GEP3);
- Control on the location of food and drink developments (Com12) and on the location of late night uses (Rec13);
- Controlling other new developments to protect the amenities of residents (eg Com13 and Com14 - developments in residential areas, H0sg9 - residential developments, Rec11 - noisy outdoor sports and leisure activities, PU8 – telecommunications etc.);
- Controlling development in areas of flood risk (Dco2).

DEVELOPMENT IN THE RURAL AREA

Local Plan objectives C2 and C7: to retain the compact form of the main urban area by preventing urban development extending into the countryside and to protect and enhance the character of the existing villages.

Related Policies

- Definition of Urban Fence and Village Envelopes (Rur1 – Rur3);
- Developments to accord with Village Design Statements (Rur4);
- Protection of rural services (Rur6).

Local Output Indicator: Planning decisions on proposals for development outside urban fence and village envelopes

Table 4.20: Developments approved outside Limits to Development 2004-2009

Developments Approved	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010
Agricultural buildings	4	0	1	1	0
New dwellings – no agricultural justification	0	0	0	0	1
New dwellings associated with agricultural existing developments	0	0	0	1	0
Temporary residence in connection with rural business	3	0	1	1	1
Replacement dwellings	0	0	0	0	0
Residential conversions of rural buildings	0	0	0	0	0
Extensions of gardens	1	0	0	0	0
Recreational and leisure uses	0	4	1	2	0
Farm diversification schemes	0	0	1	0	0
Extensions and other works relating to existing businesses	2	1	0	1	2
Telecommunications developments	1	0	0	0	0
Other	0	2	0	1	1

Table 4.21: Developments refused outside Limits to Development 2004-2009

Developments Refused	2005 /2006	2006 /2007	2007 /2008	2008 /2009	2009 /2010
Agricultural buildings	0	1	0	0	0
New dwellings – no agricultural justification	1	0	0	1	0
New dwellings associated with agricultural existing developments	0	0	0	0	0
Temporary residence in connection with rural business	0	0	0	0	0
Replacement dwellings	0	0	0	1	0
Residential conversions of rural buildings	0	0	0	1	0
Residential alterations and extensions	1	1	0	0	0
Extensions of gardens	1	0	0	0	0
Recreational and leisure uses	0	1	1	0	0
Farm diversification schemes	0	0	0	0	0
Extensions and other works relating to existing businesses	0	0	0	0	0
Telecommunications developments	1	0	0	0	0
Other	1	1	0	0	0

Commentary

The information provided above relates to planning applications determined since 2005 for development on land outside the limits to development (urban fence and village envelopes).

There have only been five developments approved outside limits to development. Policies defining limits to development therefore continue to protect the open countryside from inappropriate development.

CONSERVATION & DESIGN

Local Plan objective C3: to preserve and enhance the quality, character and setting of Conservation Areas, Listed Buildings and areas of archaeological and historic interest

Related Policies

- Protection and enhancement of conservation areas (HE1 – HE4 and supplementary note 5);
- Review of Conservation Areas (HE5), review of Listed Buildings (HE11);
- Protection of Listed Buildings (HE7 – HE10) and locally important buildings (HE12);
- Withdrawal of PD rights (GEP11);
- Protection and enhancement of Registered Parks and Gardens (HE6);
- Protection of Scheduled Monuments, areas of historic landscape and other archaeological sites (HE13 – HE15).

Local Output Indicator 18: *Number of buildings at risk*

Table 4.22: Numbers of Buildings at Risk 2005-2010

Type of building at risk	2005/06	2006/07	2007/2008	2008/2009	2009/2010
Grade 1 and Grade II* Listed Buildings	0	0	0	0	0
Grade II Listed Buildings	9	10	11	10	8
Non Listed Buildings in Conservation Areas	3	3	3	3	2

Commentary

The national Buildings at Risk Register does not include any buildings in Hartlepool. However, the Register only relates to grade I and grade II* Listed Buildings. Hartlepool Council conducts its own survey of other important buildings in the Borough, and currently identifies that 10 of these are at some risk through neglect and decay. 9 of the 10 buildings at risk have planning permission, but the existence of planning permissions does not necessarily mean that the buildings will cease to be at risk, as permissions may not always be implemented.

Within the Park Conservation Area Tunstall Court which is an unlisted building gives rise to concern. Morrison hall in the Headland is another unlisted building that gives rise to concern although the Council is taking proactive measures to secure new uses for these buildings. In addition, a Derelict Buildings and Sites Working Group

has been established and is chaired by the Mayor. This Working Group includes several of these buildings at risk on its list of target buildings for improvements.

Local Output Indicator 19: *Conservation Area Appraisals undertaken*

Table 4.23: Targets

Year	Appraisals
2005/2006	1
2006/2007	1
2007/2008	1
2008/2009	1
2009/2010	3

Commentary

One Conservation Area appraisal – for the Park Area – was undertaken during the year in line with the local target. Work has commenced on an appraisal for the Church Street Area.

Local Plan objective C4: to encourage a high standard of design and the provision of high quality environment in all developments and particularly those on prominent sites, along the main road and rail corridors, and along the coast

Related Policies

- Setting out general principles for all new development (GEP1);
- Setting out design guidelines for new housing developments and for house extensions (Hsg9, Hsg10 and supplementary note4);
- Providing for high quality of design and landscaping along main approaches to Hartlepool and on the main frontages within industrial estates (GEP7, GN4);
- Encouraging the provision of public art (GEP10);
- Control on advertisements (GEP8);
- Intention to acquire sites to improve the local economy or general environment (GEP15).

Local Output Indicator 20: *Satisfaction with design of residential extensions*

No data for 2009/2010

Commentary

Whilst there is no data available for the current year, data is collected every few years on perceptions of how well residential extensions fit in with existing buildings.

In 2003, the last year this question was asked in the annual Viewpoint questionnaire, 73% of residents considered that in most cases this was so, 21% considered that this was not so in all cases and 1% considered that it was never the case (the remaining 6% with no view or no response). The question will be asked again in a future Viewpoint questionnaire and the responses compared with the 2003 results in a future annual monitoring report.

Access to the Countryside

Local Plan objective C8: to protect and enhance the countryside and coastal areas and to make them more accessible for the benefit of the residents of, and visitors to, the Borough

Related Policies

- Criteria for outdoor recreational developments in coastal areas (Rec1) and in the countryside (Rur16);
- Protection of agricultural land (Rur9);
- Protection of Special Landscape Areas (Rur20);
- Controls on housing in the open countryside (Rur12);
- Criteria for other development in the countryside including the re-use of rural buildings and farm diversification (Rur7 – Rur8 and Rur9 - Rur11),
- Provision for tree planting and other improvements in the area of the Tees Forest (Rur14);
- Identification of small Community Forest Gateway sites (Rur15);
- Provision of network of leisure walkways including the coastal walkway and other strategic recreational routes (Rur17 – Rur18)

Local Output Indicator 22: Improvements to rights of way / leisure walkways

Table 4.24: Walkways created, diverted, extinguished or improved

Walkways: (km)	2005/06		2006/07		2007/2008		2008/2009		2009/2010	
	Public Rights of Way	Permissive Paths	Public Rights of Way	Permissive Paths	Public Rights of Way	Permissive Paths	Public Rights of Way	Permissive Paths	Public Rights of Way	Permissive Paths
Created	0	0	0.43	0	0.57	0	1	0	1.05	1.52
Diverted	0.52	0	0	0	0	0	0	0	0	0
Extinguished	0	0	0	0	0	0	0.27	0	0	0
Improved	2.59	0.54	0	0	9	0	5.25	0	4.07	0

Commentary

There has been no new rights of way created this year. However, there has been improvement works on the condition and access of 4.07km of existing public rights of way. The National Best Value Performance Indicator (BVPI 178) recorded 84.2%

public rights of way as being open and easy to use. This is not too far off the year's target of 87%. The main reason for not reaching the set target is that a few rights of ways needed replacing and re-surfacing due to bad weather, wear and tear.

The percentage of rights of way open and easy to use was a National Best Value Performance Indicator (BVPI 178) and was useful in identifying how the rights of way network has been improving, although the figures do vary from year to year and reflect the position on the days when the network was surveyed.

Since the beginning of 2008, BVPI 178 has been removed from the list of National Indicators. To reflect the importance of the indicator, it is still being used by the Council as an internal performance indicator, measuring the same information (ACS PI 012). The only difference to the PI is its regularity of data collection. The survey is now carried out every month so that an up-to-date picture is available to interrogate and act on.

Continuous work is being carried out to improve the network of paths so that a more inclusive network will be available to a broader user base. Self Closing gates and Kissing gates have been installed as replacements to the stile. These gates as well as 'A' Frames are used to assist in the reduction of illegal motorbike use and are used sparingly and only where necessary.

The network is being improved and extended, and a new length of public footpath was created near North Hart Farm during the year. In addition, approval was given to alterations and extension of a public right of way to provide a footpath/cycleway in association with a development to convert farm buildings to studio dwellings. This approval included works to facilitate access onto the Hart- Haswell walkway (part of the Sustrans national route).

The next report will look to provide information on further diversions, extinguishments as well as creations. A further Legal Event Order will be looked to be completed so that the Definitive Map is brought up to date with regards to the recent Public Path Orders and Definitive Map Orders that have been confirmed since the Map's last legal update in January 2001.

Local Output Indicator 29: *Length of cycleways completed* (local output indicator)

Year	Length and name of cycleway
2005/2006	50m
2006/2007	None
2007/2008	2.33km
2008/2009	1.1km (north Hart Farm to Middlethorpe Farm)
2009/2010	none

Commentary

Policy Tra5 of the Local Plan makes provision for the continued development of a comprehensive network of cycle routes linking the main areas of the Borough. This year there has been no new cycle routes created.

Other Significant Developments during 2009/2010

Development and re-modelling of the Hartlepool 6th Form College is in progress and is expected to be completed next year.

Commencement of development of new Hartlepool College of Further education began within the year and is expected to be completed in summer 2011.

Development of a new Transport Interchange within the town centre is ongoing and is expected to be completed in the summer of 2010.

Completion of a new walk in Health Centre within the town centre was achieved within the year.

Development on a number of Brownfield sites has come forward for housing and other uses.

5. Endnote

- 5.1 Hartlepool has been transformed over the last ten to fifteen years with major changes to the built environment, reduction in unemployment and diversification of the town's economic base. The Improvement of outcomes such as these needs to continue as the spatial planning function progresses in support of sustainable development objectives expressed for Hartlepool through the Local Area Agreement established by the Council and the Local Strategic Partnership with other key agencies.
- 5.2 The planning policies originally set out in the 1994 Hartlepool Local Plan provided a strong land use policy context for enabling this transformation. Issues which have arisen since the 1994 Local Plan was adopted, such as housing market failure, and new opportunities to be grasped such as the regeneration of Victoria Harbour, were addressed in the 2006 Local Plan. The policies of the 2006 Local Plan have been robust and as a direct consequence have led to initiatives such as Housing Market Renewal which continues to be implemented.
- 5.3 A robust evidence base to inform preparation of development documents under the new Local Development Framework spatial planning system has been carried out and is now in place. As such preparation of LDF documents such as the Hartlepool Core Strategy DPD, Tees Valley Minerals and Waste Core Strategy DPD, Tees Valley Minerals and Waste Site Allocations DPD, Green Infrastructure SPD, Planning Obligations SPD and The Transport Assessment and Travel Plans SPD are well underway. The Affordable Housing DPD and the Hartlepool Housing Allocations DPD have now both been incorporated into the Core Strategy. This means that all policies originally contained within these two DPDS will now be reflected in the Core Strategy DPD.

Appendix 1 : Saved Policies from 13th April 2009

SCHEDULE

POLICIES CONTAINED IN HARTLEPOOL LOCAL PLAN (2006)

GEP1	General Environmental Principles
GEP2	Access for all
GEP3	Prevention by Planning and Design
GEP7	Frontage of Main Approaches
GEP9	Developers' Contributions
GEP10	Provision of Public Art
GEP12	Trees, Hedgerows and Development
GEP16	Untidy Sites
GEP17	Derelict Land Reclamation
GEP18	Development on Contaminated Land
Ind1	Wynyard Business Park
Ind2	North Burn Electronics Components Park
Ind3	Queens Meadow Business Park
Ind4	Higher Quality Industrial Estates
Ind5	Industrial Areas
Ind6	Bad Neighbour Uses
Ind7	Port-Related Development
Ind8	Industrial Improvement Areas
Ind9	Potentially Polluting or Hazardous Developments
Ind10	Underground Storage
Ind11	Hazardous Substances
Com1	Development of the Town Centre
Com2	Primary Shopping Area
Com3	Primary Shopping Area – Opportunity site
Com4	Edge of Town Centre Areas
Com5	Local Centres
Com6	Commercial Improvement Areas
Com7	Tees Bay Mixed Use Site
Com8	Shopping Development
Com9	Main Town Centre Uses
Com10	Retailing in Industrial Areas
Com12	Food and Drink
Com13	Commercial Uses in Residential Areas
Com14	Business Uses in the Home
Com15	Victoria Harbour/North Docks Mixed Use Site
Com16	Headland – Mixed Use
To1	Tourism Development in the Marina
To2	Tourism at the Headland
To3	Core Area of Seaton Carew
To4	Commercial Development Sites at Seaton Carew
To6	Seaton Park
To8	Teesmouth National Nature Reserve
To9	Tourist Accommodation
To10	Touring Caravan Sites
To11	Business Tourism and Conferencing

Hsg1	Housing Improvements
Hsg2	Selective Housing Clearance
Hsg3	Housing Market Renewal
Hsg 4	Central Area Housing
Hsg5	Management of Housing Land Supply
Hsg6	Mixed Use Areas
Hsg7	Conversions for Residential Uses
Hsg9	New Residential Layout – Design and Other Requirements
Hsg10	Residential Extensions
Hsg11	Residential Annexes
Hsg12	Homes and Hostels
Hsg13	Residential Mobile Homes
Hsg14	Gypsy Site
Tra1	Bus Priority Routes
Tra2	Railway Line Extensions
Tra3	Rail Halts
Tra4	Public Transport Interchange
Tra5	Cycle Networks
Tra7	Pedestrian Linkages: Town Centre/Headland/Seaton Carew
Tra9	Traffic Management in the Town Centre
Tra10	Road Junction Improvements
Tra11	Strategic Road Schemes
Tra12	Road Scheme: North Graythorp
Tra13	Road Schemes: Development Sites
Tra14	Access to Development Sites
Tra15	Restriction on Access to Major Roads
Tra16	Car Parking Standards
Tra17	Railway Sidings
Tra18	Rail Freight Facilities
Tra20	Travel Plans
PU3	Sewage Treatment Works
PU6	Nuclear Power Station Site
PU7	Renewable Energy Developments
PU10	Primary School Location
PU11	Primary School Site
Dco1	Landfill Sites
Rec1	Coastal Recreation
Rec2	Provision for Play in New Housing Areas
Rec3	Neighbourhood Parks
Rec4	Protection of Outdoor Playing Space
Rec5	Development of Sports Pitches
Rec6	Dual Use of School Facilities
Rec7	Outdoor Recreational Sites
Rec8	Areas of Quiet Recreation
Rec9	Recreational Routes
Rec10	Summerhill
Rec12	Land West of Brenda Road

Rec13	Late Night Uses
Rec14	Major Leisure Developments
GN1	Enhancement of the Green Network
GN2	Protection of the Green Wedges
GN3	Protection of Key Green Space Areas
GN4	Landscaping of Main Approaches
GN5	Tree Planting
GN6	Protection of Incidental Open Space
WL2	Protection of Nationally Important Nature Conservation Sites
WL3	Enhancement of Sites of Special Scientific Interest
WL5	Protection of Local Nature Reserves
WL7	Protection of SNCIs, RIGSs and Ancient Semi-Natural Woodland
HE1	Protection and Enhancement of Conservation Areas
HE2	Environmental Improvements in Conservation Areas
HE3	Developments in the Vicinity of Conservation Areas
HE6	Protection and Enhancement of Registered Parks and Gardens
HE8	Works to Listed Buildings (Including Partial Demolition)
HE12	Protection of Locally Important Buildings
HE15	Areas of Historic Landscape
Rur1	Urban Fence
Rur2	Wynyard Limits to Development
Rur3	Village Envelopes
Rur4	Village Design Statements
Rur5	Development at Newton Bewley
Rur7	Development in the Countryside
Rur12	New Housing in the Countryside
Rur14	The Tees Forest
Rur15	Small Gateway Sites
Rur16	Recreation in the Countryside
Rur17	Strategic Recreational Routes
Rur18	Rights of Way
Rur19	Summerhill- Newton Bewley Greenway
Rur20	Special Landscape Areas
Min1	Safeguarding of Mineral Resources
Min2	Use of Secondary Aggregates
Min3	Mineral Extraction
Min4	Transport of Minerals
Min5	Restoration of Mineral Sites
Was1	Major Waste Producing Developments
Was2	Provision of 'Bring' Recycling Facilities
Was3	Composting
Was4	Landfill Developments
Was5	Landraising
Was6	Incineration

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CABINET REPORT

20th December 2010



Report of: Director of Child and Adult Services

Subject: CHILDREN'S SERVICES ASSESSMENT 2010

SUMMARY

1. PURPOSE OF REPORT

To report on the OFSTED assessment of Children's Services in Hartlepool.

2. SUMMARY OF CONTENTS

The covering report briefly summarises the assessment, which concludes that services are 'performing well'. The OFSTED report is appended in full.

3. RELEVANCE TO CABINET

The assessment is an independent view of the adequacy of key services, including children's social care and education.

4. TYPE OF DECISION

Non-key - for information and noting.

5. DECISION MAKING ROUTE

Cabinet.

6. DECISION(S) REQUIRED

That the OFSTED Assessment for 2010 be noted and welcomed.

Report of: Director of Child and Adult Services

Subject: CHILDRENS SERVICES ASSESSMENT 2010

1. PURPOSE OF REPORT

- 1.1 To report on the OFSTED assessment of Children's Services in Hartlepool.

2. BACKGROUND

- 2.1 Each year OFSTED publish an assessment of our children's services, based on the quality of services and outcomes for children and young people. This is an important independent view of the adequacy of key services, including children's social care and education, and should be reported to an open meeting of Cabinet.

3. THE ASSESSMENT

- 3.1 The assessment features a four point scale, and Hartlepool Children's Services have once again been awarded a score of three (**'Performing Well'**). The detailed findings are attached at **Appendix 1**, but some of the key points are as follows.
- 3.2 The large majority of services inspected were rated as good or better, including the fostering agency and almost all schools. A full inspection of safeguarding earlier this year also reported good services. In education, children do well, with no schools or colleges judged to be inadequate. Our pupil referral unit and Exmoor Grove respite facility were rated as satisfactory.
- 3.3 Hartlepool's performance measures were at or above the national average, with only health outcomes continuing to give any cause for concern.
- 3.4 Overall this assessment is a record of sustained good performance, and offers some assurance to Members and residents that services for Hartlepool children and young people are both safe and effective.

4. RECOMMENDATION

- 4.1 That the OFSTED Assessment for 2010 be noted and welcomed.

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3 December 2010

Ms Nicola Bailey
Director of Children's Services
Hartlepool Borough Council
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Dear Ms Bailey

Annual children's services assessment

Ofsted guidance published in July 2010 explains that the annual assessment of children's services is derived from the performance profile of the quality of services and outcomes for children and young people in each local area. This performance profile includes findings from across Ofsted's inspection and regulation of services and settings for which the local authority has strategic or operational responsibilities, either alone or in partnership with others, together with data from the relevant indicators in the National Indicator Set (NIS).

In reaching the assessment of children's services in Hartlepool Borough Council, Ofsted has taken account of all inspected and regulated services for children and young people, arrangements for making sure children are safe and stay safe and performance against national measures. More weight has been given to the outcomes of Ofsted's inspections and regulatory visits (Blocks A and B in the performance profile).

The annual assessment derives from a four point scale:

4	Performs excellently	An organisation that significantly exceeds minimum requirements
3	Performs well	An organisation that exceeds minimum requirements
2	Performs adequately	An organisation that meets only minimum requirements
1	Performs poorly	An organisation that does not meet minimum requirements

Within each level there will be differing standards of provision. For example, an assessment of 'performs excellently' does not mean all aspects of provision are perfect. Similarly, an assessment of 'performs poorly' does not mean there are no adequate or even good aspects. As in 2009, while the performance profile remains central to Ofsted's assessment, the minimum requirements for each grade outlined in the guidance do not alone define the grade. The assessment has involved the application of inspector judgement.

Hartlepool Borough Council children's services assessment 2010

Children's services assessment	Performs well (3)
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Children's services in Hartlepool Borough Council perform well.

The large majority of services, settings and institutions inspected by Ofsted are good or better. Most early years and childcare settings are at least good. The very large majority of nurseries and primary schools are good or better and the two special schools are good. Of the five secondary schools, one is outstanding, two are good and two are satisfactory. Provision post-16 is consistently good in the colleges, and in the secondary school sixth form it is outstanding. Although still satisfactory, provision is less strong in the pupil referral unit, the local authority children's home and the two private and voluntary children's homes. The fostering agency is good and the adoption agency is satisfactory.

A recent full inspection of safeguarding arrangements and provision for looked after children reported that services were good. Effective action has been taken to respond to the areas for development identified in the unannounced inspection of front-line child protection arrangements.

National performance measures show that almost all outcomes are in line with or above the averages for England or for similar areas. Low outcomes in health remain key challenges for Hartlepool. These include the slow reduction to the number of young women under the age of 18 who become pregnant and the high number of 11-year-olds who are overweight. The above average number of young people who say that they have been drunk or taken drugs recently is also a concern. In education, children do well. They start schools with average levels of language and social development. They make good progress in their primary schools and achieve results above those of similar areas at age 11. GCSE results improved significantly in 2009 and matched those of similar areas. The local authority has successfully increased educational achievement by the age of 19 and increased the number of 16- to 18-year-olds in education, work or training.

Key areas for further development

- Improve the quality of provision in the pupil referral unit and the three children's homes so that they are all good.
- Improve children and young people's health, in particular by reducing the number of 11-year-olds who are overweight and reducing the number of young women under the age of 18 who become pregnant.

Outcomes for children and young people

Local arrangements to encourage children and young people to live healthy lives are successful in some areas, but some deep-rooted health issues remain to be addressed. For example, schools, the local authority children's home and most childminders are good at promoting healthy living. The take-up of school lunches in primary and secondary schools is above similar areas. In the pupil referral unit, pupils develop a growing awareness of the importance of living healthier lives. Improvement is beginning to show and the number of overweight five-year-olds has reduced. However, by the age of 11, the number that are overweight is a problem and worse than in similar areas. Fewer children than nationally take part in physical education and sport and fewer are satisfied with parks and play areas. Outcomes requiring further improvement have already been identified by the local authority. The *2010–2011 Annual Departmental Plan for Child and Adult Services* clearly highlights the high priority given to tackling the impact of child poverty on health outcomes. Renewed efforts to reduce the number of young women under the age of 18 who become pregnant include the implementation of a robust programme of sex and relationship education in schools, good staff training for nurses and youth workers, and accurate local knowledge to raise the expectations of young women in specific wards. Services for children with mental health needs are improving.

Arrangements for keeping children and young people safe are good. The inspections of early years and childcare settings, schools and colleges confirm this. Various support programmes work intensively in local hotspot areas to protect young people in the community. For example, *'Operation Stay-Safe'* provides good support for young people who are in trouble because they have a drug or alcohol problem. There are some good arrangements for ensuring that children feel safe. The *'Crucial Crew'* event provides advice to all Year 6 pupils on safety in the home, at the seaside, on road and rail, and on firework safety. The inspection judged that the overall effectiveness of safeguarding was good. Staff report that they have an up-to-date knowledge of safeguarding issues and that training for their work is of good quality. Families benefit from a wide range of local provision with good examples of different agencies working together to meet the needs of children. The inspection also reported that provision for children and young people with specific disabilities was good.

Child carers, nurseries and schools are good at helping children and young people to do well and enjoy their learning. The local authority's work to improve all schools is effective and none are below the minimum expected targets. There is good support to improve satisfactory schools so that they become good. For example, the colleges and the local authority work closely with the community of secondary schools sharing good practice and professional development training. The primary, secondary and special schools have contributed to the good rise in examination results, which are now above similar areas at age 11 and in line at age 16. An inspection of the pupil referral unit in 2008 judged that achievement was only satisfactory because, at that time, teaching and the monitoring of students' progress were not of sufficiently high quality. Behaviour is good in secondary schools and fewer secondary pupils are absent from school. The number of children from minority ethnic groups is too low to

make meaningful statistical comparison, but the 2009–2010 review of the Children and Young People's Plan demonstrates that the local authority provides additional support to particular groups of children who need it. Outcomes for children in care are lower than for all children, as is the case nationally, and this remains a priority for the local authority. The inspection of services for them reported that many make good progress from their starting points and care is taken to place them in good schools. Despite steady improvement, results of children and young people from low-income families are not rising as quickly as those of all children and they do not achieve as well as all pupils of the same age. Children with special educational needs do as well as similar groups.

Arrangements for involving children and young people in planning and developing local services have been in place for a long time, including training young people as "young inspectors" of services. Schools and other settings are good at involving young people in decision making. An Ofsted survey of the impact of youth support in Hartlepool reported that much of the community-based youth provision engaged young people from more disadvantaged communities well and on a regular basis. Exclusion from school is avoided as much as possible and rates of permanent exclusion are below average. A range of effective interventions are in place to ensure that young people do not offend and the number entering the youth justice system for the first time has reduced. A high proportion of young offenders are engaged in education, work or training but access to suitable accommodation is not as good as in similar areas. The number of young people misusing drugs and alcohol is no worse than in similar areas but it is still above the average for England and a concern in specific local hotspots.

The local authority has clearly stated that its medium- and long-term priorities are to tackle inequalities and improve the life chances of all young people when they leave secondary schooling. It has been successful in many aspects and all performance measures are at least as good as in similar areas. For example, more young people than in similar areas, including those from low-income families, get good qualifications by the age of 19. The number of young people who are not in work, education or training has reduced and now matches similar areas. The colleges and the school sixth form make a positive contribution to young people's future learning and work prospects. The recent inspection of services for young people in care judged that services to help those leaving care to achieve better life chances were only adequate because, although more were now in work, education or training, almost half stopped partway through their chosen route. Many young people from low-income families still struggle to access high quality professional training or gain the good qualifications necessary to progress to higher education. The Children and Young People's Plan has recognised that these issues are key priorities for improvement.

Prospects for improvement

Leadership of children's services is improving most outcomes for children and young people. The local authority's accurate review of its Children and Young People's Plan and examples of energetic action to tackle weaknesses demonstrate good prospects

for improvement. For example, the inspection of the youth offending service identified the need for substantial improvement in safeguarding young people and improving the work of the services in several aspects. The subsequent safeguarding inspection noted that swift action had been taken to address these deficiencies. The same inspection rated capacity for improvement as good with managers providing effective leadership in the area, including intervention to protect young people whose circumstances have made them most vulnerable from significant harm. The Children and Young People's Plan is fully incorporated into the local authority's overall Community Strategy *Hartlepool's Ambition 2008 – 2020*. The local authority has identified the right priorities, in particular to improve children and young people's health outcomes. Good partnership working is demonstrated particularly well through the significant improvements in education.

This children's services assessment is provided in accordance with section 138 of the Education and Inspections Act 2006.

Yours sincerely

Juliet Winstanley
Divisional Manager, Children's Services Assessment

CABINET REPORT

20th December 2010



Report of: Director of Child and Adult Services

Subject: Joint Strategic Needs Assessment (JSNA)

SUMMARY

1. PURPOSE OF REPORT

The Purpose of this report is to present to Cabinet the refreshed 2010/11 version of the Joint Strategic Needs Assessment (JSNA).

2. SUMMARY OF CONTENTS

The report will update Cabinet about the purpose of the Joint Strategic Needs Assessment; the content of the document; process and consultation undertaken to refresh the document and how it will be used across agencies to commission services and address priorities.

3. RELEVANCE TO CABINET

This is the principal joint needs assessment that should be used by all agencies to inform the identification of priorities and subsequent commissioning of services, to improve the health and well being of the population.

4. TYPE OF DECISION

Note the content of the document and endorse the use of the Joint Strategic Needs Assessment in commissioning services.

5. DECISION MAKING ROUTE

Cabinet.

6. DECISION(S) REQUIRED

None

Report of: Director of Child and Adult Services

Subject: Joint Strategic Needs Assessment (JSNA)

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to present to Cabinet the refreshed 2010/11 version of the Joint Strategic Needs Assessment (JSNA). The report will outline to Cabinet the importance of the JSNA across agencies, as well as describe the content and the process and consultation undertaken to refresh the documents. The paper will highlight the significance of JSNA in the commissioning of services to meet the needs and priorities identified through the process.

2. BACKGROUND

- 2.1 The Joint Strategic Needs Assessment brings together councils, National Health Service (NHS) and other partners to develop common priorities for the improvement of local health and wellbeing. The process of undertaking the JSNA encourages partners to work together to generate a shared picture of local needs, and then design systematic interventions that will meet these needs and produce better outcomes for local health.
- 2.2 The process of developing the JSNA is to look at the intelligence data of a particular area or population and then identify gaps. From this, partners identify priorities to address those gaps over the short, medium and longer term.
- 2.3 The first JSNA outputs for the Local Authority, Primary Care Trust and partners in Hartlepool were published in September 2008. For each area there is:
- a reference document,
 - a summary document, and
 - additional documents that provide the national context for JSNA.
- 2.4 The process of refresh for 2010 has been to review the content of all of the above and reflect on progress and identify new areas for consideration and priorities for joint action.
- 2.5 Copies of the JSNA are available in the Members' Library and will be available at the meeting. The full document is also available on the internet with the Cabinet agenda papers for this meeting. If any Member requires a copy of the document in advance of the meeting, please contact the Democratic Services Team.

3. CONTENT OF THE JSNA

3.1 There are several subject areas within the JSNA. Each section considers the following for a particular subject area. This includes:-

- What are the priority needs of the population?
- Summary of selected indicators
- What strategies, plans, policies already exist?
- What are the implications for commissioning? In the next 3-5 years?

3.2 The subject areas covered include:

- Children and Young People's Health and Well Being
- Transition years
- Safeguarding Children
- Adults and Older People Health and Well Being
- Safeguarding Adults
- Choices that threaten health - smoking,
- Choices that threaten health- physical inactivity
- Choices that threaten health - nutrition
- Choices that threaten health- drugs and alcohol
- Choices that threaten health - sexual health
- Choices that threaten health – oral health
- Choices that threaten health - sickness
- Learning disabilities
- Physical Disabilities
- Autistic Disorder Spectrum
- Mental Health
- Carers
- Dementia
- End of life
- Health and social care
- Voluntary and community sector
- Housing
- Environment
- Transport
- Community safety
- Economic development
- Poverty

3.3 The technical document of the JSNA has approximately 15 appendices that provide a range of data and public health intelligence information from a range of sources. This information includes health profiles, demographics, and prevalence modelling and equity profiles. This information is critical to understanding needs and therefore priorities for commissioning.

4. Process and Consultation

- 4.1 The process of developing and consulting on the content of the JSNA has taken on many forms. Consultation on the content of each section and identification of priorities of the JSNA has been through already existing planning and commissioning teams; partnerships and associated theme groups; and the already established mechanisms through LINK.
- 4.2 The JSNA is an ever-evolving process and so there is ongoing opportunity for patients and the public to comment and feed in their views.

5. Using JSNA to Commission Services

- 5.1 The JSNA has created a shared view of needs. Therefore, it must be used across and within agencies to inform the commissioning of services. Commissioning services should be needs led and evidence based and therefore the JSNA provides a comprehensive document where needs of various groups can be viewed collectively and systematically.
- 5.2 Partner agencies are required to use the JSNA as an integral part of the commissioning process and this will be particularly relevant at a time of austerity.
- 5.3 The Local Authority is also expected to use the JSNA across all levels within the organisation to understand needs, identify priorities and subsequently commission services. The awareness of JSNA will be continuously raised across all relevant functions.
- 5.4 The value of the summary document might be best appreciated in communicating with frontline staff and local people. This document pulls together all the key priorities in a way that is clear and concise. The awareness of this information is also key, so frontline staff are aware of what we are aiming to achieve and therefore provide solutions and make changes that may bring about improvements in health and well being.

6. RECOMMENDATIONS

Cabinet is asked to note the content of the document and endorse the use of the joint strategic needs assessment in commissioning services.

7. CONTACT OFFICER

Louise Wallace, Assistant Director of Health Improvement, HBC / NHS Hartlepool

CABINET REPORT

20th December 2010



Report of: Director of Child and Adult Services

Subject: THE TALL SHIPS RACES – HARTLEPOOL 2010.
INDEPENDENT EVALUATION & ECONOMIC
IMPACT ASSESSMENT

SUMMARY

1. PURPOSE OF REPORT

To present the independent evaluation report of The Tall Ships Races – Hartlepool 2010 to Members.

2. SUMMARY OF CONTENTS

The independent evaluation report undertaken by Spirul Ltd of The Tall Ships Races – Hartlepool 2010 is appended to the introductory report, the report provides the main findings following visitor, crew, business, trader and stakeholder survey feedback along with an assessment of the economic impact and wider benefits for the town.

3. RELEVANCE TO CABINET

This report provides information which relates to the objectives in the Corporate Plan, namely the delivery of 'The Tall Ships Races – Hartlepool 2010' and the independent economic evaluation report.

4. TYPE OF DECISION

Non Key

5. DECISION MAKING ROUTE

Cabinet.

6. DECISION(S) REQUIRED

Cabinet is recommended to note the report.

Report of: Director of Child and Adult Services

Subject: THE TALL SHIPS RACES – HARTLEPOOL 2010.
INDEPENDENT EVALUATION & ECONOMIC
IMPACT ASSESSMENT

1. PURPOSE OF REPORT

- 1.1 To present the independent evaluation report of The Tall Ships Races – Hartlepool 2010 to Members.

2. BACKGROUND

- 2.1 The evaluation and economic impact assessment is an important component of the delivery of a successful Tall Ships Races event and Hartlepool Borough Council were keen to ensure that it gathered an independent picture of the event.
- 2.2 Moreover, the completion of an independent evaluation exercise was a requirement of the funding offer letter from One NorthEast, who contributed £775,000 to the project.
- 2.3 Hartlepool Borough Council commissioned Proportion Marketing, in conjunction with Spirul Ltd, to undertake research to evaluate and provide an insight into the economic impact of The Tall Ships Races – Hartlepool 2010.
- 2.4 The views of visitors, crew, traders and exhibitors, stakeholders and local businesses were taken into consideration. The full report is attached at **Appendix 1.**

3. KEY FINDINGS

- 3.1 The key findings from the independent evaluation are as follows:
- Just under two thirds of visitors were aged over 45 years and half of visitors attended with one other adult.
 - Visitor feedback was excellent. The majority of visitors said that they thought The Tall Ships Races – Hartlepool 2010 was good or very good at generating positive publicity about the area, raising pride in the local area, meeting the needs of visitors and enhancing community pride.
 - Of the estimated 970,000 visitors attracted to the event over 5 days, 717,800 were attracted to the town from outside of Hartlepool.

- Over three quarters of visitors said that they were likely or very likely to visit Hartlepool, the Tees Valley and the North East in the future.
- The crew generally gave very good feedback. They felt the Liaison Officer system, the entertainment, facilities were good, but Hartlepool did not compare favourably with the other 3 host ports in the view of some.
- Feedback from businesses that were interviewed was mixed. Half experienced a positive impact from the event and half a negative impact. Whilst the majority of businesses agreed that the event was a good thing for Hartlepool, they felt that they were not sufficiently kept up to date with how plans for the event were developing.
- Traders and exhibitors who chose to be part of the survey felt that the logistics and communication both prior to the event and on site was poor. More traders lost trade than increased trade. But, three quarters still want to be involved in similar future events.
- In terms of economic impact, visitors spent on average £30.59 each, which, when disregarding what they would have spent anyway, means that the event generated an economic impact of £26.5m - £10m more than anticipated.
- Over £3m worth of advertising value was generated through coverage on television, newspapers, radio etc. and the PR and marketing activity reached an estimated 16m people.

4. CONCLUSIONS

- 4.1 The external evaluator's report concludes that the economic impact achieved for the investment of £3.9m represents excellent value for money, particularly when the economic climate is taken into consideration.
- 4.2 The report also highlights the additional wider benefits for the town which were generated as a result of the event such as increased hotel occupancy rates, development of strong partnership working. There is also a recognition that the wider economic benefits to the town may not be realised for some time.
- 4.3 Spirul Ltd has also identified lessons to be learned which event organisers must bear in mind in the planning and delivery of future events. The report raises the need for improved communication with businesses on logistics such as road closures prior to the event and on site during the event; bringing in commercial expertise from the private sector to maximize income potential; better awareness raising on the opportunities on offer for businesses.

- 4.4 At the meeting of Council on 28th October it was agreed that additional evaluation be commissioned. Discussions are currently ongoing with Spirul Ltd in this respect however it should be noted that any such work will require additional resources to fund it.

5. RECOMMENDATIONS

- 5.1 Cabinet is recommended to note the report.

Hartlepool Borough Council

The Tall Ships Races – Hartlepool 2010 Evaluation & Economic Impact Assessment 2010

November 2010



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Executive Summary

1.1 Introduction

The evaluation and economic impact assessment is an important component of the delivery of a successful Tall Ships Races event and Hartlepool Borough Council were keen to ensure that it gathered a full and complete picture of the event. The impact of The Tall Ships Races can be substantial, as demonstrated by the experiences of other towns and cities that have hosted the event.

Hartlepool Borough Council commissioned Proportion Marketing, in conjunction with Spirul Ltd to undertake research to evaluate and provide an insight into the economic impact of The Tall Ships Races – Hartlepool 2010.

The research was undertaken using a mixed methodology approach. Data was collected via:

- Face to face interviews undertaken with visitors to the event;
- In depth interviews with key stakeholder organisations;
- Face to face and phone interviews with representatives from local businesses;
- Self completion and telephone survey of traders and exhibitors; and
- Self completion survey of crew members.

1.2 Main Findings

Visitor Survey Findings

The key issues to be drawn from the visitor surveys are as follows:

Visitor Profile

- Just under two thirds of visitors were aged over 45 years.
- Half of visitors attended with one other adult.
- The most popular day for visiting The Tall Ships Races – Hartlepool 2010 was Sunday 8th August with just half of visitors attending on that day.
- Just over three quarters of visitors were on a day trip from home and just under a quarter were on an overnight stay.

Motivation

- The majority of visitors said that they had come on the trip especially to attend The Tall Ships Races – Hartlepool 2010.
- Just over two thirds of visitors said that they came in particular to see the Tall Ships.

Transport

- Just over half of visitors travelled to the event by car and one fifth by bus or coach.

- Over half of visitors on a day trip travelled to the event by car and just under one fifth by bus or coach.
- Two thirds of visitors staying overnight for one or more nights to attend the event travelled from home by car and one quarter travelled by bus or coach.
- Over three quarters of visitors agreed or strongly agreed that there were good parking facilities at the event.
- The majority of visitors agreed or strongly agreed that there were clear directions to the site for vehicles.
- Over three quarters of visitors agreed or strongly agreed that there were clear directions to the site for pedestrians.
- Over three quarters of visitors agreed or strongly agreed that there was good public transport provision to the event site.

Perceptions

- The majority of visitors said that they thought that The Tall Ships Races – Hartlepool 2010 was good or very good at generating positive publicity about the area, raising pride in the local area, meeting the needs of visitors and enhancing community pride.
- The majority of visitors thought that the atmosphere, the variety of food and drink, the quality of food and drink, the Tall Ships Village, helpfulness of stewards and quality of merchandise at the event were good or very good.
- The majority of visitors thought that the music programme at the event was good or very good and just under one third of visitors thought that the music programme was very good.
- Three quarters of visitors thought that the street theatre and fireworks displays were good or very good.
- Two thirds of visitors thought that the Folk Festival at the Headland, the Hot Potato Cabaret Tent and the Georgian Festival at HME were good or very good.
- Almost all visitors agreed or strongly agreed that the event was a good thing for Hartlepool and was good for promoting Hartlepool as a place to visit.
- The majority of visitors agreed or strongly agreed that The Tall Ships Races – Hartlepool 2010 was good for promoting the North East as a place to visit, was good for promoting the Tees Valley as a place to visit and was a good thing for Hartlepool residents.
- Three quarters of visitors agreed or strongly agreed that The Tall Ships Races – Hartlepool 2010 encouraged the local population to see Hartlepool as a good place to live.
- Just under one third of visitors said that The Tall Ships Races – Hartlepool 2010 had changed how they feel about Hartlepool and more than one in ten visitors said that the event had changed how they feel about the Tees Valley and the North East.
- The majority of visitors who said that the event had changed how they feel about Hartlepool, the Tees Valley and the North East now feel more positive about the area.
- Two thirds of visitors said that the event had changed how they feel about Hartlepool's ability to host large events.
- The majority of visitors who said that the event had changed how they feel about Hartlepool's ability to host large events said that they now feel more positive about it.

- Over three quarters of visitors said that they were likely or very likely to visit Hartlepool, the Tees Valley and the North East in the future.

Marketing

- Over half of visitors said that they look on websites, just under one third of visitors said that they rely on TV and magazine articles when they're looking for information about events and attractions to visit.
- Just under one quarter of visitors said that they rely on advertising and advice from friends and relatives when they are planning a day out.
- One in five visitors said that TV was the most important source of information in influencing their decision to attend The Tall Ships Races event.
- Just over one in ten visitors said that other websites, advertising and advice from friends and relatives were the most important sources of information in influencing their decision to attend The Tall Ships Races event.
- TV and Radio (29%) and websites (25%) were the most important sources of information about the event. No single source of information was identified as the major factor in influencing visitors to attend the event and this suggests that a strong marketing mix, utilising multiple information outlets was important.

Crew Survey Findings

The key issues to be drawn from the crew survey are as follows:

Perceptions

- Just under half of crew members said that the event was better or much better than expected.
- Only a minority of crew members said that the event was worse than expected or much worse than expected.
- Three quarters of crew members thought that that the atmosphere of the event was good or very good.
- Two thirds of crew members thought that the Tall Ships Village and the entertainment programme were good or very good.
- Over half of crew members thought that the helpfulness of stewards, quality of food and drink, quality of merchandise and signposting were good or very good.
- Just under half of crew members thought that the value of merchandise was good or very good.
- Over one third of crew members thought that the toilets were poor or very poor and just under one third of crew members thought that the value of food and drink was poor or very poor.
- Just under three quarters of crew members thought that the Liaison Officer system at the event was good or very good.
- Two thirds of crew members thought that the Crew Centre and the fleet facilities were good or very good.

- Just over half of crew members thought that the berthing areas and the overall management of the event were good or very good.
- The majority of crew members thought that The Tall Ships Races – Hartlepool 2010 was a good thing for Hartlepool and was good for promoting Hartlepool as a place to visit.
- Just over three quarters of crew members thought that the event was a good thing for Hartlepool residents.
- Just over two thirds of crew members thought that the event encouraged the local population to see Hartlepool as a good place to live.
- Just over one third of crew members said that the event had changed how they feel about Hartlepool and one third said that it had not.
- Over three quarters of crew members who said that the event had changed how they feel about Hartlepool said that they now felt more positive about the area.
- Two thirds of crew members thought that the event was good at enhancing community pride and meeting the needs of visitors.
- One quarter of crew members thought that Hartlepool was better or much better than Kristiansand and just under half of crew members thought that Hartlepool was worse or much worse than Kristiansand.
- Just under one quarter of crew members thought that Hartlepool was better or much better than Antwerp and just under two thirds of crew members thought that Hartlepool was worse or much worse than Antwerp.

- Less than one quarter of crew members thought that Hartlepool was better or much better than Aalborg and just under two thirds of crew members thought that Hartlepool was worse or much worse than Aalborg.

Business Survey Findings

The key issues to be drawn from the business survey are as follows:

Perceptions

- The majority of businesses agreed or strongly agreed that the event was a good thing for Hartlepool and the Tees Valley.
- The majority of businesses agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit.
- Three quarters of businesses agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live.
- Half of businesses agreed or strongly agreed that the event was a good thing for Hartlepool residents. However, more than one third of businesses disagreed or strongly disagreed that the event was a good thing for Hartlepool residents.

Impact

- Just over half of businesses said that the event had a positive or very positive impact on their businesses. One

third of businesses said the event had a negative or very negative impact on their business.

- Half of businesses said that they had an increase in customers during the course of the week in comparison to a normal week and just over one quarter said that they had a decrease in customers.
- Half of businesses said that they had an increase in turnover during the course of the week in comparison to a normal week and one third of businesses said that they had a decrease in turnover.
- Three quarters of businesses did not employ additional staff for the duration of the event and one quarter of businesses did.
- Just under one third of businesses extended their usual opening hours for the duration of the event and just over two thirds did not.
- The majority of those businesses that changed their usual opening hours for the event said that they extended their hours.
- Half of businesses agreed or strongly agreed that the event was a good source of new business for them.
- Just over one third of businesses disagreed or strongly disagreed that the event was a good source of new business for them.
- Two thirds of businesses thought that the event's marketing was good or very good.
- Just under two thirds of businesses thought that the event's media and PR were good or very good.

- Just under half of businesses thought that the event's contact with local businesses and their ability to meet the needs of the population was good or very good.
- Approximately half of businesses thought that the event's ability to keep businesses informed about opportunities to get involved and keep them updated about the event's logistics was poor or very poor.

Trader & Exhibitor Survey Findings

The key issues to be drawn from the trader and exhibitor survey are as follows:

The Tall Ships Races Event

- Two thirds of traders and exhibitors have traded at other events in the region and one third has not.
- Just under one quarter of traders and exhibitors said that they found out about the opportunity to become involved in the event from friends and colleagues and the Tall Ships website.
- One quarter of traders and exhibitors said that they had an increase in customers during the course of the event in comparison to other events and half of traders and exhibitors said that they had a decrease in customers.
- One quarter of traders and exhibitors said that they had an increase in turnover during the course of the event in comparison to other events and two thirds of traders and exhibitors said that they had a decrease in turnover during the course of the event.

- Three quarters of traders and exhibitors would like to be involved in similar types of events in the future and one quarter would not.

Impact

- Just under half of traders and exhibitors said that the event had a positive or very positive impact on their businesses. Just under half of traders and exhibitors said the event had a negative or very negative impact on their business.
- Three quarters of traders and exhibitors agreed or strongly agreed that the event was a good thing for Hartlepool.
- Two thirds of traders and exhibitors agreed or strongly agreed that the event was a good thing for the Tees Valley.
- Just under two thirds of traders and exhibitors agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit.
- Over half of traders and exhibitors agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live.
- Just under half of traders and exhibitors thought that the event's marketing was good or very good.
- The majority of traders and exhibitors said that the event's value for money was poor or very poor.
- Three quarters of traders said that the event's facilities for stall holders and its organisation and communication were poor or very poor.
- Just over half of traders and exhibitors said that the event's procedure for booking was poor or very poor.

Stakeholder Interview Findings

The key issues to be drawn from the stakeholder interviews are as follows:

- The benefits created from The Tall Ships Races – Hartlepool 2010 are felt to be substantial for Hartlepool, particularly in relation to increasing awareness amongst potential visitors and in raising pride in the local area.
- The long term planning and Workstream approach was a positive aspect in ensuring that stakeholders and partners were confident about the delivery of the event.
- The overall impression of the event is very positive for individuals, organisations and for Hartlepool.
- In general partnerships have been strengthened within Hartlepool and neighbouring authorities.
- The Workstream approach could be enhanced by broadening the skills involved in each.
- During the event there was a lack of flexibility in dealing with issues as they arose which isolated partners and had a negative impact on the visitor and individual experience.
- The planning for the event would have been enhanced by including more commercial acumen.
- Commercial benefits were mixed for stakeholders and whilst some gained it was felt by others that the benefits to Hartlepool as a whole were not shared by them as an organisation.

Economic Impact Analysis

A direct result of The Tall Ships Races – Hartlepool 2010 taking place in Hartlepool is that it provided a range of benefits for the local economy in Hartlepool and the wider Tees Valley economy. This economic impact assessment has sought to quantify these benefits through an estimate of the expenditure generated within both Hartlepool and the rest of Tees Valley.

Overview

- The Tall Ships Races – Hartlepool 2010 attracted an estimated 970,000 visitors to Hartlepool. A direct benefit of attracting visitor numbers of this level is that the local, sub regional and regional economies will have experienced significant expenditure.

Visitor Numbers

- It is estimated that 77% of the visitors attracted were day visitors and 23% were visitors staying for one or more nights.

Visitor Expenditure

- The average level of spend per visitor within Hartlepool was estimated to be £30.59. On the basis of these assumed levels of expenditure the event generated £29.6 million of income for Hartlepool.
- In order to assess the level of expenditure that would have happened anyway the survey analysed the levels of

expenditure of visitors on a comparable day when the event was not taking place.

- The effect of allowing for this deadweight¹ is that the level of additional expenditure into Hartlepool is reduced to **£11 million**.
- The visitor spend analysis highlights that £1,192,153 of expenditure would normally have been spent elsewhere in Tees Valley and a further £2,154,113 would have been spent elsewhere in the North East.
- In addition to the visitor spend further expenditure of £350,000 was created by the crews of the Tall Ships whilst in Hartlepool.

Organisational Spend

- The overall estimated budget for the event was £3.9 million and a significant proportion of this was spent in the local and regional economy. It is estimated that £952,443 was spent in Hartlepool, £175,852 was spent in Tees Valley and £1,924,436 was spent in the rest of the North East.

Gross Value Added

- One of the key economic indicators used for measuring the performance of an area or sector is Gross Value Added (GVA). However GVA is a more difficult concept to grasp than other measures such as household income. Put simply, GVA is the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them.

¹ Deadweight – The level of spend that would have occurred anyway.

- The additional visitor, organisational and crew spend estimated for Hartlepool has been assumed to be equivalent to increased turnover across a range of tourism associated businesses. The additional Gross Value Added generated as a result of the event is £7,526,098 in Hartlepool.

Gross and Net Additional Jobs

- The Tall Ships Races event involved approximately 230 volunteers supporting the event in roles such as liaison officers, administration assistants in event offices and information providers. This number of volunteers equates to 5 full time jobs².
- The indirect employment supported by the additional visitor and organisational spend is calculated to be 397 gross additional indirect jobs³ at the Hartlepool level. Therefore the additional expenditure in the Hartlepool economy is the equivalent to supporting this level of employment.
- The above job figure is the gross additional indirect jobs as it does not take into account additional factors. After allowing for the leakage⁴ and multiplier⁵ effects it is calculated that 310 net additional person years of employment have been supported by the event

² Based on 5 days of the Tall Ships Races event and assuming 230 working days each year

³ Assuming 230 working days per year

⁴ Leakage – Any expenditure directly related to the festival where the end beneficiary is not Hartlepool based

⁵ Multiplier effect – the additional benefit generated by the direct beneficiaries of the additional expenditure generating further local expenditure.

Indirect Benefits

It is estimated that in the six months between April and September 2010 Hartlepool benefitted from £3,235,581 of Advertising Value Equivalent (AVE) media coverage. A full report is appended (see appendix A) but the event drew coverage from international, national, regional and local media over the full course of the event.

The Tall Ships Races – Hartlepool 2010 also provided a boost to tourism in the region. Occupancy rates in Tees Valley were up by 9% for the 5 days of the event, compared to 2009 and this was mirrored elsewhere in the North East with occupancy rates up by 6% in County Durham and 7% in Newcastle⁶.

It has already been highlighted in the visitor survey findings that perceptions of Hartlepool were changed as a result of attending the event and it has encouraged people to consider a return trip as a result of attending the event which will provide a boost to the tourism industry.

The hosting of The Tall Ships Races – Hartlepool 2010 has done much to change the perceptions of the borough from a visitor and media perspective and this will bring benefits to Hartlepool in the future.

There is also an economic development impact for Hartlepool as the event provided a showcase for the town, the port and its facilities. Whilst it is not possible to quantify the impact of this the ability to host corporate hospitality in Hartlepool, as opposed to a major event elsewhere such as the Ryder Cup,

⁶ Source – One North East

enabled potential customers to fully appreciate the potential of Hartlepool and its port facilities.

There was a programme of activities undertaken within schools and colleges to link with The Tall Ships Races – Hartlepool 2010. This provided a real opportunity for children to engage with the event by getting them involved at an early stage and providing a central coordinator. Every school took part in some event and linked aspects of the curriculum to the visit of the Tall Ships. (See Appendix B).

The volunteer programme recruited 230 volunteers who got valuable experience and personal accomplishment. Without the input from volunteers, in a variety of roles, the event would not have made the impact that it did. (See Appendix C).

Planning and delivering an event of this size was a major undertaking and one that Hartlepool Borough Council, and its partners, will look to learn lessons from for the future. Part of this process was achieving BS8901, the British Standard which has been developed specifically for the events industry with the purpose of helping the industry to operate in a more sustainable manner. Achieving this standard is recognition of the systems put in place and provides Hartlepool Borough Council with a sustainable event management system.

1.3 Conclusions

The hosting of The Tall Ships Races – Hartlepool 2010 should be regarded as a success. Planning and delivering an event of this size and scale was a first, both for Hartlepool and the organisations involved. So how should the event be judged? In terms of numbers they are impressive:

- 970,000 visitors attracted to the event over 5 days;
- 717,800 visitors attracted from outside Hartlepool Borough;
- £26.5 million of economic impact created in the local economy;
- £3.2 million of Advertising Value Equivalent (AVE) media coverage;
- 310 net additional person years of employment has been supported by the event; and
- 230 volunteers supporting the event.

The numbers have been achieved for an investment of £3.9 million, which represents excellent value for money. It should also be recognised that the economic climate in the period between winning the bid and hosting the event are completely different. Achieving these results in the current economic climate is a considerable achievement.

The numbers above do not tell the whole story. The event has generated awareness and publicity for Hartlepool that will reap benefits in the future. Visitor perceptions of Hartlepool have been enhanced and visitors from Tees Valley, the rest of the North East and the rest of the UK have said that they are very likely or likely to return to Hartlepool.

Almost all visitors agreed that the event was a good thing for Hartlepool and that it was good for promoting Hartlepool as a place to visit.

From a community perspective almost all visitors from Hartlepool agreed that the event was a good thing for the town and the majority felt that it encouraged residents to see Hartlepool as a good place to live. Businesses also supported the event and the majority agreed that the event was a good thing for the town and that it was good for promoting Hartlepool as a place to visit.

In delivering the event it is widely acknowledged that the processes and planning that was put in place worked well. Partners and stakeholders involved in the organisation of the event felt confident in the level of planning that had been undertaken and there was a real sense of partnership created in the lead up to, and during the event.

Having delivered an event with 970,000 visitors there is now a body of expertise within the town that would be hard to replicate elsewhere. The process of planning and delivering the event has been a steep learning curve for all involved, both internally within Hartlepool Borough Council and externally with public and private sector partners. It is fair to say that the level of commitment within Hartlepool to ensure that the event was a success should be applauded. Should Hartlepool set out to host events in the future, it can do so in the knowledge that it has both the experience of individuals and organisations to create successful events.

However, despite all of the positive outcomes it should be noted that there are significant lessons that need to be learned from this event. From a commercial viewpoint there

are issues that need to be addressed in future events in regard to traders and exhibitors. It should be recognised that the event took place on land associated with a commercial port and this created challenges for the Council, and its partners, in meeting the needs of traders and exhibitors and balancing the commercial and operational requirements of maintaining day to day operations. The site conditions, layout of the site, communication and liaison with traders and exhibitors needs to be improved. There is a suggestion that dedicated support should be in place to look after the booking system and to provide a liaison point during the event.

Bringing in commercial expertise from the private sector could also be considered in maximising the income potential from the event. Whilst the private sector was represented on the Finance and Legal Workstream group it was still regarded as an area that could have been improved.

Communication with businesses in Hartlepool could also be improved, both in terms of marketing the potential opportunities on offer and also in ensuring information is provided on the logistics of an event; for example road closures, public transport changes etc. This should be communicated at the earliest possible opportunity to ensure that businesses can plan in advance.

The planning process is accepted as a success for the event however improvements to the communication processes and consideration to the expertise within partner organisations could strengthen future planning for major events. Certainly communication during the event could be strengthened with all organisations involved.

This is the first time Hartlepool has hosted an event of this size and stature and it is to be expected that there will be aspects of the event from which all involved can learn. What is apparent from this evaluation is that the event has had a positive effect on visitors' perceptions of Hartlepool as a place to visit, it has created significant economic impact for Hartlepool and there is now considerable expertise, systems and knowledge of delivering a large scale event that places Hartlepool in a strong position to take advantage of other opportunities in the future.

□□ Introduction

2.1 Context for the Research

Hartlepool Borough Council was proud to have won the opportunity to be the only UK, and the final host port in the internationally acclaimed Tall Ships Races on 7th to 10th August 2010.

The Tall Ships Races are an annual competitive event organised by Sail Training International (STI) and held every summer in European waters. Each year between 70 and 100 vessels from 15 to 20 countries, crewed by some 5 to 6,000 young people from over 30 countries worldwide take part in this unique event that combines four days of activities in each port with racing or cruising-in-company between ports.

The Tall Ships Races - Hartlepool 2010 led by Hartlepool Borough Council in partnership with PD Ports Ltd and Hartlepool Marina Ltd.

Hartlepool Borough Council anticipated that they would be welcoming up to 1 million visitors and up to 100 Tall Ships to the event over the 4 day period, generating £millions for the regional economy.

The location of the site was in the heart of Hartlepool incorporating a £500 million regeneration initiative breathing new life into Hartlepool's maritime heritage.

The largest vessels in the fleet (the A class) were berthed within Victoria Harbour with the smaller B, C & D class craft within Hartlepool Marina. Between the two sites a 'Tall Ships

Village' was created to cater for the needs of the visitors and crew.

The objective of The Tall Ships Races - Hartlepool 2010 was:

"To successfully deliver a spectacular and safe 4 day event in Hartlepool in August 2010 which will attract the best Tall Ships; 1,000s of local, regional, national and international visitors and put Hartlepool, Tees Valley and the North East Region on the map".

The evaluation and economic impact assessment is an important component of the delivery of a successful Tall Ships Races event and Hartlepool Borough Council were keen to ensure that it got a full and complete picture of the event. The impact of the event can be substantial, as demonstrated by the experiences of other towns and cities that have hosted it.

2.2 Purpose of the Research

Hartlepool Borough Council commissioned Proportion Marketing, in conjunction with Spirul Ltd, to undertake research to evaluate and provide an insight into the economic impact of the Hartlepool Tall Ships Races event. The research focussed on a number of key areas, including;

- The economic impact of the event in terms of increased visitor spend and achievement of public and private sector contributions;
- Visitors' perceptions of Hartlepool and the North East;
- To what extent the local community and local businesses have been engaged and involved in the event;

- To what extent the expectations of visitors, stakeholders, funders and partners were met; and

The purpose of evaluating economic impact is to provide an indication of the benefits to a local economy that arise from the investment and expenditure of the event. What the evaluation seeks to present is an indication of the economic activity that is generated as a result of the event taking place.

2.3 Methodology

The research was undertaken using a mixed methodology approach. Data was collected via face to face interviews with visitors at the event, in depth interviews with key stakeholders, face to face and phone interviews with local businesses, a self completion and telephone survey of traders and exhibitors after the event and a self completion survey of crew members. The following were undertaken as part of the research:

- Face to face interviews undertaken with 1,011 visitors to the event;
- In depth interviews with 5 key stakeholder organisations;
- Face to face and phone interviews with representatives from 50 local businesses;
- Self completion and telephone survey of 21 traders and exhibitors; and
- Self completion survey of 87 crew members.

The visitor surveys took place over the 5 days of the event; Friday 6 August to Tuesday 10 August 2010. The surveys were conducted as a face to face interview with a random sample of visitors located in and around The Tall Ships Races

– Hartlepool 2010 site. The interviews were carried out by an experienced team of interviewers, lasted approximately 10 minutes and were conducted within the Market Research Society Code of Conduct.

The questionnaires and discussion guide for each element of the research were developed in conjunction with Hartlepool Borough Council, Visit Tees Valley and ONE North East. The questionnaires and discussion guide are included. (See Appendices D and E).

A total of 1,011 face to face interviews with visitors were conducted over the duration of the event. The responses were evenly spread over the 5 days of the event. A sample of this size will give a confidence interval of +/- 3.08% which is within the +/- 5% level for statistical validity.

A self completion questionnaire was prepared for crew members taking part in The Tall Ships Races and stopping at Hartlepool as a host port. The questionnaire consisted of an A5 booklet and enclosed a reply paid envelope. The self completion questionnaires were distributed to the ships and were either collected from the ships at a later time or crew members could post them back after the event.

Key stakeholders were contacted and asked to participate in in-depth interviews, either face to face or via phone. A total of 5 key stakeholder organisations agreed to take part in the interviews, which were facilitated by an experienced member of the Spirul interview team and lasted for approximately 1 hour. Some interviews were digitally recorded, with the participants' permission and transcribed prior to analysis.

A total of 50 face to face and phone interviews were carried out with businesses in Hartlepool. The interviews were carried out with a cross section of retail, hotels, cafes, restaurants, fast food and hospitality businesses.

Traders and exhibitors were approached during The Tall Ship Races – Hartlepool 2010 and asked to participate in a survey after the event via telephone, post or email. A total of 21 traders and exhibitors agreed to take part in the survey after the event.

Analysis

It should be remembered that the responses gathered from the surveys represent a cross section of visitors to The Tall Ships Races – Hartlepool 2010 and a cross section of crew members and traders and exhibitors that attended the event. A cross section of retail, cafes, bars, restaurants hotels and accommodation businesses agreed to take part.

The survey data is based on the total number of respondents who answered the questions appropriately, missing responses “not stated” and “don’t know” (where appropriate) are excluded from the calculation of the final rating.

The percentages do not add up to 100% this may be due to multiple responses

In regard to the findings from the in depth interviews, it is important to note that qualitative research is designed to be illustrative rather than providing statistically representative data.

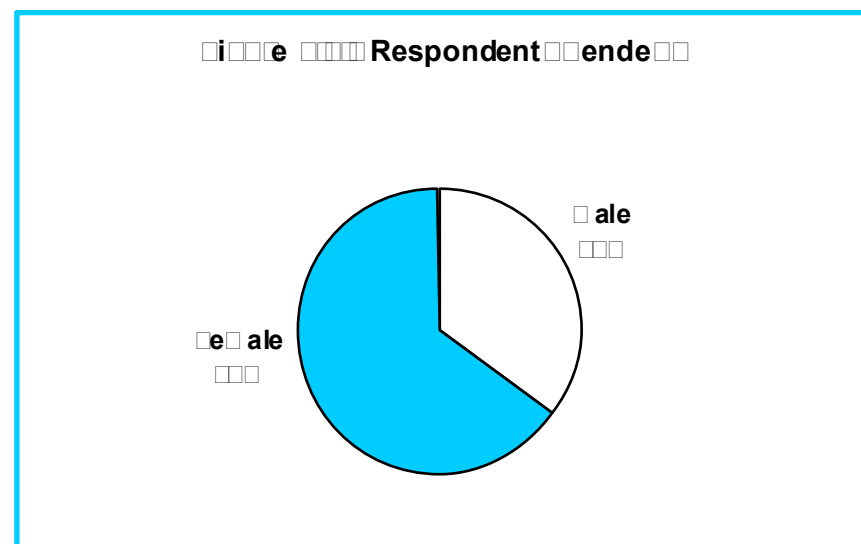
It should also be remembered that throughout this report the recorded perceptions not facts and participants may hold views based on incorrect information. These perceptions are reported here.

2.4 Respondent Profile

Visitors

The following charts show the profile of respondents who visited The Tall Ships Races – Hartlepool 2010 and that took part in a face to face interview.

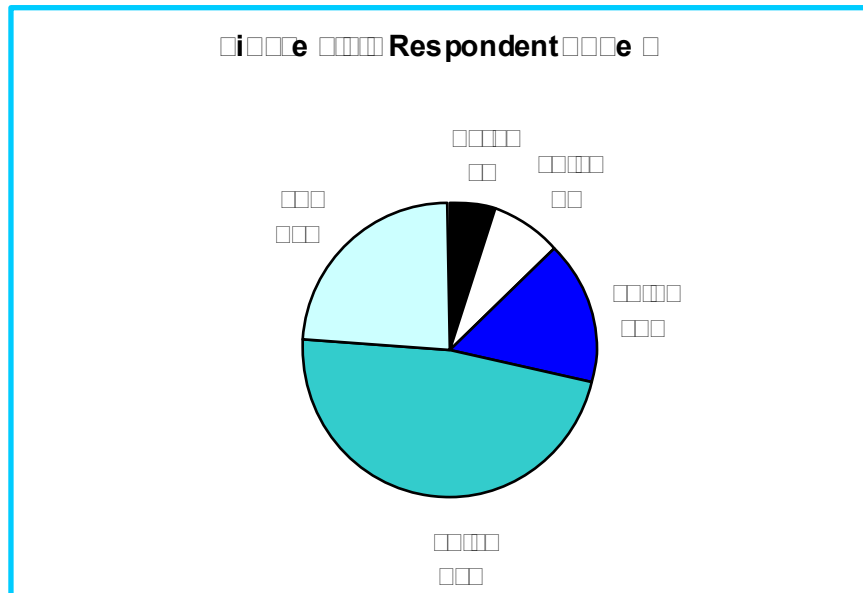
Two thirds of respondents at the event were female (65%) and one third were male (35%).



Just under three quarters of respondents were aged 45 and over (71%). Just under half of respondents were aged 45 to 64 years old (47%) and one quarter was aged 65 or over (24%).

Just under one third of respondents were aged under 45 years old (29%); 16% were aged 35 to 44, 8% were aged 25 to 34 years old and 5% were aged 16 to 24 years old,

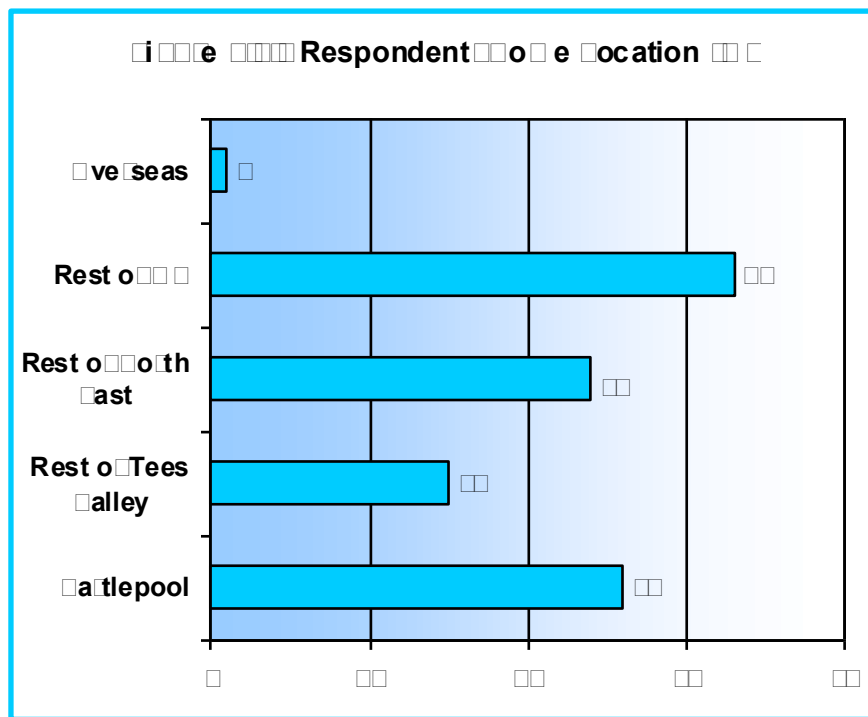
The findings suggest that the event had a broad appeal across the 45 plus age groups with a fairly even split between these age bands.



The majority of respondents at the event were white or white British (98%) and only a minority (2%) were from a Black or minority ethnic (BME) background.

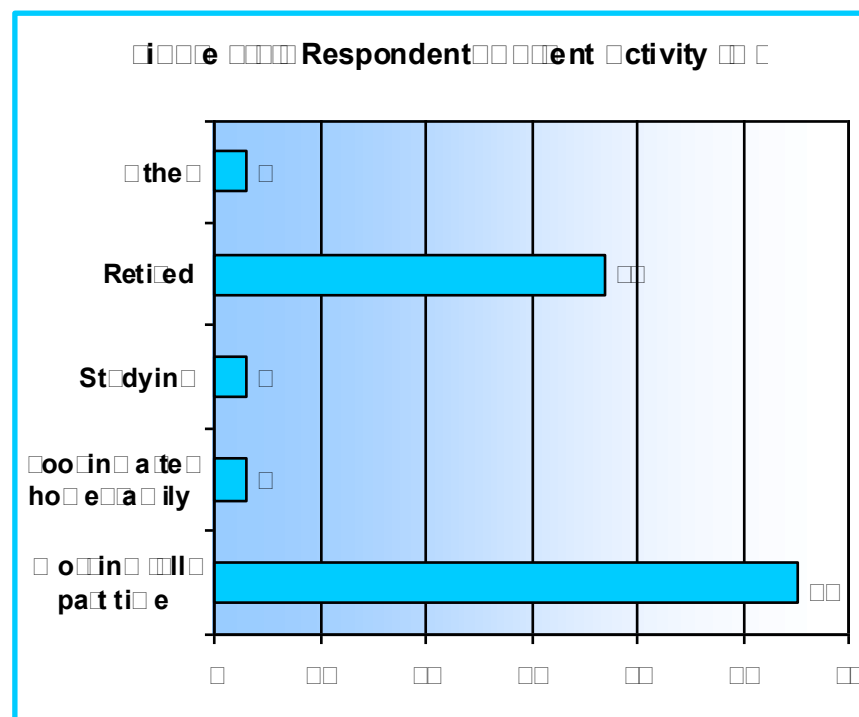


One quarter of respondents that attended The Tall Ships Races Hartlepool 2010 were from Hartlepool (26%). Visitors from the rest of Tees Valley accounted for just over one in ten respondents (15%), the rest of the North East accounted for one quarter of respondents (24%), the rest of the UK for one third of respondents (33%) and overseas for 1% of respondents. This suggests that the event attracted its audience from a fairly broad radius.



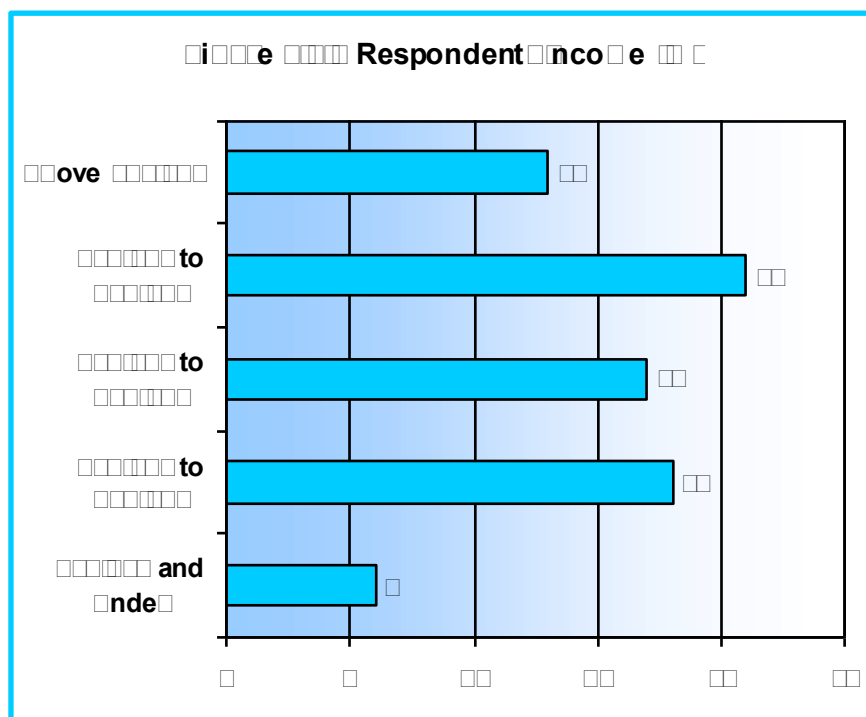
Over half of respondents (55%) were working either full or part time.

Just over one third of respondents were retired (37%), 5% were looking after the home or family, and 3% were studying. Those respondents that said they were doing something else were currently; seeking employment (1%), permanently sick or disabled (<1%), on a government supported training scheme (<1%), a full time carer (<1%) or a volunteer (<1%).

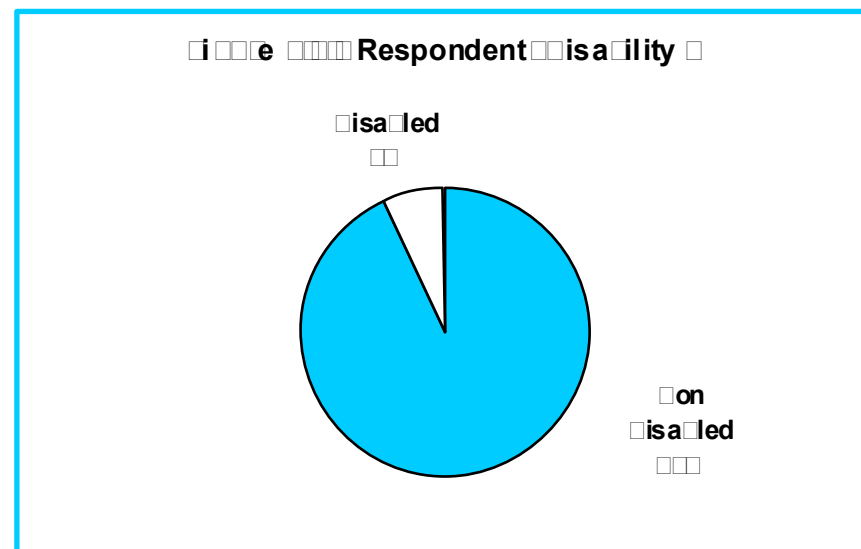


Over half of respondents (59%) said that they either didn't know or preferred not to say what their total household income is. Of those that did respond one quarter of respondents (24%) had a household income of £20,000 or less.

Just under one third of respondents had a household income of £20,001 to £40,000 (38%) and 13% had a household income of over £40,000.



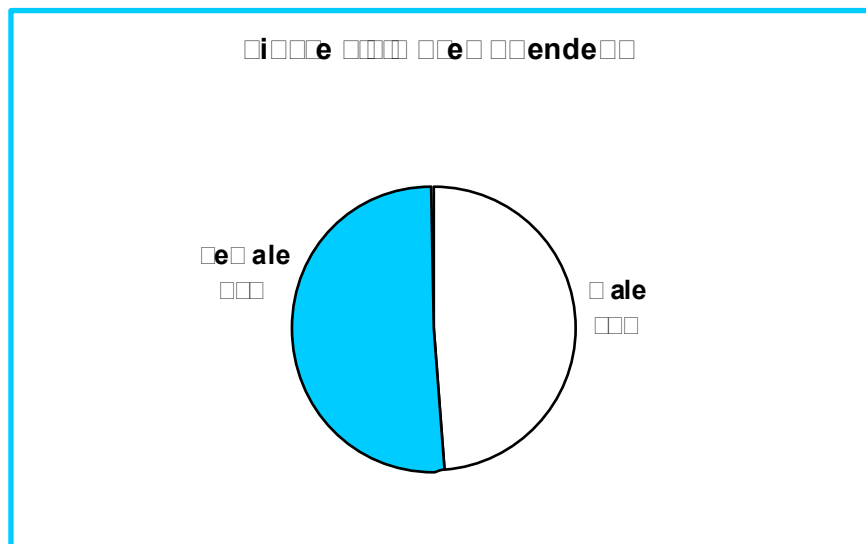
Only a minority of respondents at the event considered themselves to be disabled (7%) and the majority did not (93%).



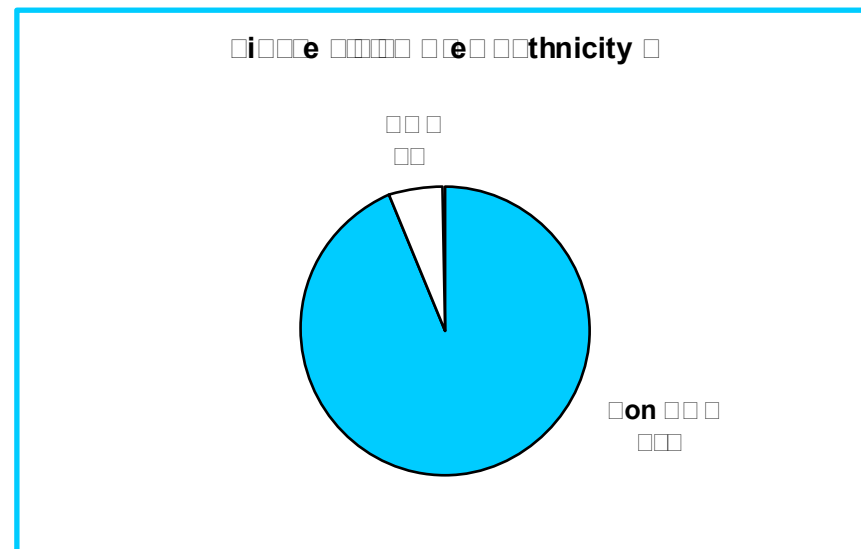


The following charts show the profile of the crew members that completed and returned questionnaires. The results are based on responses from 87 crew members attending the event on 17 ships.

Half of crew members at the event were female (51%) and half were male (49%).

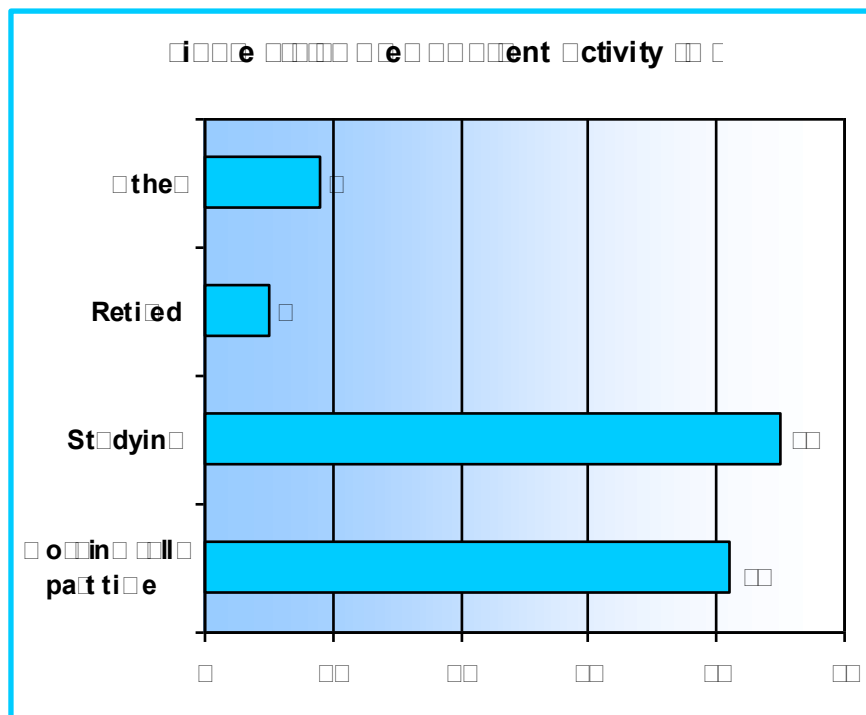


The majority of crew at the event were White or White European (94%) and only a minority (6%) were from a Black or minority ethnic (BME) background.



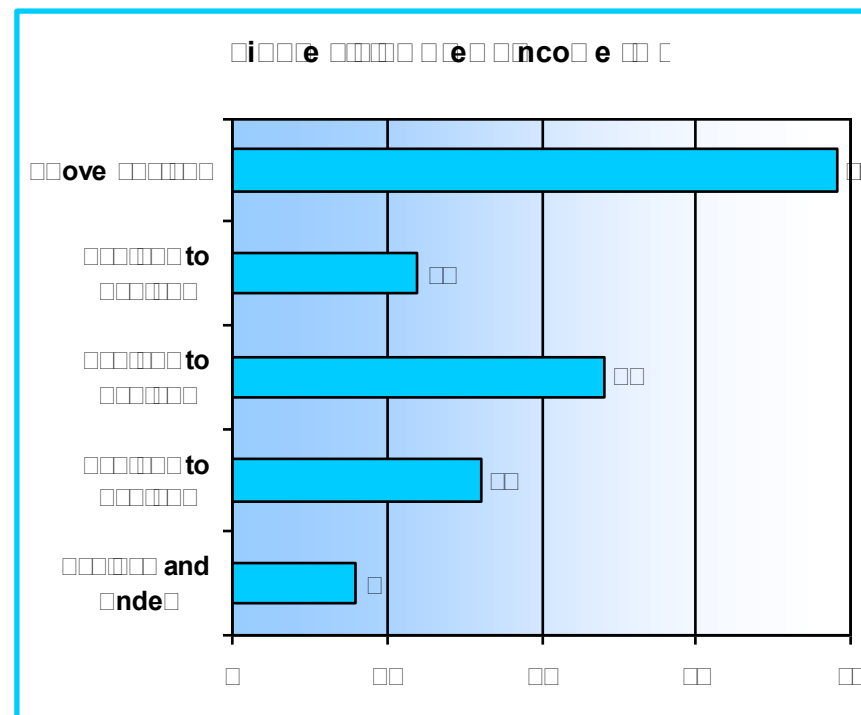
Under half of crew members were in full time education (45%) and under half were working either full or part time (41%).

Only 5% of crew members were retired, one in ten was doing something else, i.e. looking after the home, permanently sick or disabled (9%).

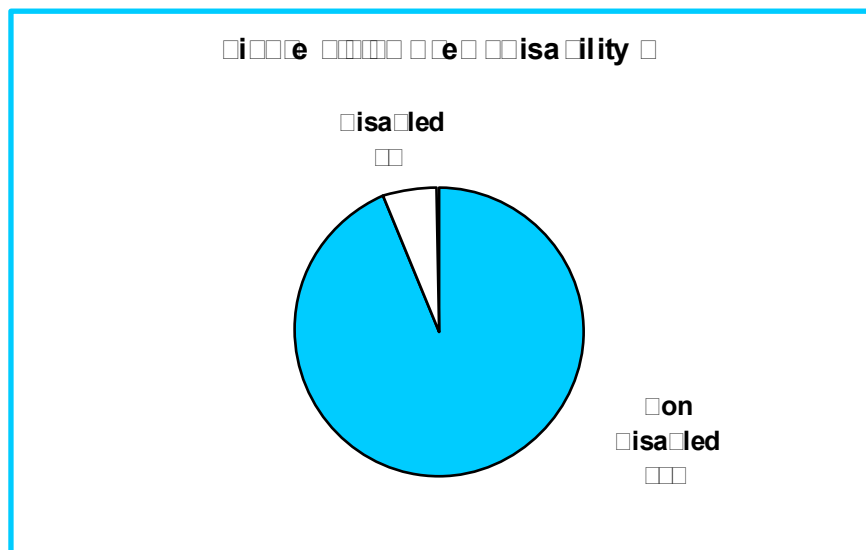


Just under half of crew members (44%) said that they either didn't know or preferred not to say what their total household income is. Of those that did respond, over one third of crew members (39%) had a household income of £40,000 or more.

Just over one third of crew members had a household income of £20,001 to £40,000 (36%) and one quarter of crew members had a household income of £20,000 or less (24%).



Only a minority of crew members at the event considered themselves to be disabled (6%) and the majority did not (94%).



Just under two thirds of crew members were from the United Kingdom (60%) and just over one third was from overseas (40%). The numbers of crew members from Norway may be influenced by the fact that the host port prior to Hartlepool was Kristiansand in Norway.

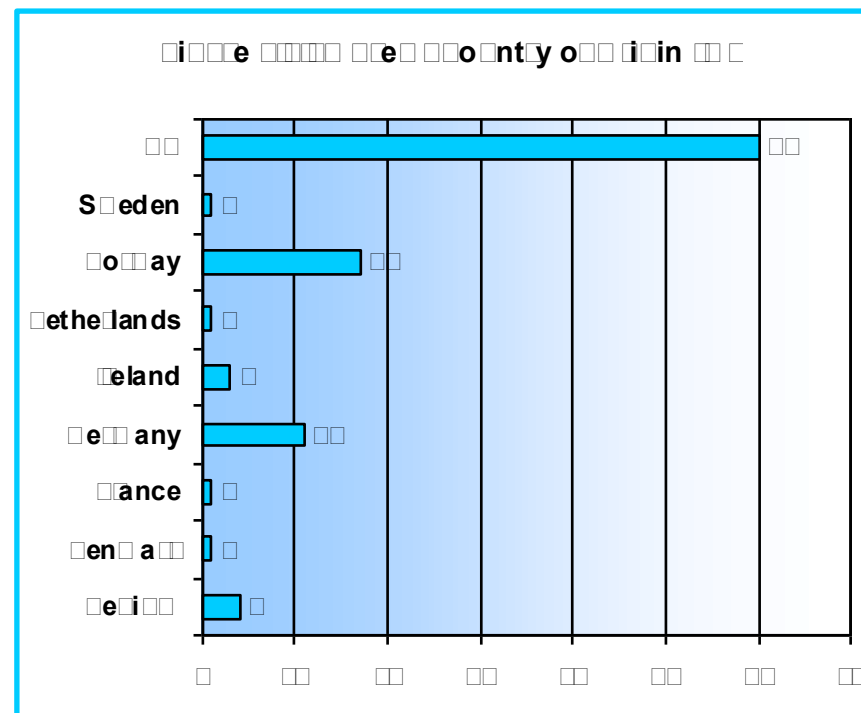
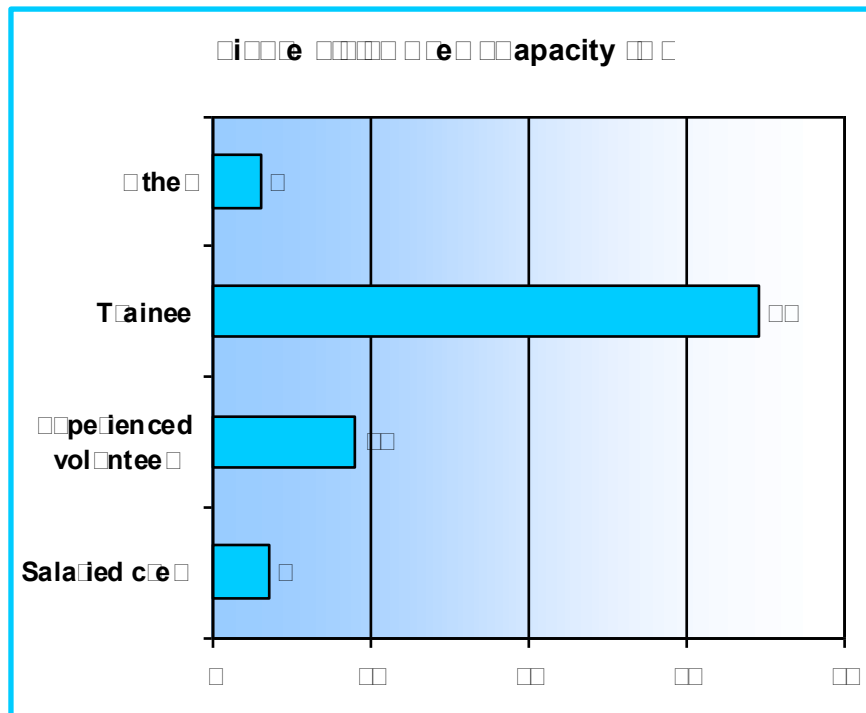


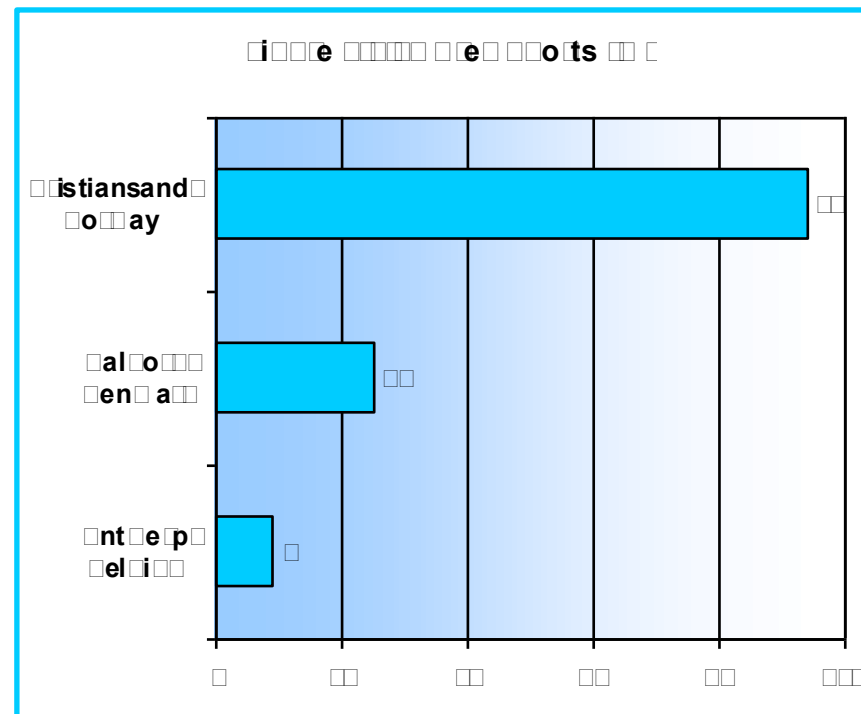
Figure 2.4.15 details where crew members from the UK were from. Just over one in ten crew members were from Hampshire (13%), Greater London (11%), Tyne and Wear (11%) and West Midlands (11%), 9% were from Yorkshire and 7% were from Kent.

Less than 5% of crew members were from; Scotland (4%), Shropshire (4%), Nottinghamshire (4%), Dorset (4%), Wiltshire (2%), Tees Valley (2%), Surrey (2%), Somerset (2%), Lancashire (2%), Greater Manchester (2%), Durham (2%), Cornwall (2%) and Cambridgeshire (2%).

Two thirds of crew members were trainees (69%), 18% were experienced volunteers and 7% were salaried crew. Other capacities of crew members on board include; volunteer voyage crew (n=3)⁷, crew member without salary (n=1) and inexperienced volunteer (n=1).

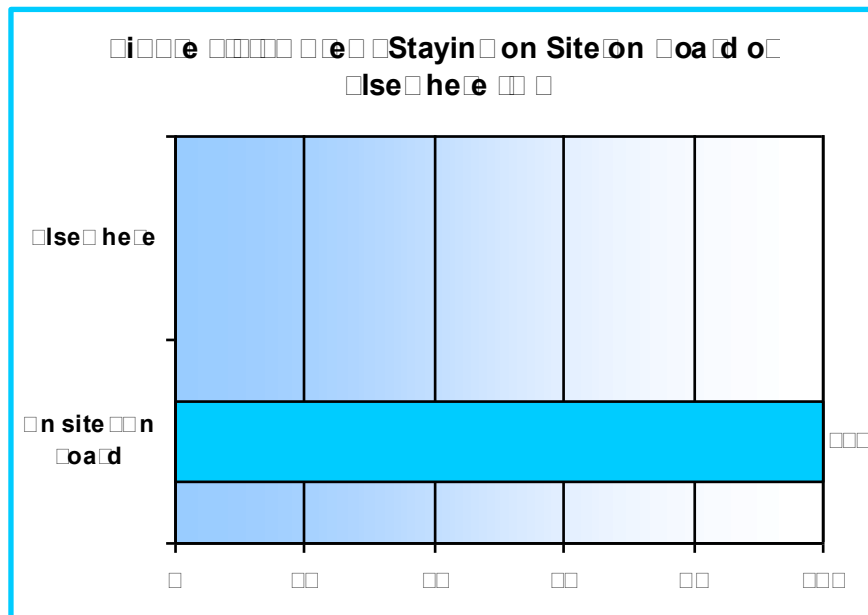


Crew members were asked which other of The Tall Ships Races ports they had personally stopped at. The majority of crew members had stopped at Kristiansand, Norway (94%), one quarter had stopped at Aalborg, Denmark (25%) and one in ten had stopped at Antwerp, Belgium (9%).



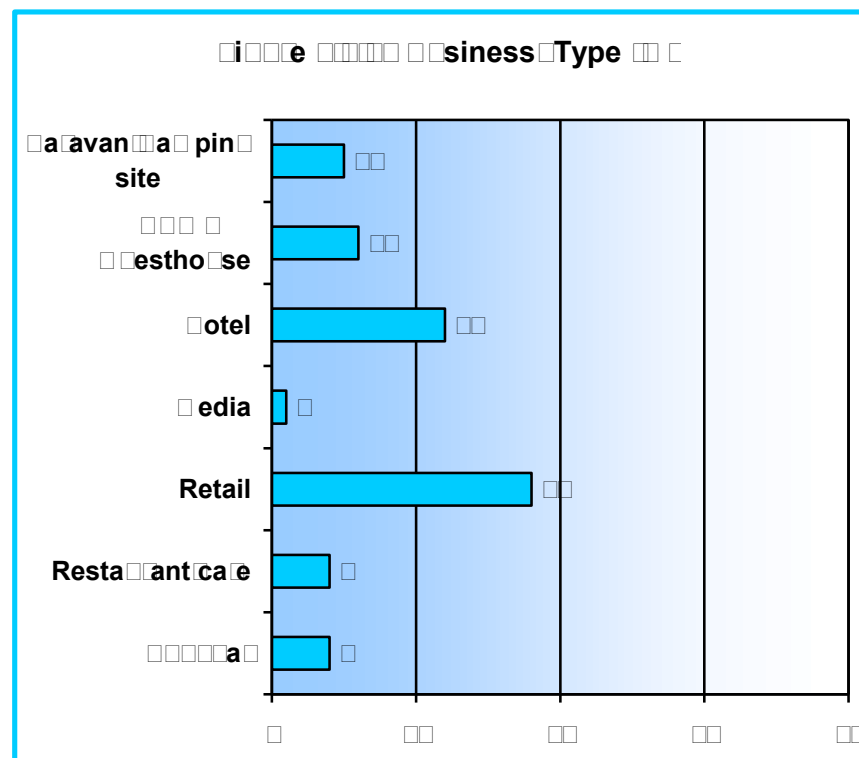
⁷ (n=) actual number of responses =

All crew members that completed and returned a questionnaire were staying either on board their vessel or on site.



Business

The following charts show the profile of the local businesses that took part in the face to face and phone interviews after the event. The results are based on responses from 50 local businesses.

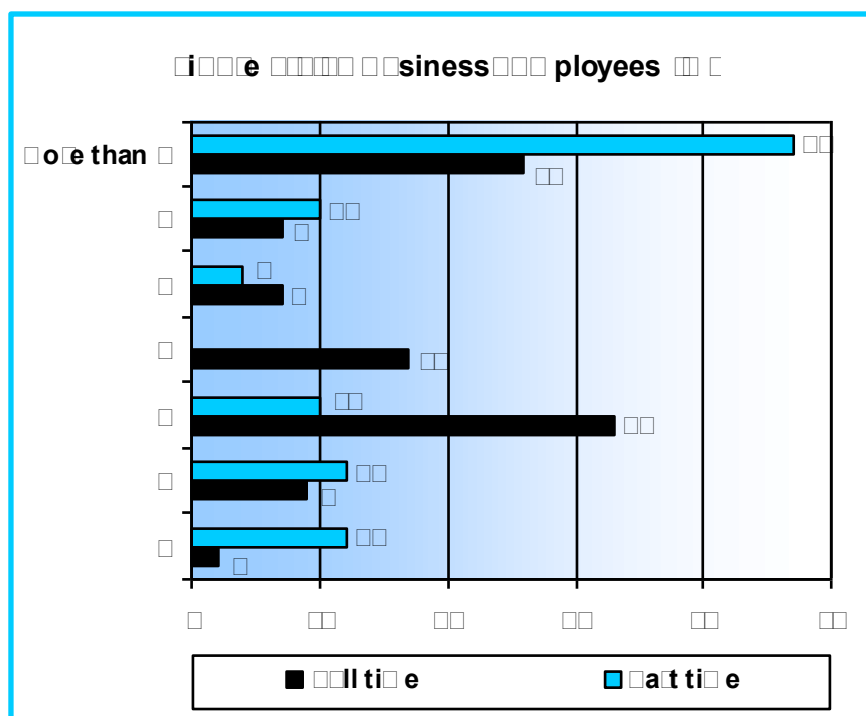


Just over one third of businesses (36%) who took part in the face to face or phone interviews were retail businesses, one quarter were hotels (24%), 12% were B&B's or guesthouses, 10% were caravan or camping sites, 8% were pubs and bars,

8% were restaurants and cafes and 2% were media businesses.

Just under two thirds of businesses (61%) had 3 or less full time staff and just over one third of businesses (34%) had 3 or fewer part time staff.

Just over one third of businesses (40%) had 4 or more full time staff and just under two thirds of businesses (61%) had 4 or more part time staff.



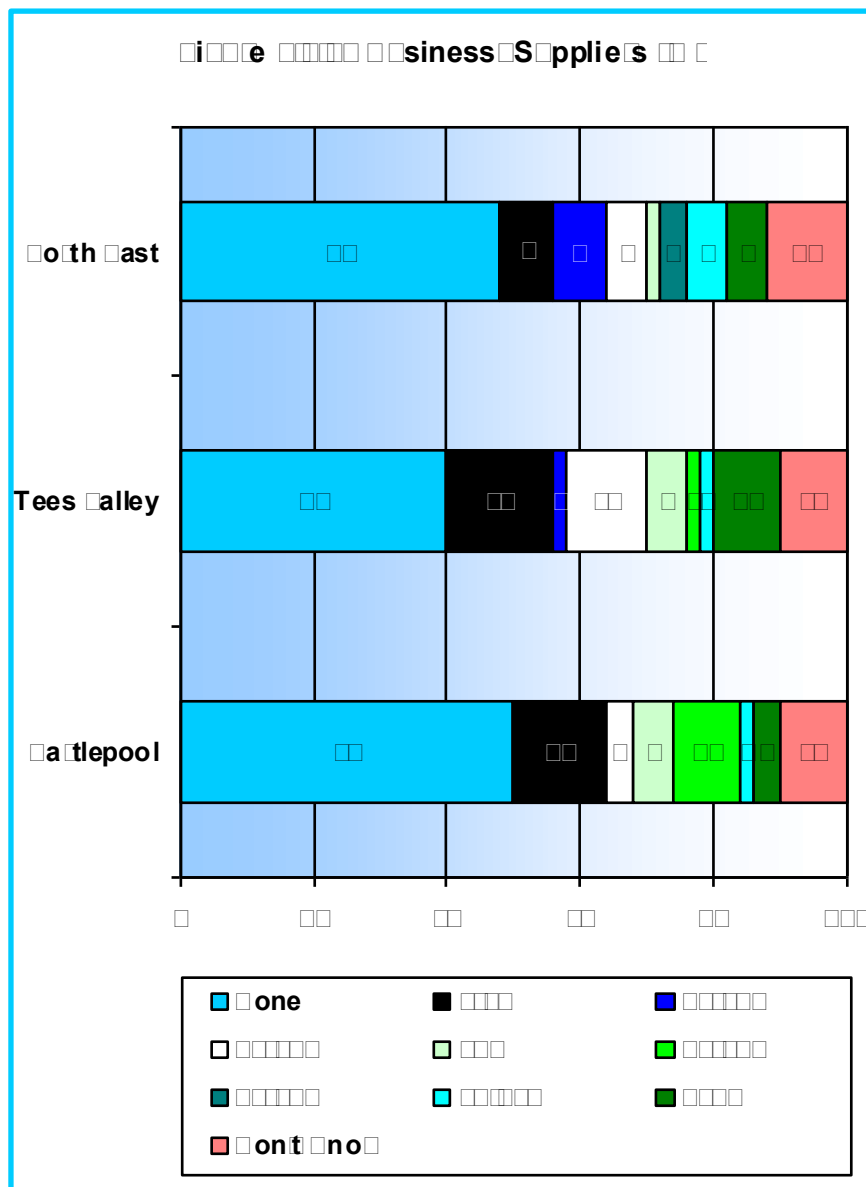
Businesses were asked to identify what proportion of purchases, by value, was from suppliers based within Hartlepool, Tees Valley & the North East. Figure 2.4.22 details their responses.

Half of businesses (50%) said that none of their purchases were from suppliers in Hartlepool, one quarter of businesses (24%) said that 1% to 50% of their purchases were from suppliers in Hartlepool and a further 16% that 51% to 100% of their purchases were from suppliers in Hartlepool.

Less than half of businesses (40%) said that none of their purchases were from suppliers in the Tees Valley and just under half of businesses (48%) said that none of their purchases were from suppliers in the North East.

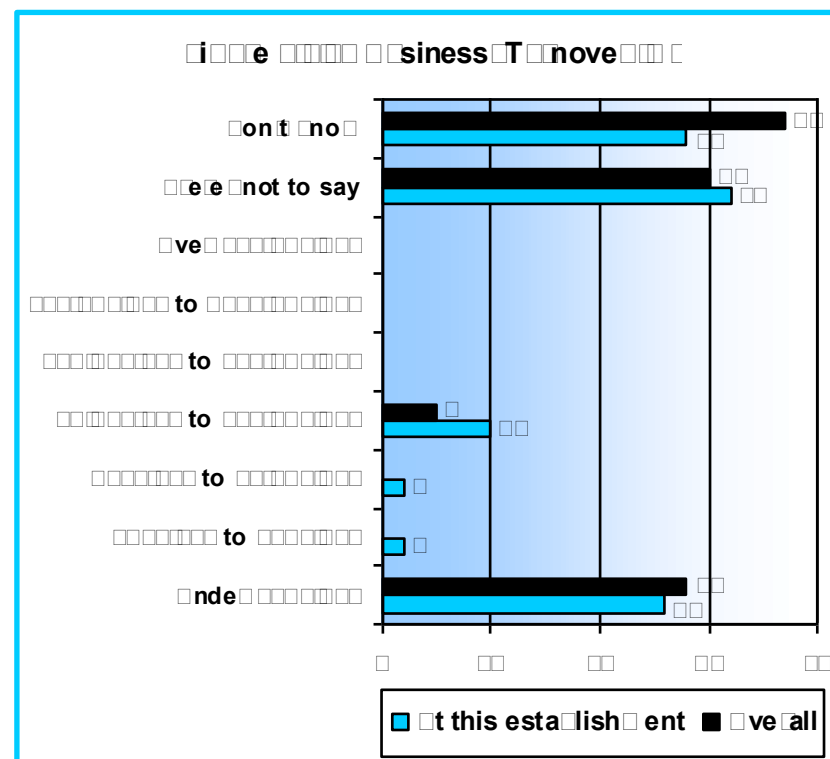
Over one third of businesses (36%) said that 1% to 50% of their purchases were from suppliers in the Tees Valley and a further 14% that 51% to 100% were from suppliers within the Tees Valley.

One quarter of businesses (24%) said that 1% to 50% of their purchases were from suppliers in the North East and a further 12% that 51% to 100% were from suppliers within the North East.



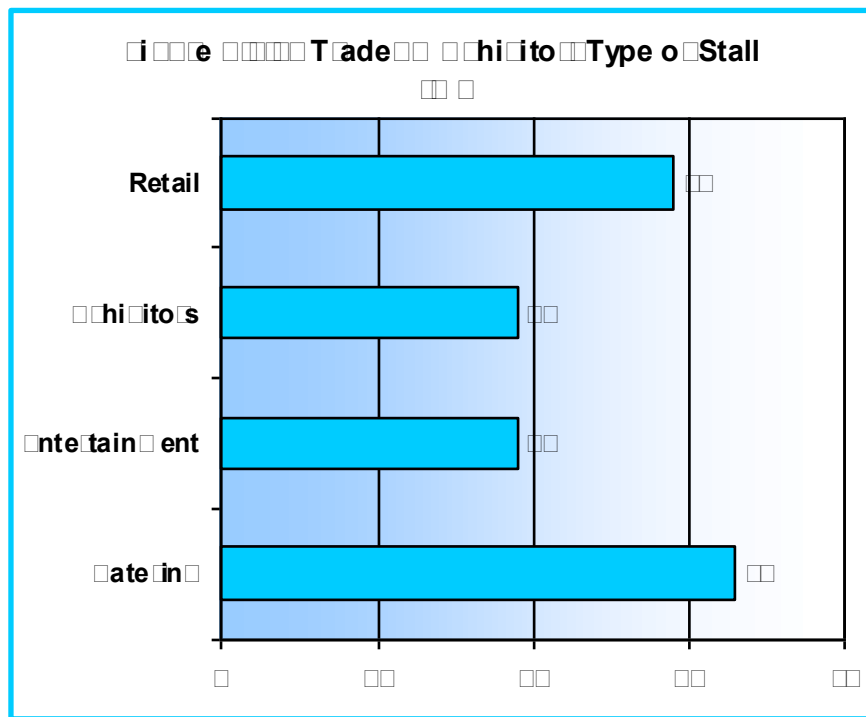
Two thirds of businesses said that they did not know what their business turnover was or that they would prefer not to say what their business turnover is at the establishment where the interview took place (60%) or overall for the business (67%).

One quarter of businesses said that their turnover at the establishment where the interview took place (26%) and overall (28%) was under £250,000, 14% that their turnover at the establishment where the interview took place was over £250,000 and 5% that the overall turnover of the business is over £1,000,000.



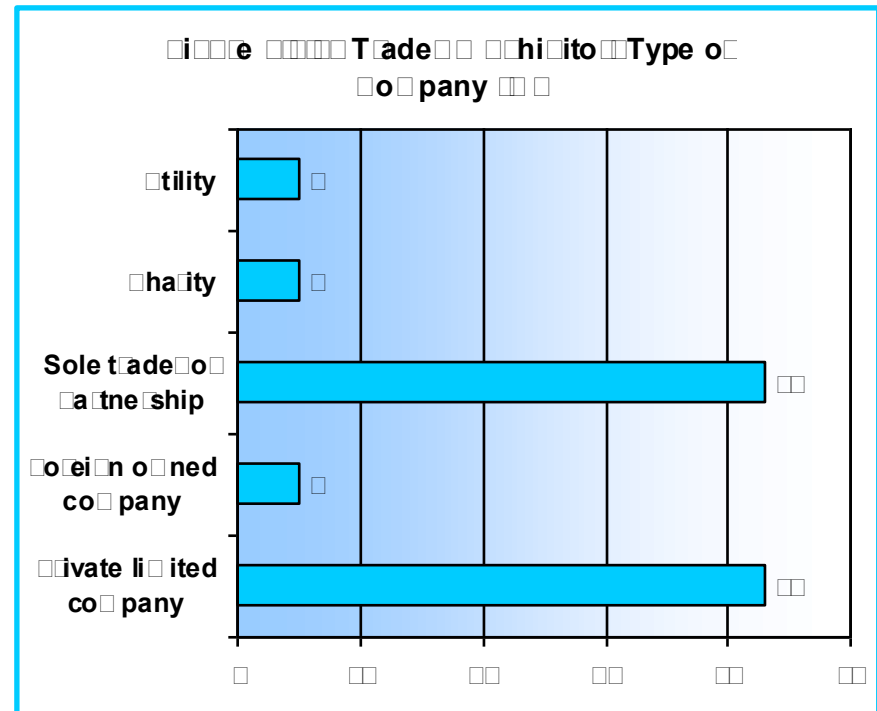
Trade and Exhibitor

The following charts show the profile of the traders and exhibitors that attended The Tall Ships Races – Hartlepool 2010 and who completed and returned questionnaires after the event. The following results are based on 21 completed and returned questionnaires.

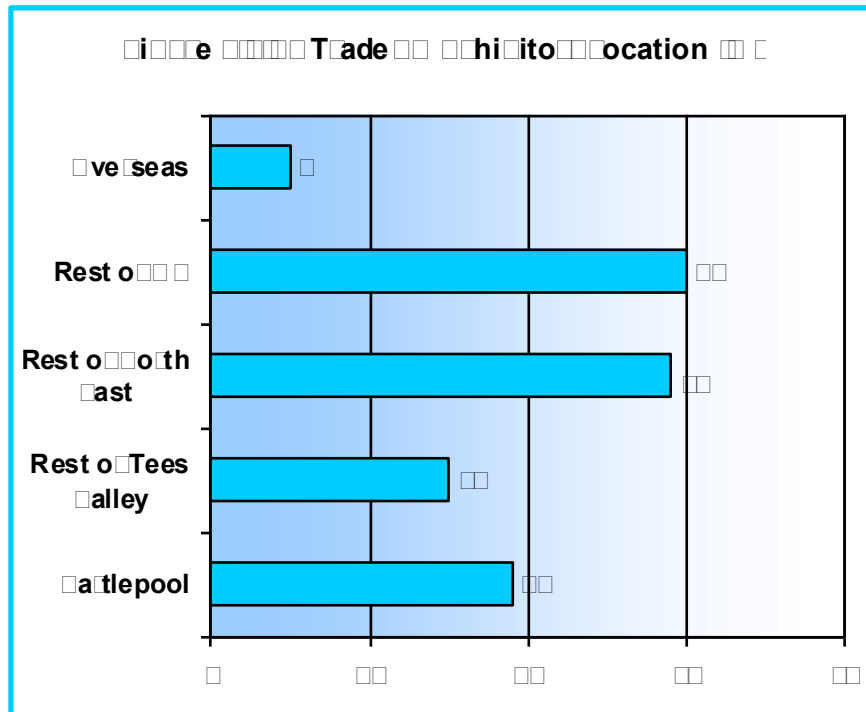


One third of traders' and exhibitors' stalls at the event were catering (33%), just under one third were retail (29%), 19% were entertainment and 19% exhibitors.

Just under half of traders and exhibitors were sole traders or partnerships (43%) and private limited companies (43%), 5% were foreign owned companies, 5% were charities and 5% were utility companies.

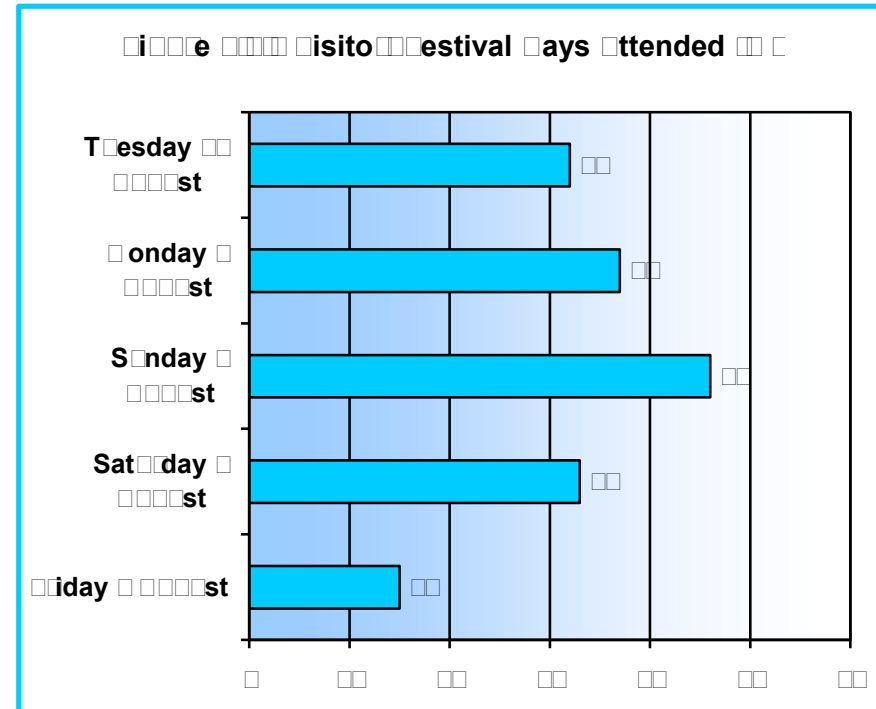


Just under one third of traders and exhibitors were from the rest of the UK (30%) and the rest of the North East (29%), 19% were from Hartlepool, 15% were from the rest of the Tees Valley and 5% were from overseas.



2.5 Visitor Profile

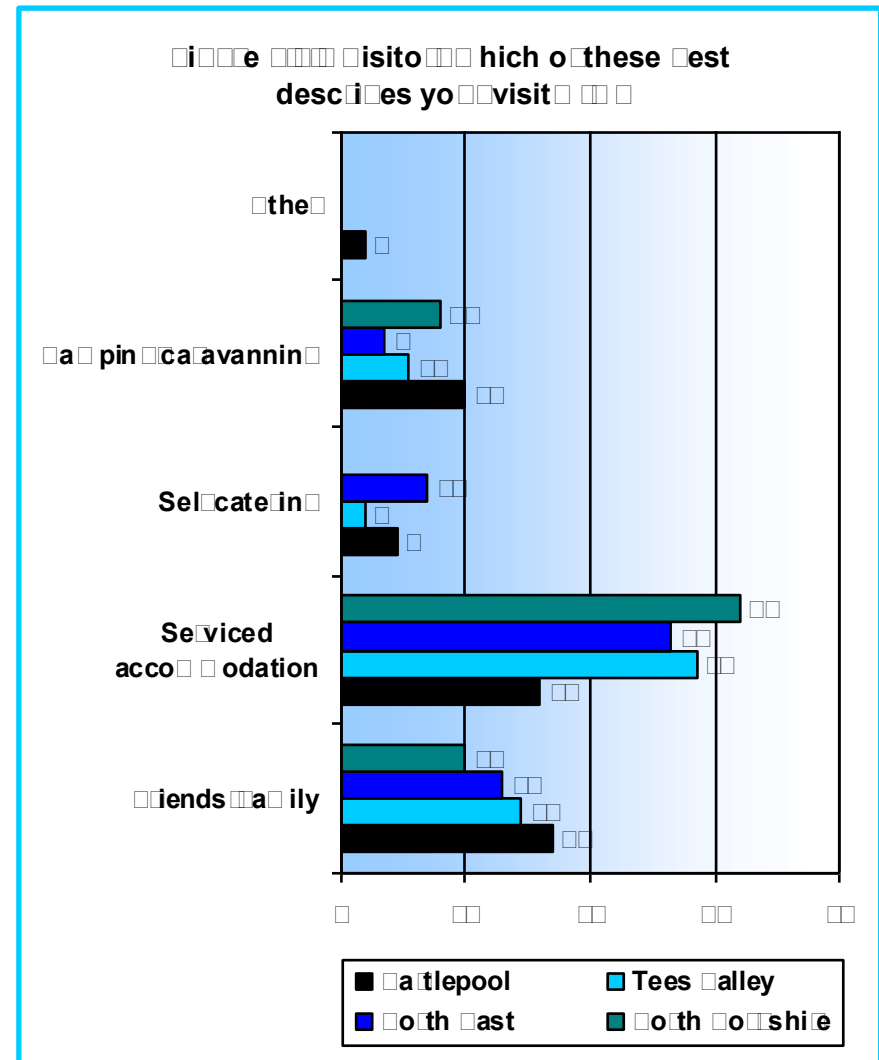
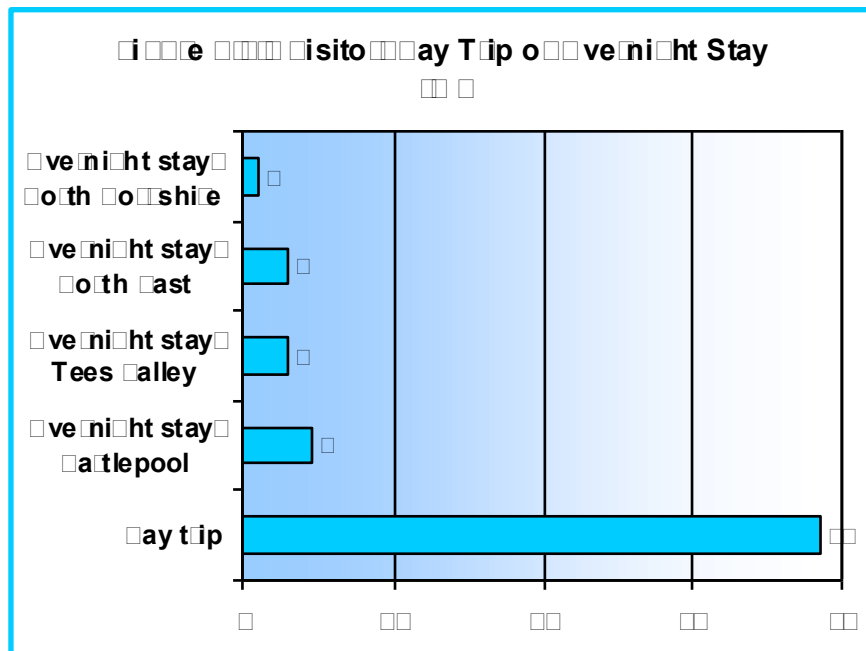
The following charts show the profile of the visitors to The Tall Ships Races – Hartlepool 2010 that took part in the face to face interviews.



Just under half of visitors attended The Tall Ships Races event on the Sunday (46%), one third attended on the Saturday (33%), Monday (37%) and Tuesday (32%) and 15% attended on the Friday of the event.

Three quarters of visitors (77%) were visiting the event as part of a day trip from home and one quarter (23%) were visiting as part of a trip with an overnight stay of one night or more.

One in ten visitors staying overnight in the area were staying in Hartlepool (9%), 6% in the rest of Tees Valley, 6% in the rest of the North East and 2% were staying in North Yorkshire.

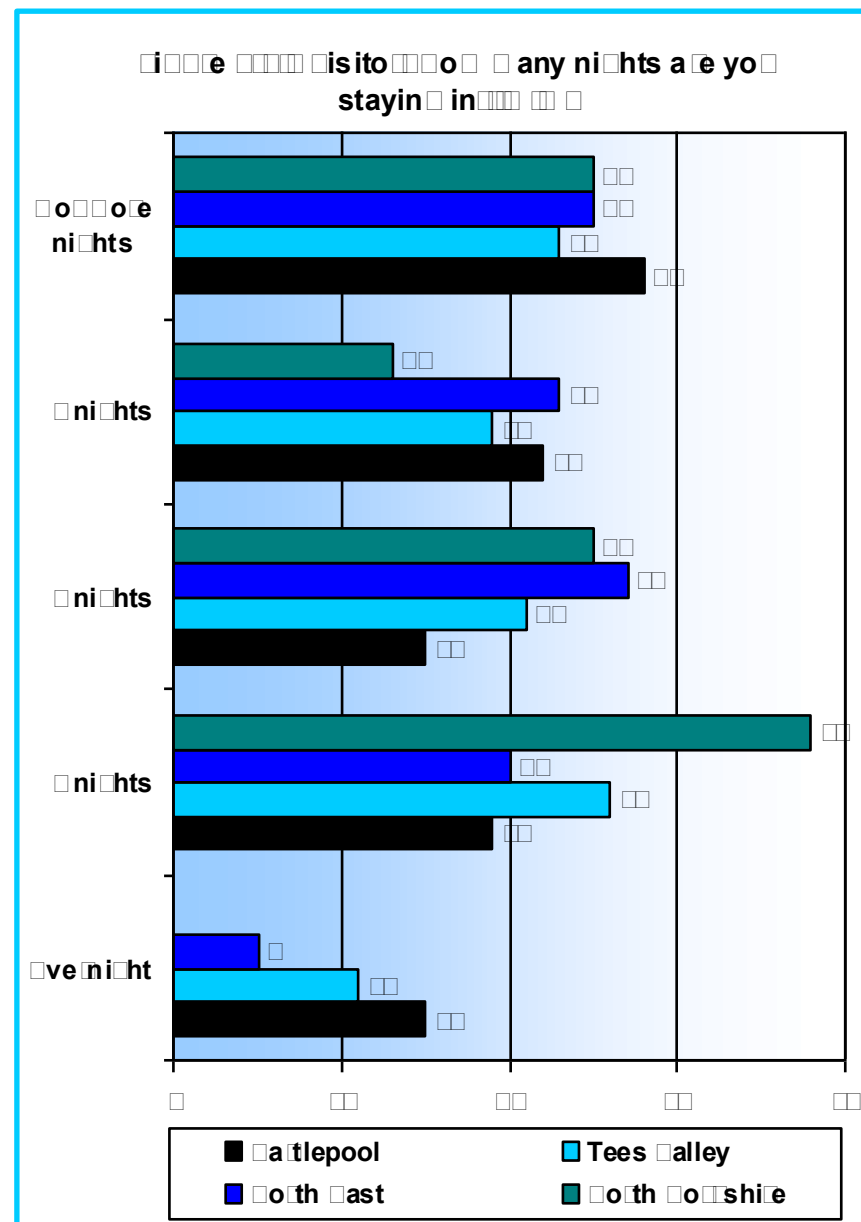


One third of visitors staying overnight in Hartlepool to attend the event were staying with friends and relatives (34%) and in serviced accommodation (32%), just under one quarter were staying in camping or caravanning accommodation (20%) and 9% in self catering accommodation.

Over half of visitors staying overnight in the rest of Tees Valley to attend the event were staying in serviced accommodation (57%), just under one third were staying with friends or relatives (29%), one in ten were staying in camping or caravanning accommodation (11%) and 4% in self catering accommodation.

Over half of visitors staying overnight in the rest of the North East to attend the event were staying in serviced accommodation (53%), one quarter were staying with friends or relatives (26%), 14% were staying in self catering accommodation and 7% were staying in camping or caravanning accommodation.

Two thirds of visitors staying overnight in North Yorkshire to attend the event were staying in serviced accommodation (64%), just under one quarter were staying with friends or family (20%) and 16% were staying in camping or caravanning accommodation.



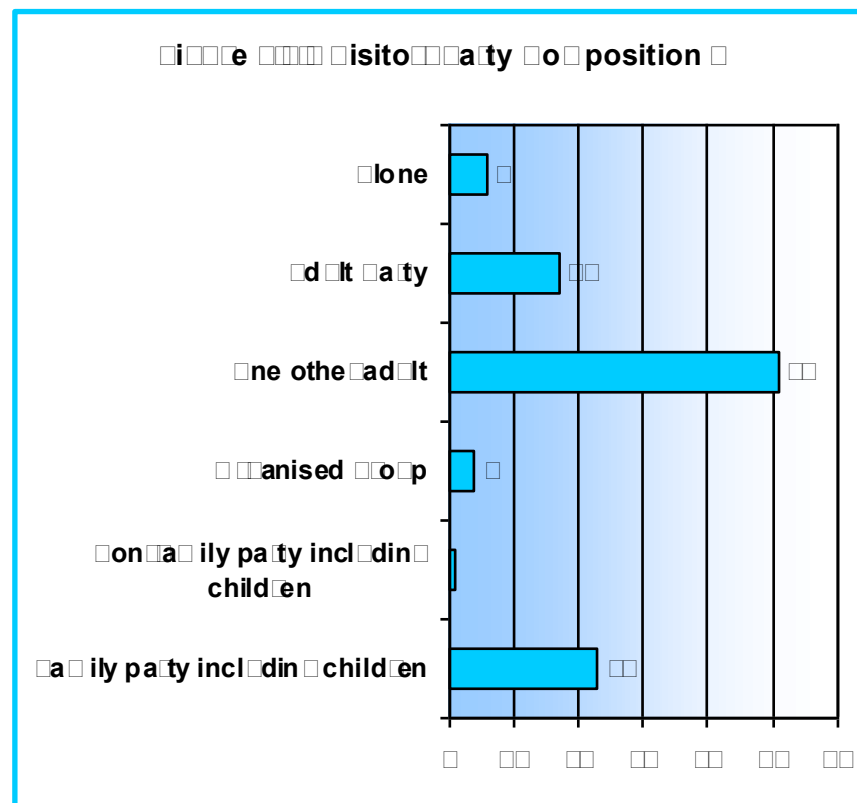
Half of visitors staying overnight in Hartlepool to attend the event were staying four or more nights (50%), 15% were staying one night, 19% were staying two nights and 15% were staying three nights.

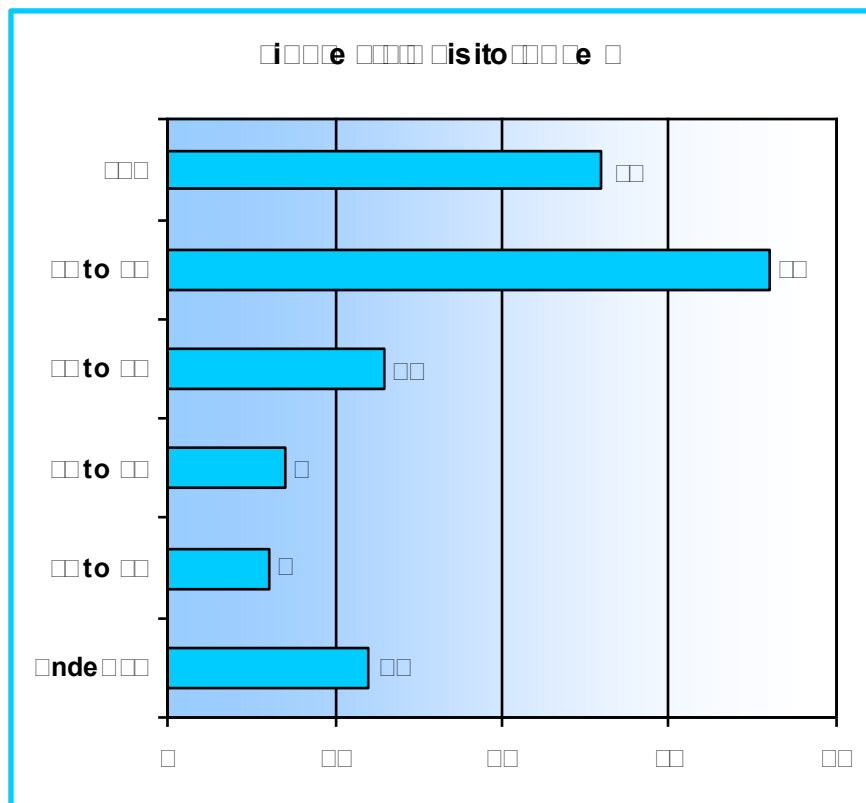
Just under half of visitors staying overnight in the rest of Tees Valley to attend the event were staying four or more nights (42%), 11% were staying one night, one quarter were staying two nights (26%) and just under one quarter were staying three nights (21%).

Half of visitors staying overnight in the rest of the North East to attend the event were staying four or more nights (48%), 5% were staying one night, just under one quarter were staying two nights (20%) and just over one quarter were staying three nights (27%).

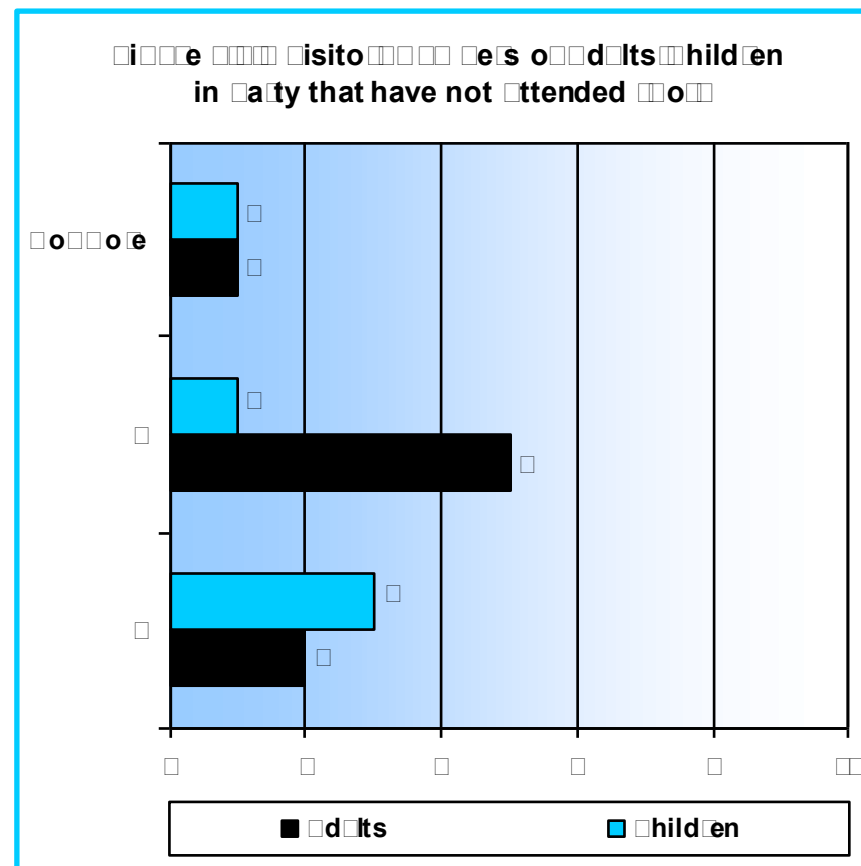
Just over one third visitors staying overnight in North Yorkshire to attend event were staying four or more nights (38%), no visitors were staying one night, just over one third were staying two nights (38%) and one quarter were staying three nights (25%).

Half of visitors surveyed attended the event with one other adult (51%), one quarter attended in family parties, including children (23%), 17% attended in adult parties (more than one other adult), 6% attended alone, 4% attended in an organised group and less than 1% attended in non-family parties including children.





One third of visitors were aged 45 to 64 years old (36%) and one quarter was aged 65 or over (26%). One in ten visitors were aged 35 to 44 years old (13%) and under 16 (12%), 7% were aged 25 to 34 and 6% were aged 16 to 24 years old.



Visitors were asked how many children and adults in their parties had not attended The Tall Ships Races event with them today. Only a small number of visitors said that any members of their party had not attended the event with them on the day (n=13). Figure 2.5.7 details the numbers of children and adults that visitors said had not attended the event with them on the day.

3. Main Findings

3.1 Visitor Survey Findings

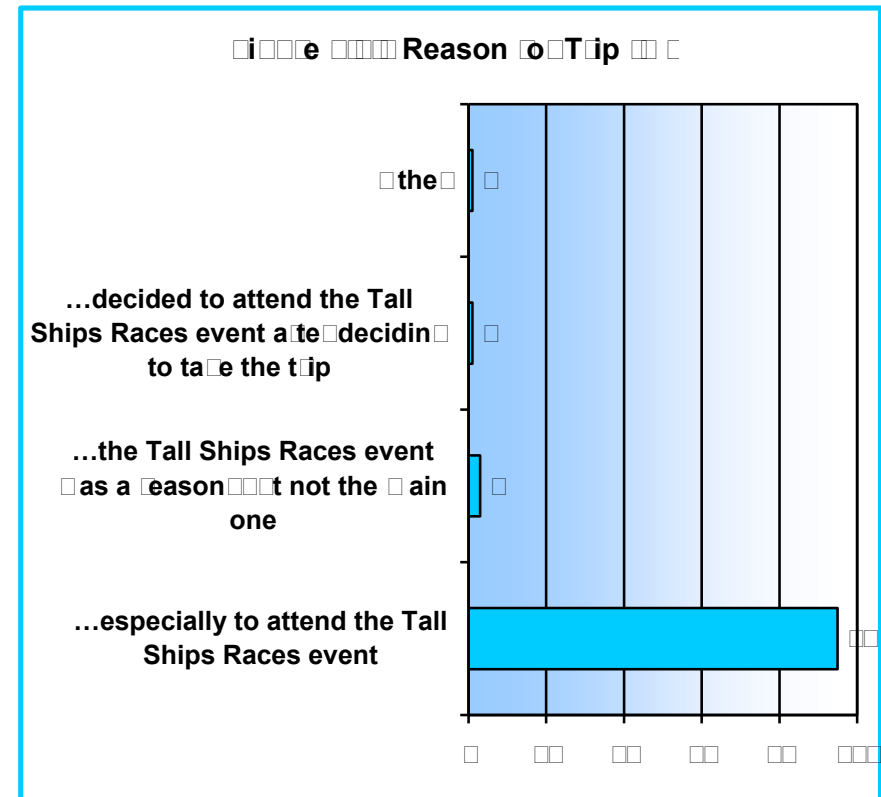
This section of the report details the main findings from the survey of visitors to The Tall Ships Races - Hartlepool 2010.

Motivation

Visitors to the event were asked the main reason for their trip to Hartlepool. Figure 3.1.1 details their responses.

The majority of visitors (95%) said that they had come on the trip especially to attend the event. A minority of visitors said that attending The Tall Ships Races event was a reason, but not the main reason for their trip (3%) and that they decided to attend The Tall Ships Races event after deciding to make the trip (1%).

A small number of visitors also said that they attended the event for other reasons (n=4); meeting a crew member (n=1), motor caravans rally (n=1), travelling on board (n=1) and visiting family (n=1).

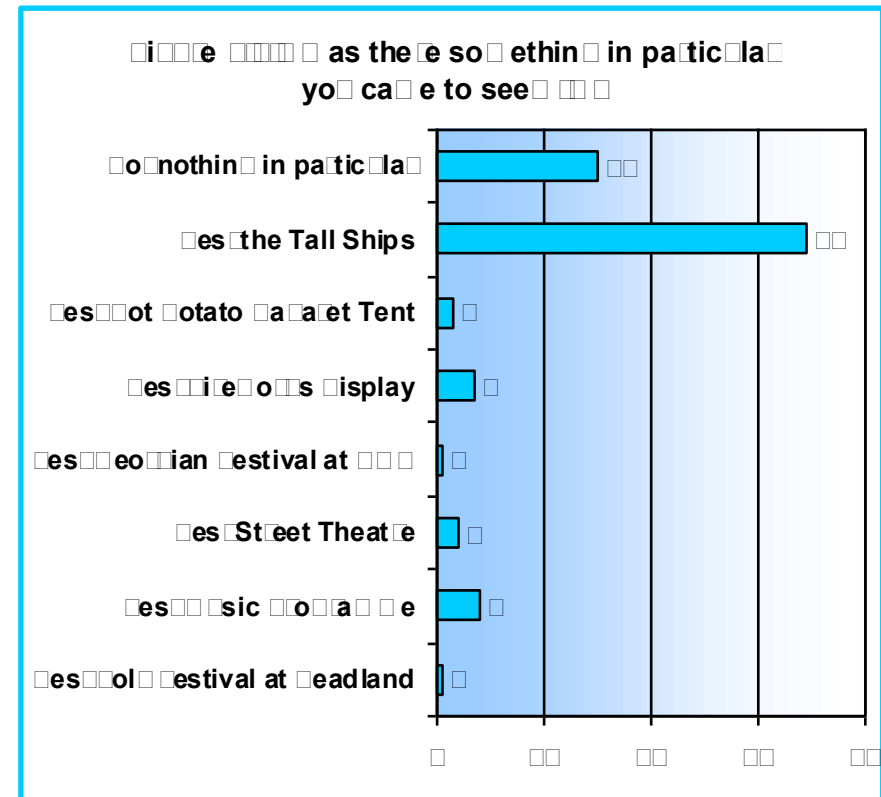


Visitors were asked if there was something in particular they came to see at the event. Figure 3.1.2 details their responses. Just over two thirds of visitors said that they came in particular to see the Tall Ships (69%).

Just under one third of visitors said that they didn't come to see anything in particular (30%). Just under one in ten visitors said that they particularly came to see the music programme (8%), 7% said the fireworks display, 4% said street theatre, 3% said the Hot Potato Cabaret Tent, 1% said the Georgian Festival at HME and 1% said that they particularly came to see the Folk Festival at Headland.

Just under one quarter of Hartlepool residents (22%) said that they particularly came to see the music programme, compared to only a minority of Tees Valley (6%), North East (4%) and UK residents (3%).

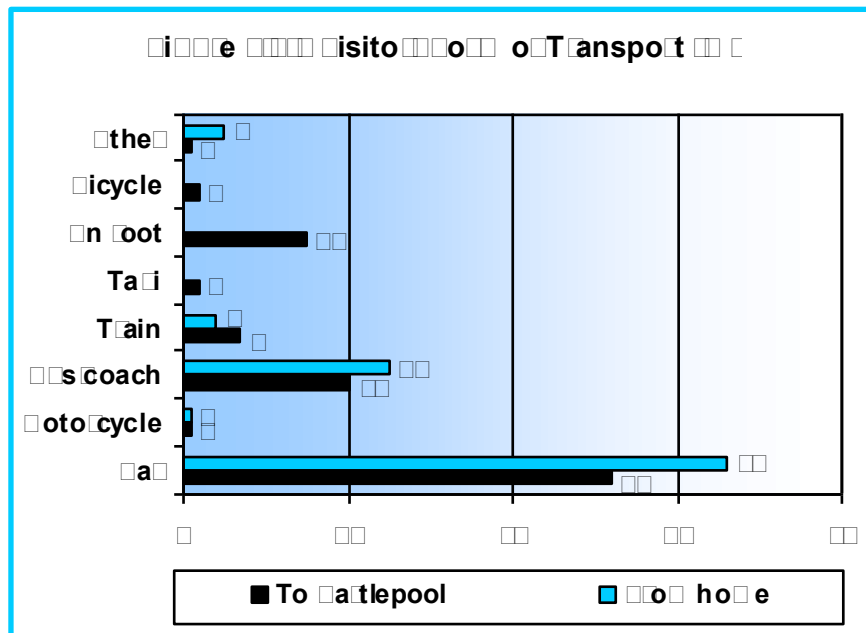
A higher proportion of Hartlepool residents (19%) said that they particularly came to see the fireworks, compared to Tees Valley (4%), North East (2%) and UK residents (3%).



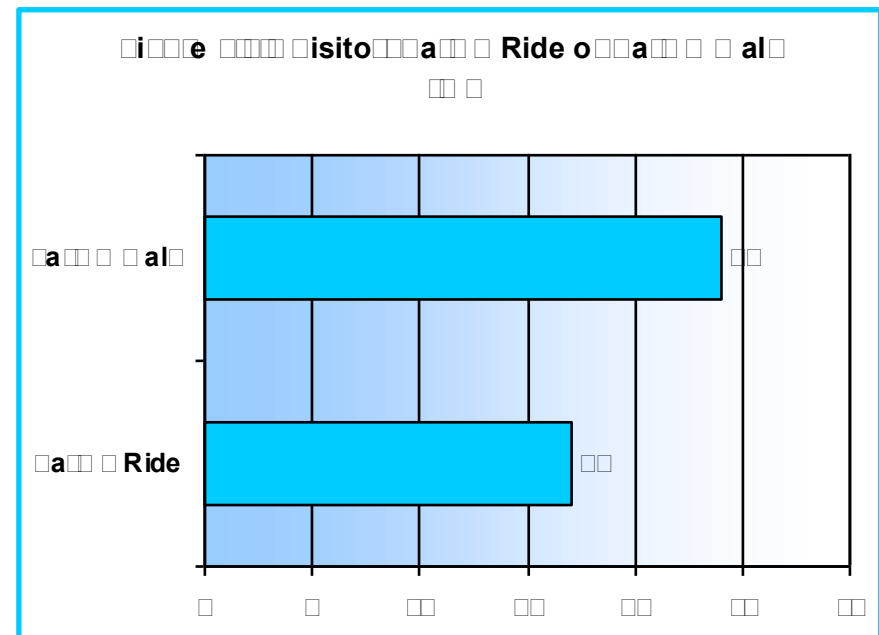
Transport

Over half of visitors on a day trip travelled to the event by car (52%), just under one quarter by bus or coach (20%) and 15% on foot. A small number of visitors on a day trip travelled by other means (n=8); 3 visitors travelled by motor home and 5 visitors travelled by boat.

Two thirds of visitors staying overnight for one or more nights to attend the event travelled from home by car (66%), one quarter travelled by bus or coach (25%) and 4% travelled by train. A small number of visitors staying overnight for one or more nights to attend the event travelled by other means (n=9); 4 visitors travelled by plane, 3 visitors travelled by motor home and 2 visitors travelled by boat.



Visitors that had travelled to the event by car or motorcycle were asked if they had used the Park and Ride or Park and Walk facilities at the event. One quarter of visitors that had travelled by car or motorcycle had used Park and Walk (24%) and 17% had used Park and Ride. The findings from the survey are consistent with the level of income received from the Park and Ride and Park and Walk facilities as 41% of the 52% of visitors that had travelled by car or motorcycle had used them. It should also be remembered that only 6% of visitors had travelled alone and therefore respondents to the survey could be either passengers or drivers of vehicles that used the facilities.



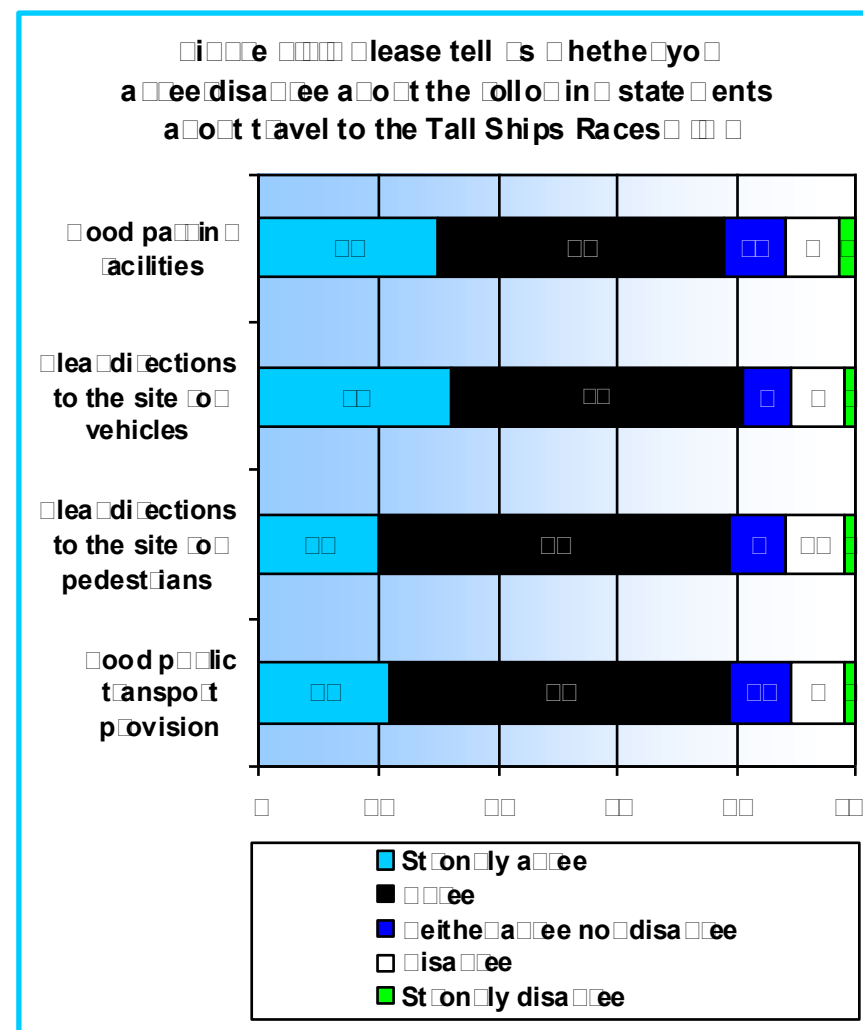
Visitors were asked whether they agreed or disagreed with a number of statements about travelling to and parking at the event site. Figure 3.1.5 details their responses.

Over three quarters of visitors agreed or strongly agreed that there were good parking facilities at the event (78%). Just under one third of visitors strongly agreed that there were good parking facilities at the event (30%) and only a minority of visitors disagreed or strongly disagreed that there were good parking facilities at the event (12%).

The majority of visitors agreed or strongly agreed that there were clear directions to the site for vehicles (81%). Just under one third of visitors strongly agreed that there were clear directions to the site for vehicles (32%) and only a minority of visitors disagreed or strongly disagreed that there were clear directions to the site for vehicles (11%).

Over three quarters of visitors agreed or strongly agreed that there were clear directions to the site for pedestrians (79%). Just under one quarter of visitors strongly agreed that there were clear directions to the site for pedestrians (20%) and only a minority of visitors disagreed or strongly disagreed that there were clear directions to the site for pedestrians (12%).

Over three quarters of visitors agreed or strongly agreed that there was good public transport provision to the event site (79%). Just under one quarter of visitors strongly agreed that there was good public transport provision (22%) and only a minority of visitors disagreed or strongly disagreed that there was good public transport provision (11%).



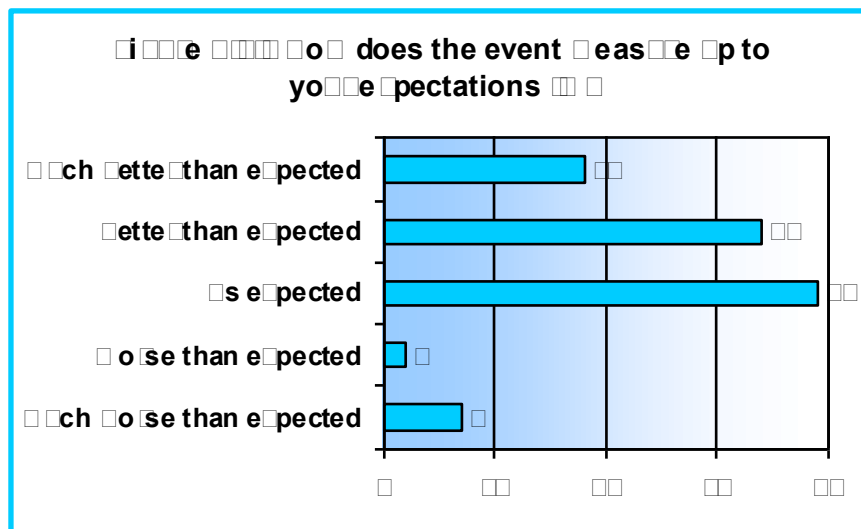
N.B: Valid responses only, "don't know" have been removed.

Perceptions

Visitors were asked how the event measured up to their expectations. Figure 3.1.6 details their responses. Over half of visitors said that the event was better or much better than expected (52%); one third of visitors said that the event was better than expected (34%) and 18% that the event was much better than expected.

Just under three quarters of Hartlepool residents (71%) said that the event was better or much better than expected compared to approximately half of Tees Valley (53%), North East (49%) and UK residents (42%).

Over one third of visitors said that the event was as expected (39%). Only a minority of visitors (9%) said the event was worse than expected (2%) or much worse than expected (7%).



Visitors were asked why they thought that the event was better or worse than expected. A cross section of their responses is given below.

Better than expected

Spectacular ships, friendly people

No idea there'd be so many boats

Didn't know what to expect - but impressed

Excellent, lovely sense of atmosphere

Better than Newcastle, better layout

Much bigger and better organised than I thought

Nice to see it in Hartlepool, layout is very good. Great variety of ships

Well organised, lovely place, lots to see and do

Plenty of room, can see all of the ships

The whole event is spectacular - great weather

Saw it in Newcastle - Much better here

Never seen anything like it before

Pleasantly surprised wished we had it more often

Was all put together, makes you proud to come from Hartlepool

Worse than expected

Lots of walking

Poor signposting and information

Very spread out, can't grasp the whole event

It is so spread out and so little information - no advice where to go

Too far to walk for disabled people

No seating, long walk back to coach

Size of the site - surfacing in the Tall Ships area is poor. Not enough seating

Not as good photo opportunities

Site is difficult to move around and show ships in their best light

Not as good as Newcastle - not as many ships too spread out

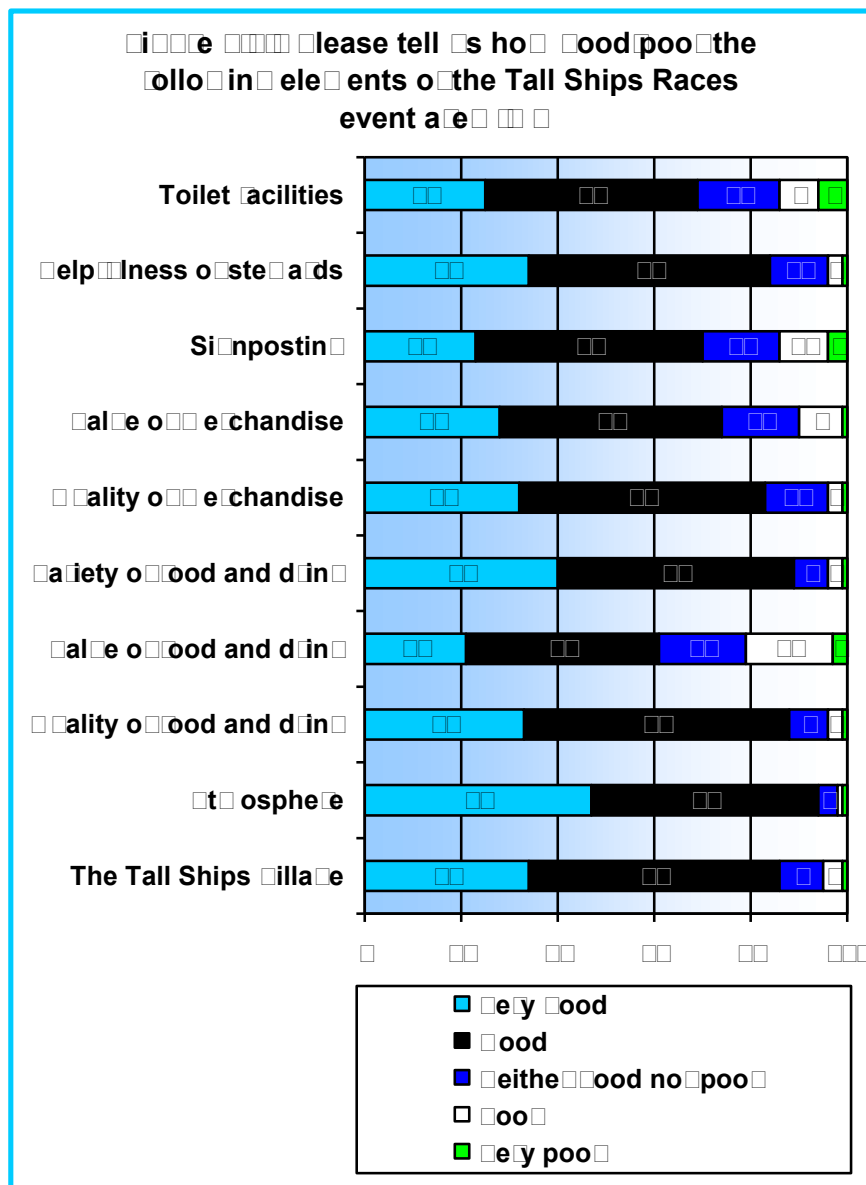
Visitors were asked how good or poor they thought that a number of different elements of The Tall Ships Races event were. Figure 3.1.7 details their responses.

The majority of visitors thought that the atmosphere (94%), the variety of food and drink (89%), the quality of food and drink (88%), the Tall Ships Village (86%), helpfulness of stewards (84%) and quality of merchandise (83%) was good or very good. Only a minority of visitors (<5%) thought that any of these elements were poor or very poor.

Three quarters of visitors thought that the value of merchandise was good or very good (74%) compared to only one in ten visitors who thought it was poor or very poor (10%).

Just under three quarters of visitors thought that signposting was good or very good (70%) compared to just over one in ten visitors who thought that signposting was poor or very poor (14%).

Just under two thirds of visitors thought that the value of food and drink was good or very good (61%) and just under one quarter thought that the value of food and drink was poor or very poor (21%).



N.B: Valid responses only, "don't know" have been removed.

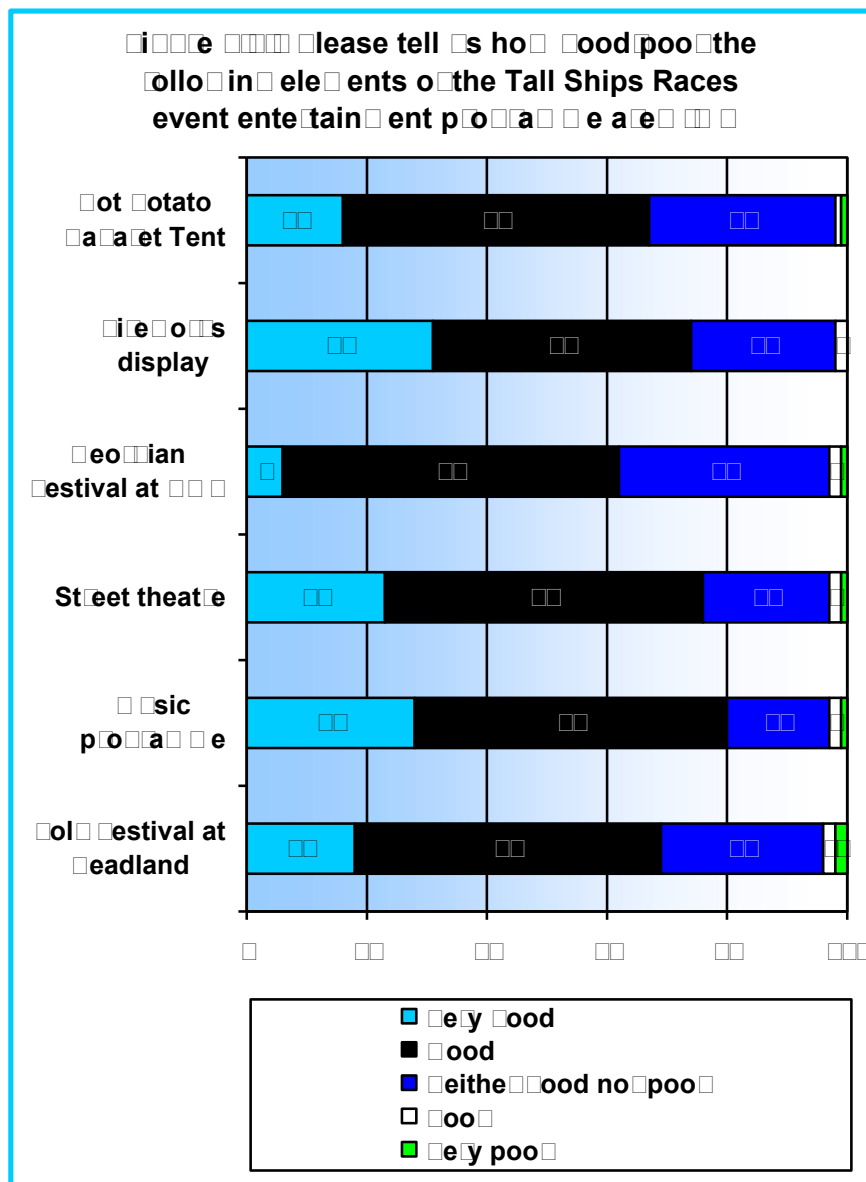
Visitors were asked how good or poor they thought that a number of different elements of the event entertainment programme were. Figure 3.1.8 details their responses.

The majority of visitors thought that the music programme at the event was good or very good (80%) and just under one third of visitors thought that the music programme was very good (28%).

Three quarters of visitors thought that the street theatre (76%) and fireworks displays (74%) were good or very good. Just under one third of visitors thought that the fireworks displays were very good (31%) and just under one quarter of visitors thought that the street theatre (23%) was very good.

Two thirds of visitors thought that the Folk Festival at Headland (69%), the Hot Potato Cabaret Tent (67%) and the Georgian Festival at HME (62%) were good or very good.

Only a minority of visitors (<5%) thought that any element of the Tall Ships Races event entertainment programme was poor or very poor.



N.B: Valid responses only, "don't know" have been removed.

Visitors were asked whether they agreed or disagreed with a number of statements about the event. Figure 3.1.9 overleaf details their responses.

Almost all visitors agreed or strongly agreed that the event was a good thing for Hartlepool (99%) and was good for promoting Hartlepool as a place to visit (96%). Three quarters of visitors strongly agreed that the event was a good thing for Hartlepool (77%) and over half of visitors strongly agreed that the event was good for promoting Hartlepool as a place to visit (58%).

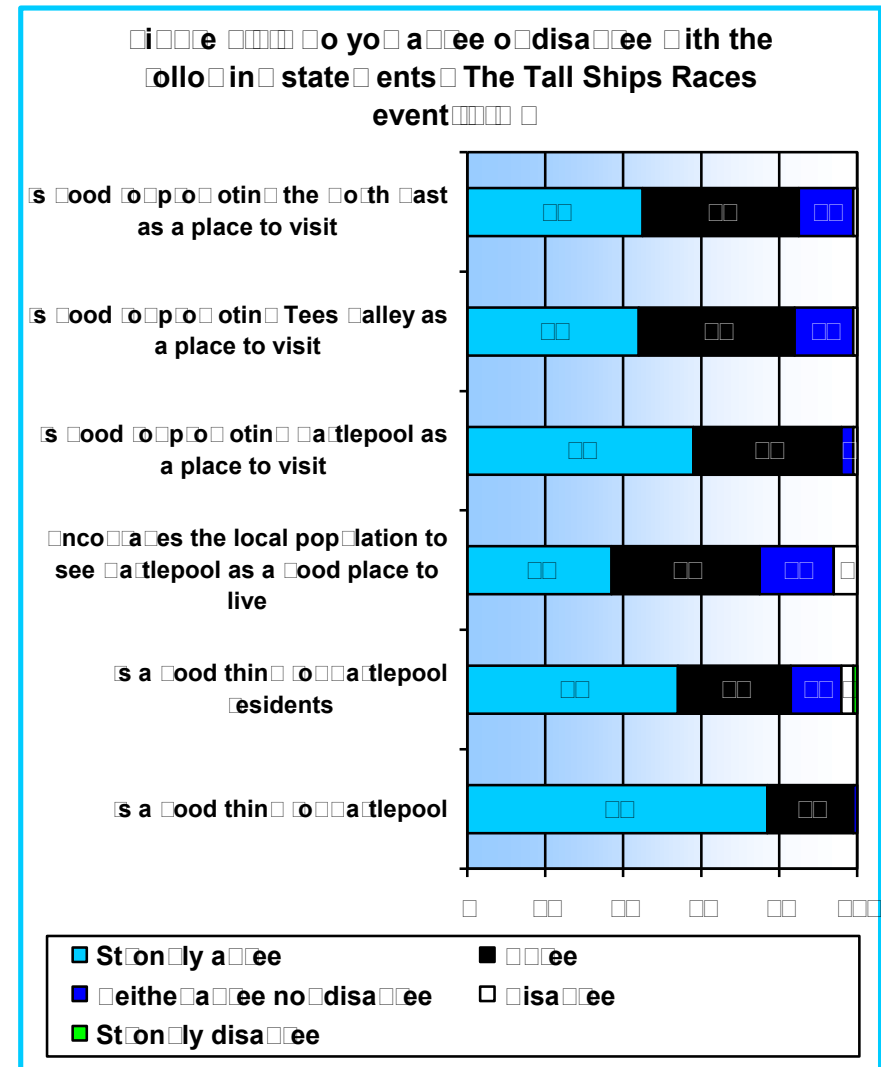
The majority of visitors agreed or strongly agreed that the event was good for promoting the North East as a place to visit (85%), was good for promoting the Tees Valley as a place to visit (84%) and was a good thing for Hartlepool residents (83%). Over half of visitors strongly agreed that The Tall Ships Races event was a good thing for Hartlepool residents (54%) and just under half of visitors strongly agreed that the event was good for promoting the North East as a place to visit (45%) and was good for promoting the Tees Valley as a place to visit (44%).

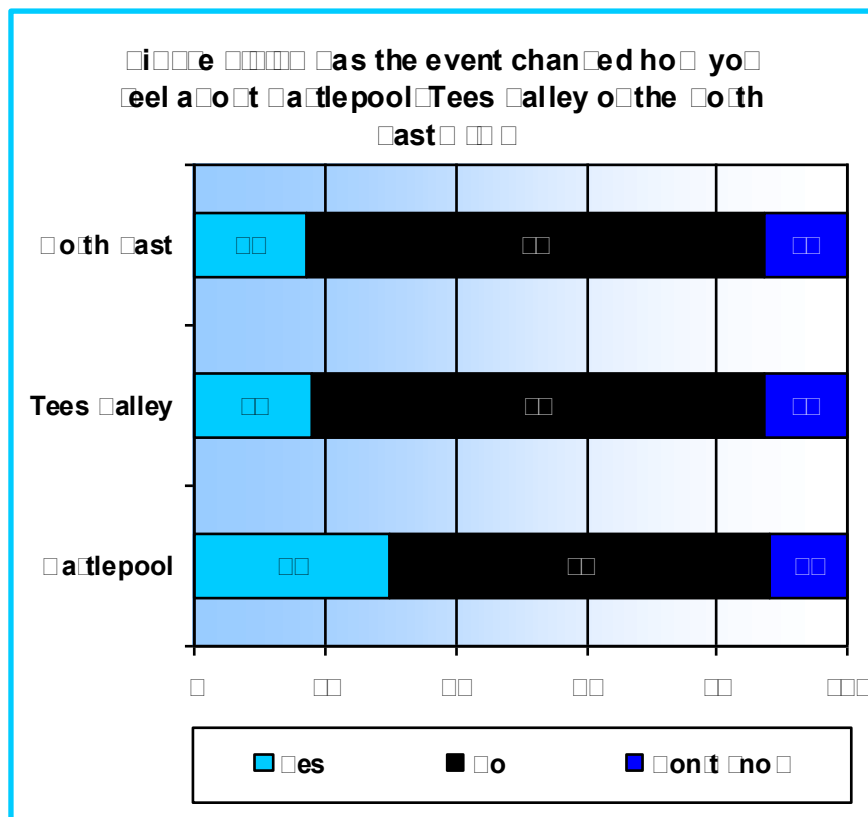
Three quarters of visitors agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (75%). Just over one third of visitors strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (37%).

A higher proportion of Hartlepool residents (83%) agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live, compared to Tees Valley (70%), North East (73%) and UK residents (72%).

A lower proportion of UK residents (79%) agreed or strongly agreed that the event was a good thing for Hartlepool residents, compared to Hartlepool (87%), Tees Valley (86%) and North East residents (84%).

Only a minority of visitors (<6%) disagreed or strongly disagreed with any of the statements in relation to The Tall Ships Races – Hartlepool 2010.





Just under one third of visitors (30%) said that the event had changed how they feel about Hartlepool, 18% said that the event had changed how they feel about the Tees Valley and 17% that it had changed how they feel about the North East.

A higher proportion of UK residents said that the event had changed how they feel about the Tees Valley (22%) and the North East than Hartlepool (North East = 19%, Hartlepool = 17%), Tees Valley (Tees Valley = 12%, the North East = 12%)

and North East residents (Tees Valley = 15%, the North East = 13%).

Visitors who said that The Tall Ships Races event had changed how they feel about Hartlepool, the Tees Valley and the North East were asked whether they now feel more or less positive about the area. Figure 3.1.11 overleaf details their responses.

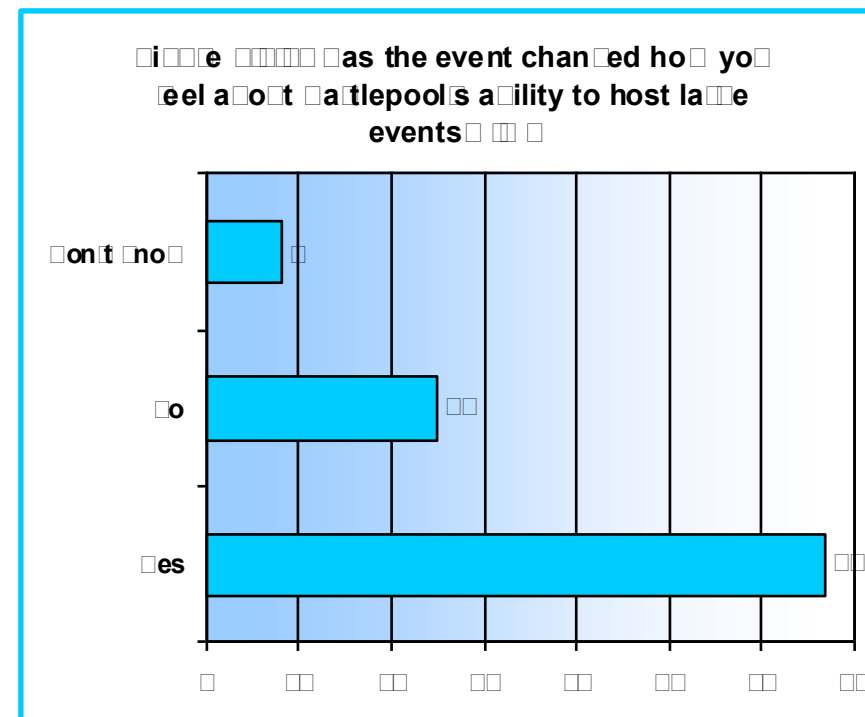
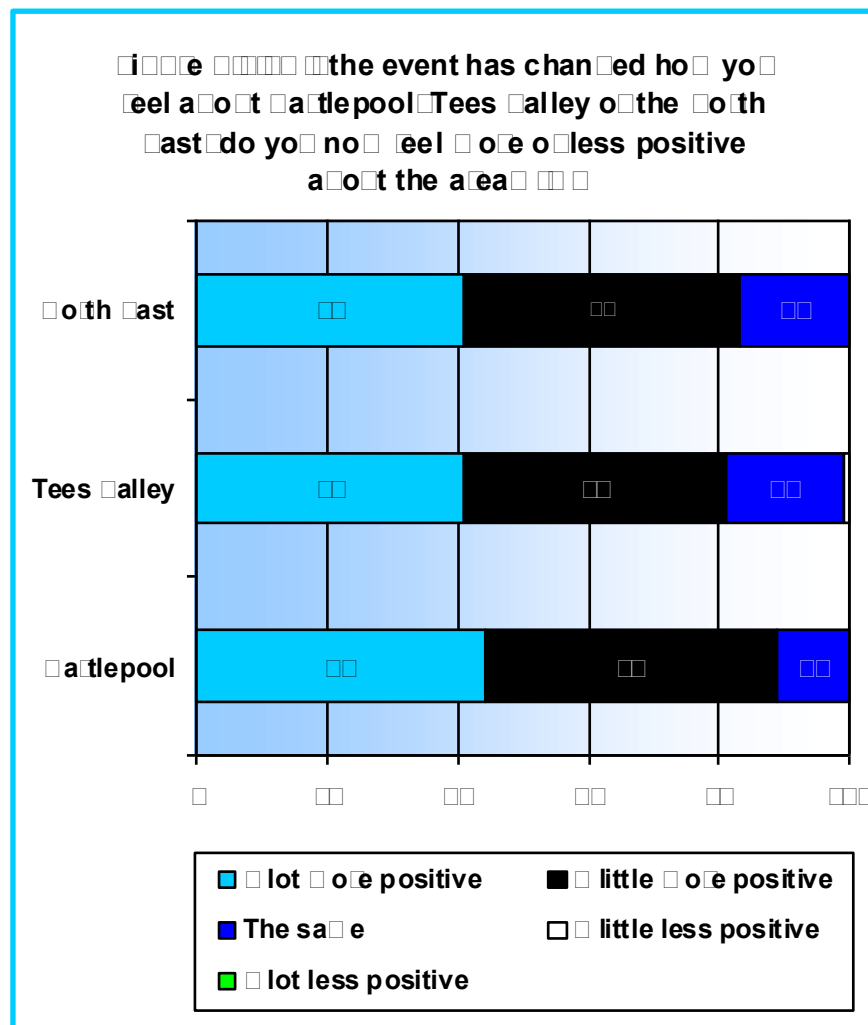
The majority of visitors who said that the event had changed how they feel about Hartlepool (89%), the Tees Valley (81%) and the North East (83%) now feel more positive about the area.

Over one third of visitors who said that the event had changed how they feel about Hartlepool (44%), the Tees Valley (41%) and the North East (41%) now feel more a lot more positive about the area.

A higher proportion of Hartlepool residents who said that the event had changed how they feel about Hartlepool (97%) now feel more positive about the area, compared to Tees Valley (84%), North East (91%) and UK residents (86%).

A lower proportion of Tees Valley residents who said that the event had changed how they feel about the Tees Valley (60%) now feel more positive about the area, compared to Hartlepool (89%), North East (85%) and UK residents (82%).

A lower proportion of Tees Valley residents who said that the event had changed how they feel about the North East (64%) now feel more positive about the area, compared to Hartlepool (92%), North East (84%) and UK residents (81%).

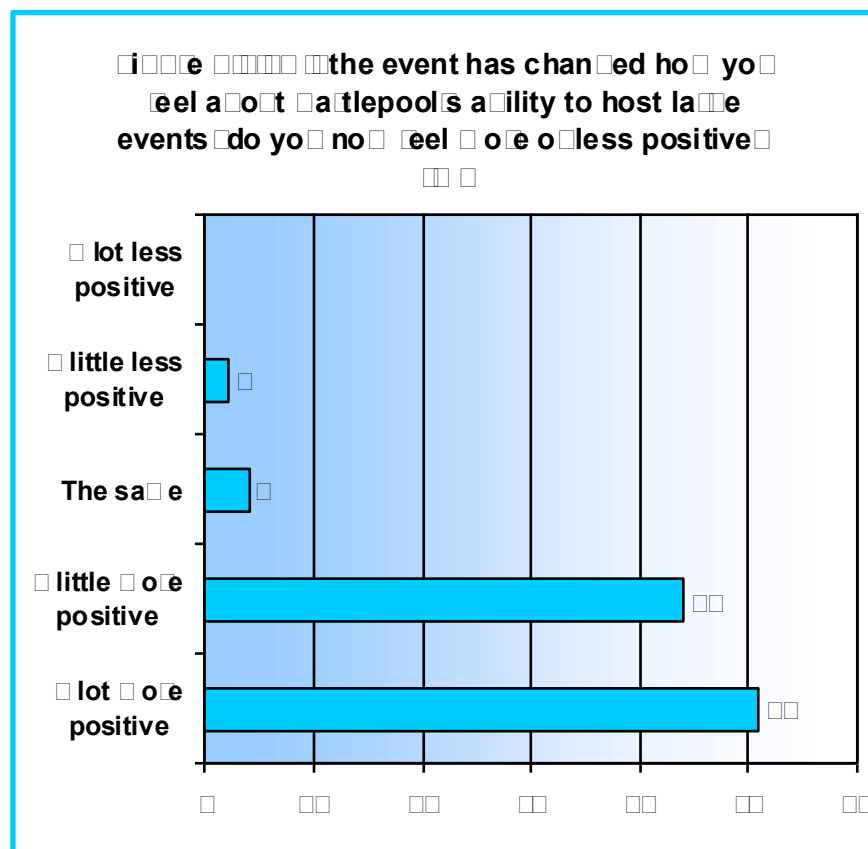


Visitors were asked if the event had changed how they feel about Hartlepool's ability to host large events. Two thirds of visitors (67%) said that the event had changed how they feel about Hartlepool's ability to host large events.

A higher proportion of Hartlepool residents (77%) said that the event had changed how they feel about Hartlepool's ability to host large events, compared to Tees Valley (73%), North East (66%) and UK residents (60%).

The majority of visitors who said that the event had changed how they feel about Hartlepool's ability to host large events said that they now feel more positive (95%) about Hartlepool's

ability. Over half of visitors (51%) said that they now feel a lot more positive about Hartlepool's ability to host large events.



Visitors were asked how likely or unlikely they would be to visit Hartlepool, the Tees Valley and the North East in the future, following the event. Figure 3.1.14 details their responses. Over three quarters of visitors said that they were likely or very likely to visit Hartlepool (82%), the Tees Valley (78%) and the North East (80%) in the future.

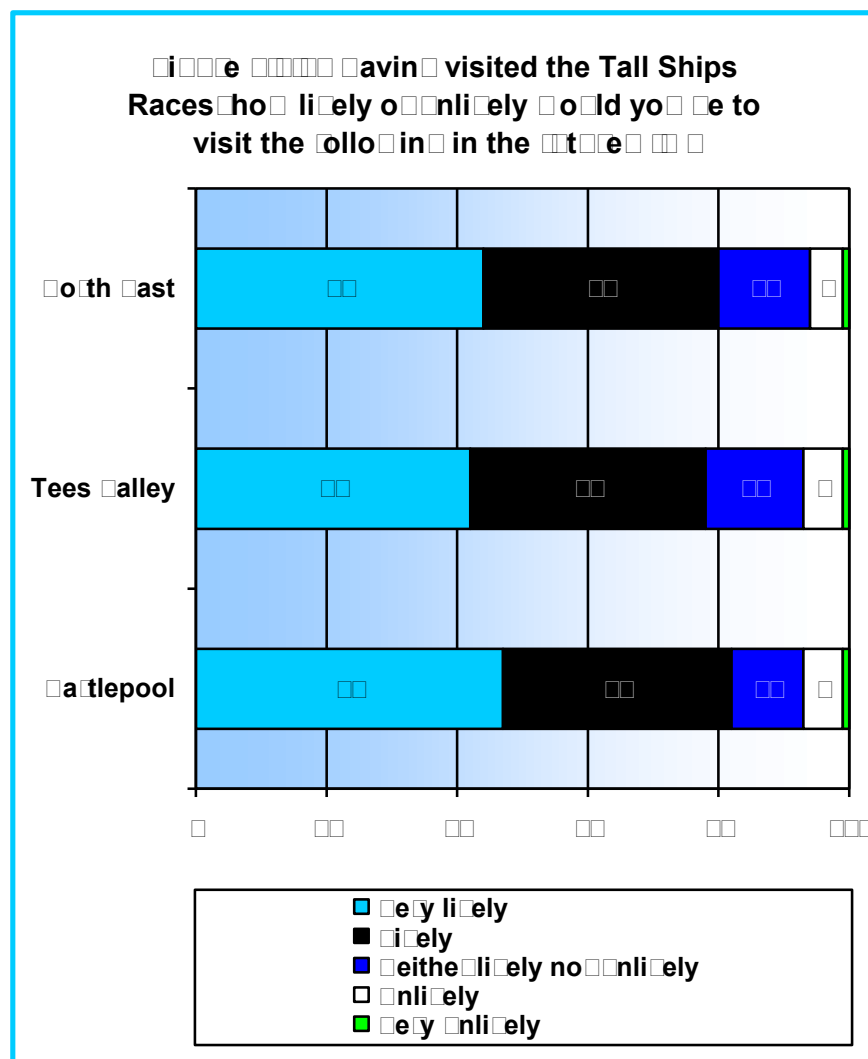
Just under half of visitors said that they would be very likely to visit Hartlepool (47%), the Tees Valley (42%) and the North East (44%) in the future.

Only a minority of visitors said that they would be unlikely or very unlikely to visit Hartlepool (7%), the Tees Valley (7%) and the North East (6%) in the future.

The majority of Hartlepool (89%), Tees Valley (84%) and North East residents (83%) and two thirds of UK residents (69%) said that they would be likely or very likely to visit Hartlepool in the future.

The majority of Tees Valley (84%) and North East residents (87%) and three quarters of Hartlepool residents (75%) and two thirds of UK residents (68%) said that they would be likely or very likely to visit the Tees Valley in the future.

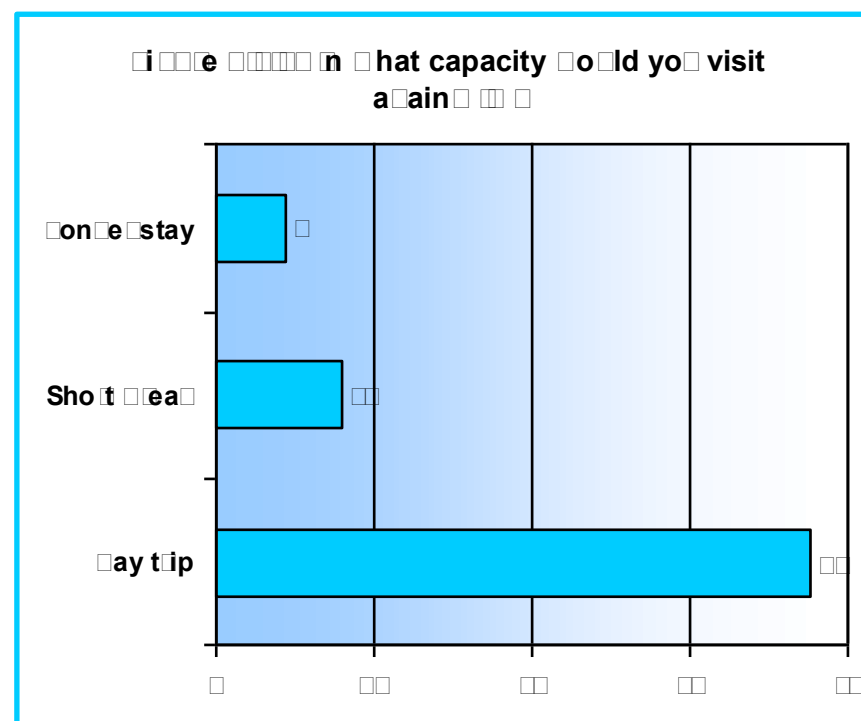
The majority of Tees Valley (81%) and North East residents (87%) and three quarters of Hartlepool (76%) and UK residents (72%) said that they would be likely or very likely to visit the North East in the future.



Visitors who said that they are likely or very likely to visit Hartlepool, the Tees Valley or the North East in the future were asked in what capacity. Three quarters of visitors said they would visit for a day trip (75%), 16% that they would visit for a short break and 9% that they would visit for a longer stay.

The majority of Tees Valley (97%) and North East residents (94%) and over half of UK residents (53%) said they would visit Hartlepool again as part of a day trip.

Just under half of UK residents said that they would visit Hartlepool again as part of a short break (43%).

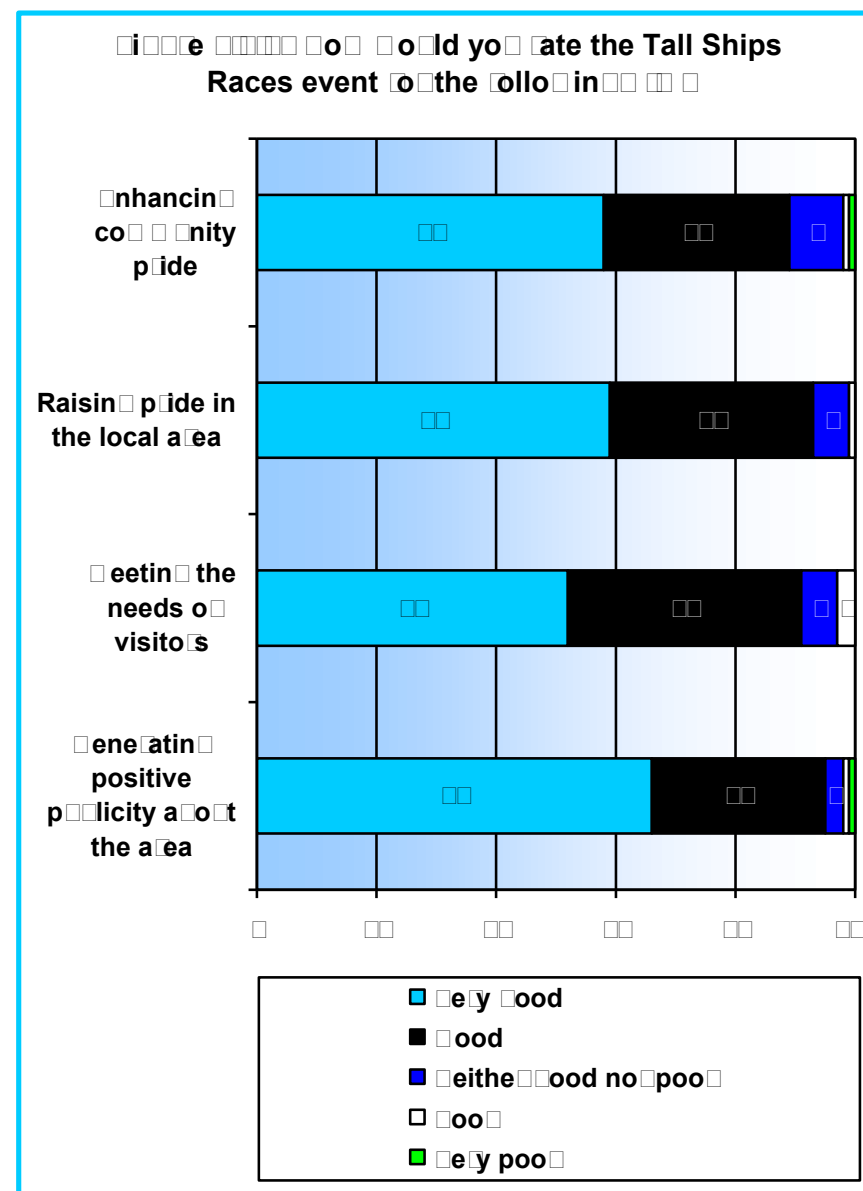


Visitors were asked to rate the event in relation to a number of different elements. Figure 3.1.16 details their responses.

The majority of visitors said that they thought that the event was good or very good at generating positive publicity about the area (95%), raising pride in the local area (93%), meeting the needs of visitors (91%) and enhancing community pride (89%).

Two thirds of visitors thought that the event was very good at generating positive publicity about the area (66%). Over half of visitors thought that the event was very good at raising pride in the local area (59%), enhancing community pride (58%) and meeting the needs of visitors (52%).

Only a minority of visitors (<3%) thought that the event was poor or very poor at generating positive publicity about the area, raising pride in the local area, meeting the needs of visitors or enhancing community pride.



Marketing

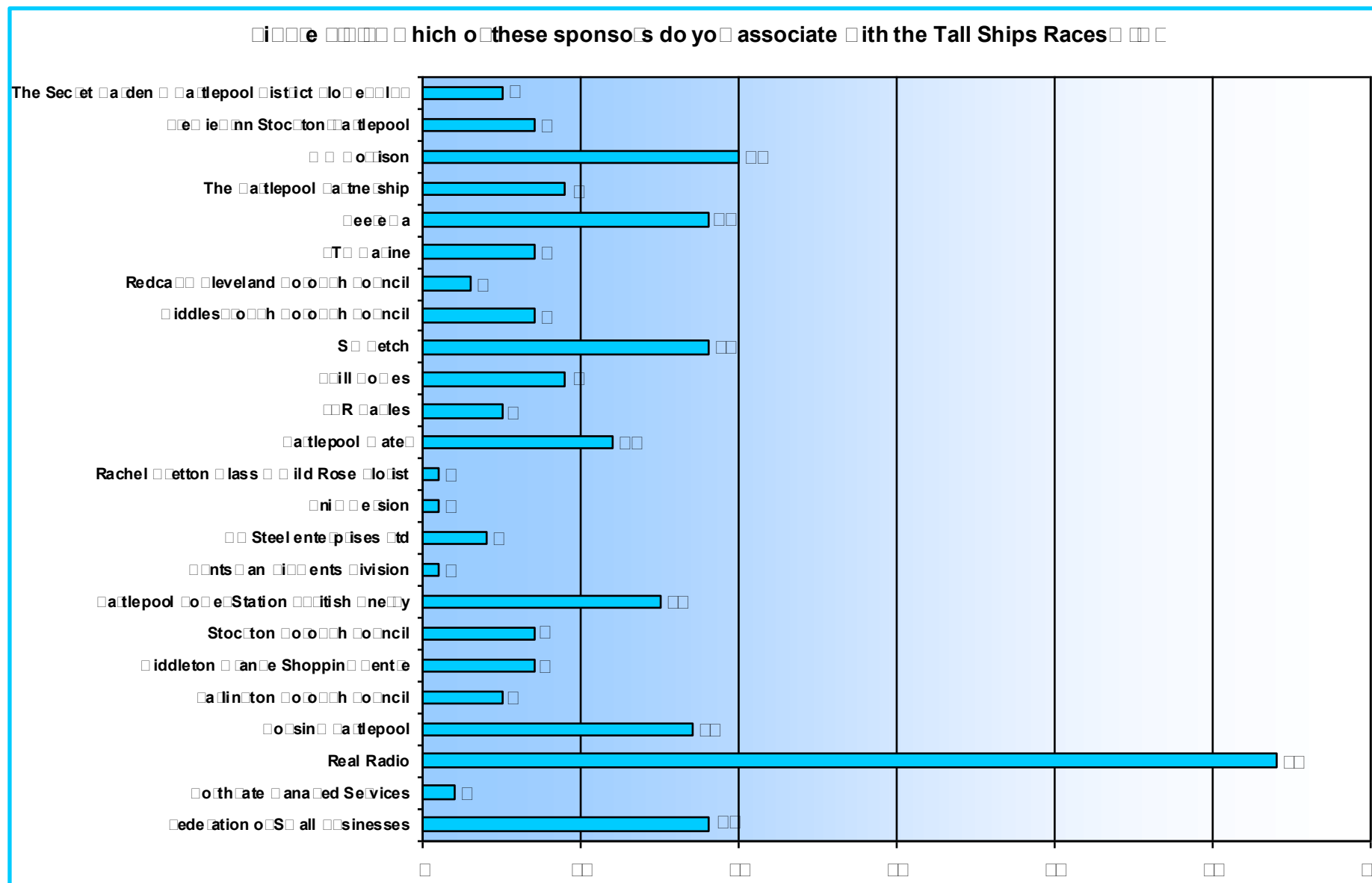
Visitors were asked which sponsors they associated with The Tall Ships Races –Hartlepool 2010. Figure 3.1.17 overleaf details their responses.

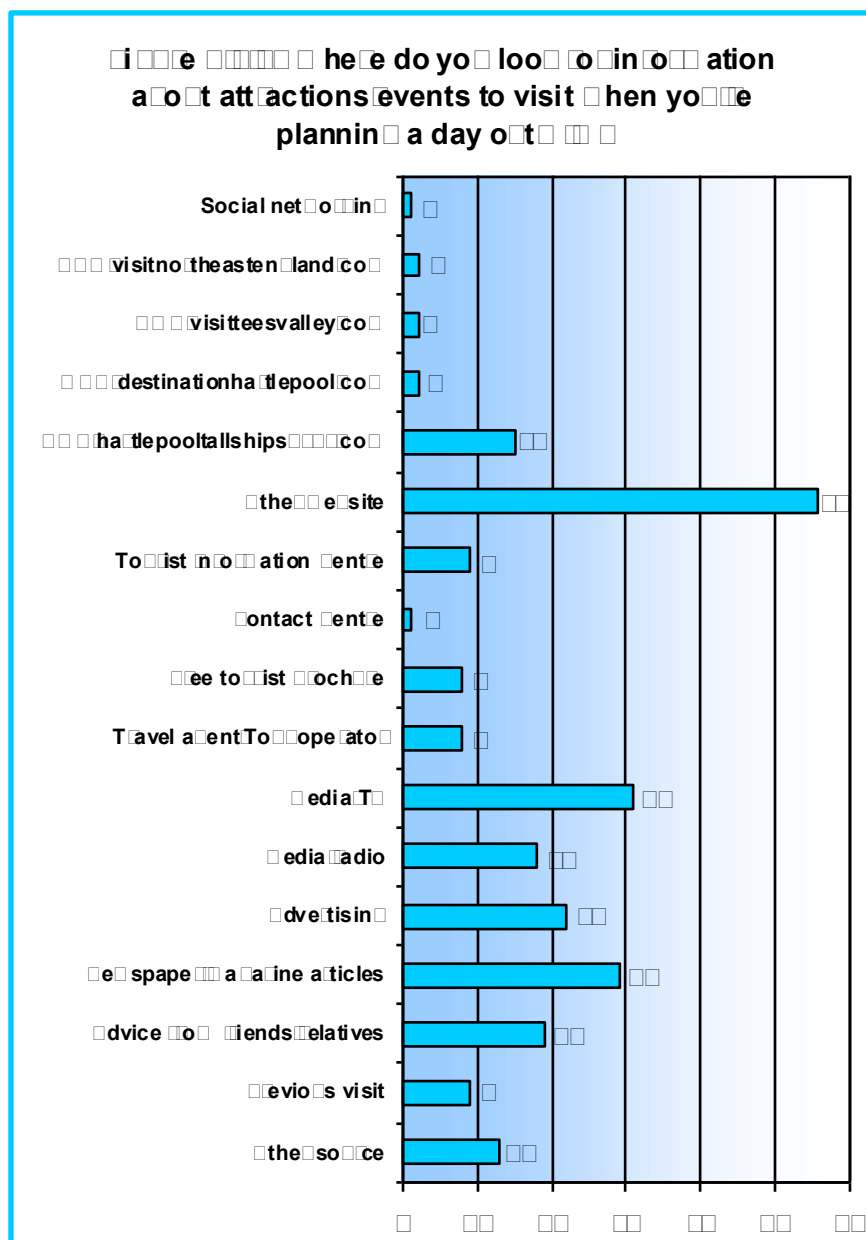
Over half of visitors said that they associated Real Radio with the event (54%), 20% associated WM Morrison, 18% associated the Federation of Small Businesses, SG Petch and Heerema with the event, 17% associated Housing Hartlepool and 15% associated Hartlepool Power Station – British Energy with the event.

Visitors were asked where they look for information about attractions and events to visit when they're planning a day out. Figure 3.1.18 details their responses.

Over half of visitors said that they look on websites other than those listed (56%). Of those listed only www.hartlepooltallships2010.com with 15% had over 5% response. Just under one third of visitors said that they rely on TV (31%) and magazine articles (29%).

Just under one quarter of visitors said that they rely on advertising (22%) and advice from friends and relatives (19%) when they're planning a day out.





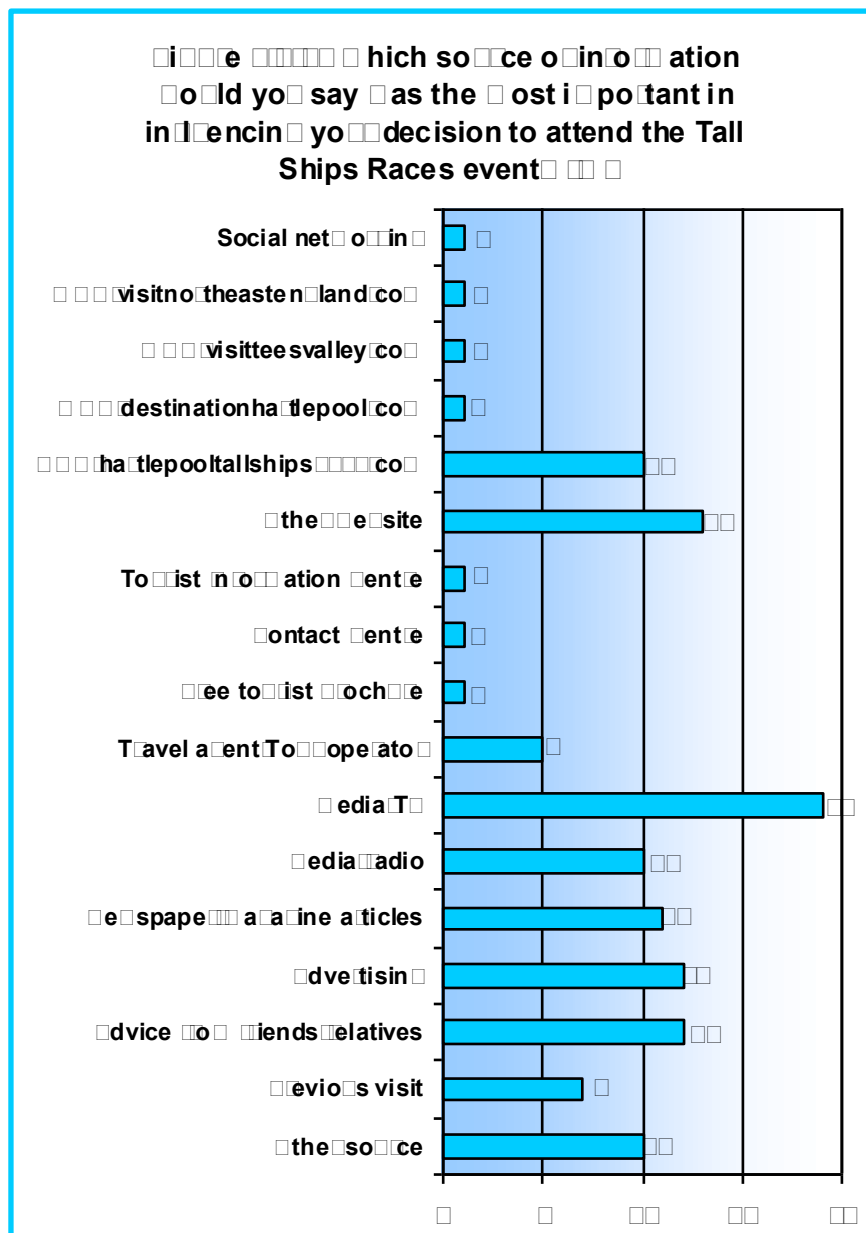
Visitors were asked which source of information was the most important in influencing their decision to attend The Tall Ships Races – Hartlepool 2010. Figure 3.1.19 details their responses.

One in 5 visitors (19%) said that TV was the most important source of information in influencing their decision to attend the event.

Just over one in ten visitors said that other websites (13%), advertising (12%) and advice from friends and relatives (12%) were the most important sources of information in influencing their decision to attend the event.

One in ten visitors said that radio (10%), other sources (10%) and www.hartlepooltallships2010.com (10%) were the most important sources of information in influencing their decision to attend the event.

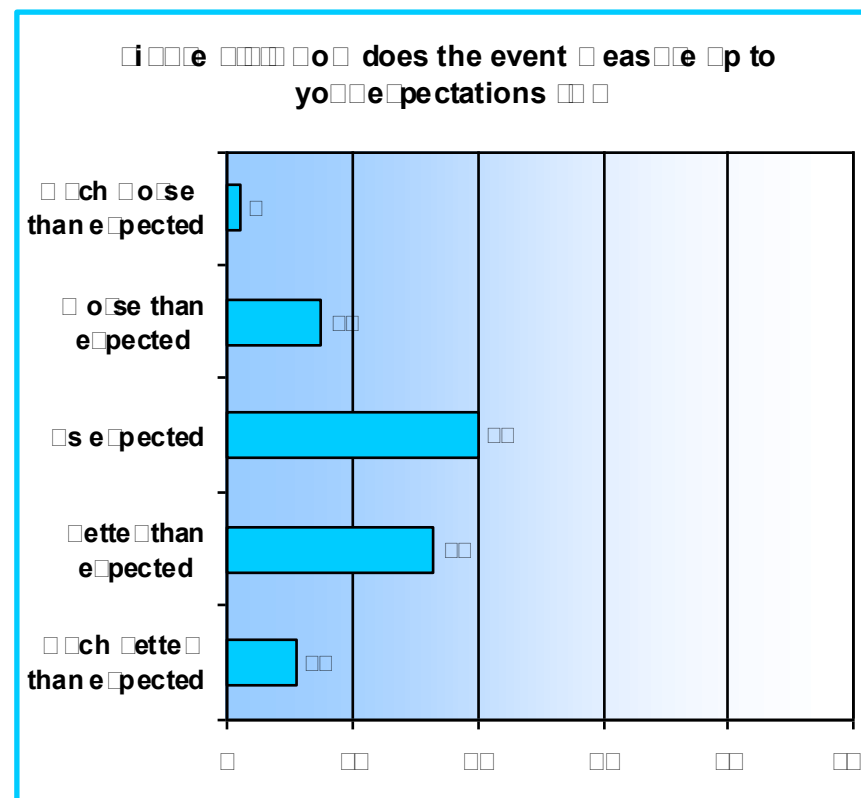
The results suggest that no single of information could be used in order to market the event and therefore the strong mix of marketing channels used was necessary to inform as wide an audience as possible.



3.2 Crew Survey Findings

This section of the report details the main findings from the survey of crew taking part in The Tall Ships Races and stopping in Hartlepool. The results in this section are based on 87 completed questionnaires.

Perceptions



Crew members were asked how the event in Hartlepool measured up to their expectations. Figure 3.2.1 details their responses.

Just under half of crew members said that the event was better or much better than expected (44%); one third of crew members said that the event was better than expected (33%) and one in ten crew members said that the event was much better than expected (11%).

Only a minority of crew members said that the event was worse than expected (15%) or much worse than expected (2%).

Crew members were asked why they thought that the event was better or worse than expected. Their responses are given below.

Better than expected:

A good turnout and Tall Ships area / stage was good

***Didn't expect so much of a warm and helpful welcome.
Local people welcoming us at midnight was exceptional.
We have had nothing but kindness and effective help
during the whole visit***

***I did not know what sailing methods and tactics were
used. I enjoyed and learned more than what I expected***

***I have been to 3 tall ships in previous years in different
countries and was hoping Hartlepool would live up to
them. They have exceeded my expectations, especially
with organising people and boats***

Better than expected

***I thought The Tall Ships Races was the main event
and not the fancy fair***

It is such an awesome atmosphere, I'm overwhelmed

It was fun not just a commercial jamboree

Lot of people

Lots more attractions like the Tall Ships Village

***Lots more things to do Lots of stalls with interesting
things***

***More events than expected, good entertainment
More fun***

Much bigger than I thought and more going on

***Number of activities and amenities are better
than expected***

***Tall ships race experience as a whole has been
excellent***

Fireworks were great

The crew were all really nice

***There are far more events, activities going on
than expected and it is far bigger too***

□ worse than expected □

***Bad organisation, no access for crews to leave ship,
parade route not cleared***

***Because our boat is moored alongside an extremely
visible scrapheap which was surprising***

***Crew showers were cold, food stands very expensive,
crew party very disappointing***

***Too much carnival on site, bad organised crew
parade, bad information on site, where to go etc.***

Very bad crew parade and crew party

***The area is too big, the toilets are unclean, the
showers are freezing cold***

The toilets weren't satisfactory

Team parade was worse

***Poorer and rougher than expected, didn't feel safe at
night***

***Site not adequate to usual Tall Ship Race standard,
crew parade unorganised***

***So annoyed, complained at crew office, apparently I
have issues. Younger crew made upset, security staff
briefed on why we'll not come to Hartlepool again***

Organisation not very good

No atmosphere, too spaced out

***No hot showers or working showers, quite poor
security to crew access areas and poor
communication/knowledge of liaison officer***

Crew members were asked how good or poor they thought a number of elements of The Tall Ships Races event were. Figure 3.2.2 overleaf details their responses.

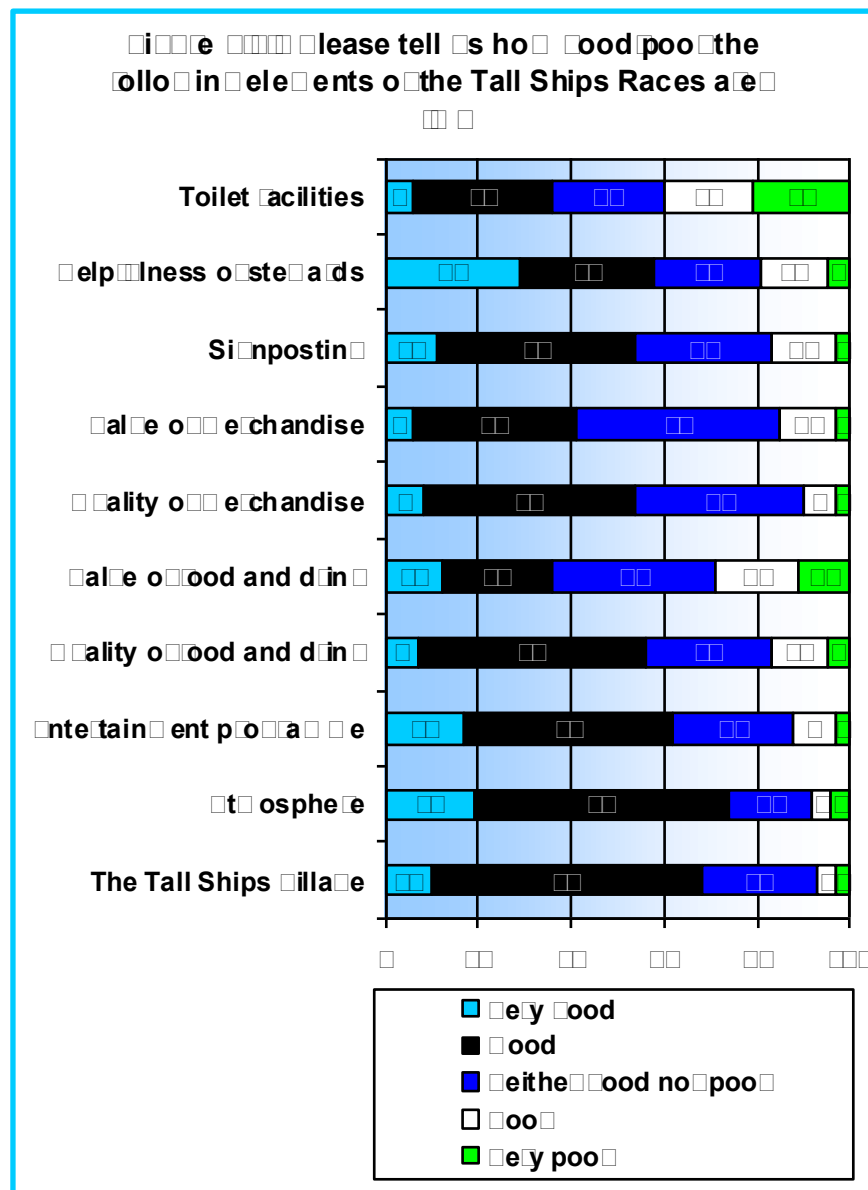
Three quarters of crew members thought that that the atmosphere of the event was good or very good (74%) and only a minority thought that the atmosphere was poor or very poor (8%).

Two thirds of crew members thought that the Tall Ships Village (68%) and the entertainment programme (62%) were good or very good.

Over half of crew members thought that the helpfulness of stewards (58%), quality of food and drink (56%), quality of merchandise (54%) and signposting (54%) were good or very good.

Just under half of crew members thought that the value of merchandise was good or very good (41%) and only one third of crew members thought that the toilets (36%) and value for money of food and drink (36%) were good or very good.

Over one third of crew members thought that the toilets were poor or very poor (40%) and just under one third of crew members thought that the value for money of food and drink was poor or very poor (29%).



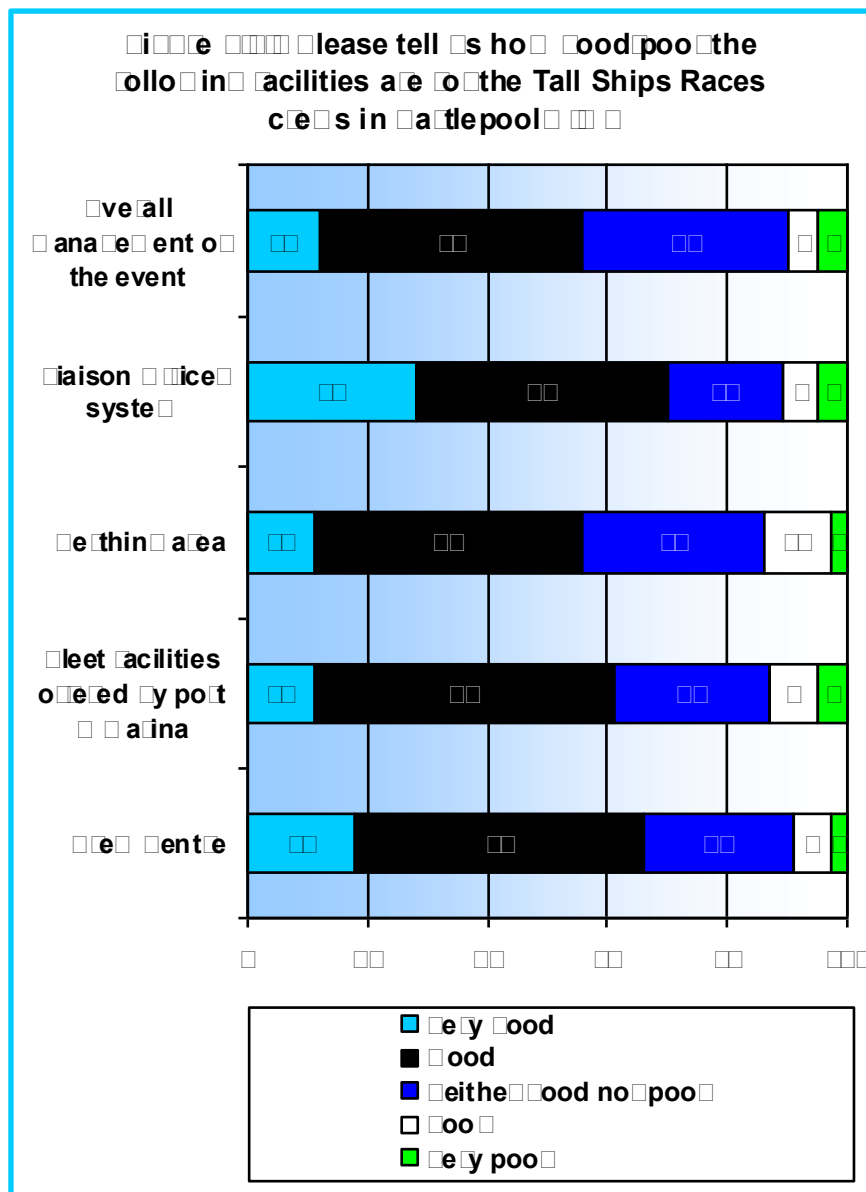
Crew members were asked how good or poor they thought a number of elements of The Tall Ships Races event were for crew in Hartlepool. Figure 3.2.3 details their responses.

Just under three quarters of crew members thought that the Liaison Officer system at the event was good or very good (70%) compared to one in ten crew members who thought it was poor or very poor (11%).

Two thirds of crew members thought that the Crew Centre (66%) and the fleet facilities (64%) were good or very good. Just under one in ten crew members thought that the Crew Centre was poor or very poor (9%) and just over one in ten crew members thought that the fleet facilities were poor or very poor (13%).

Just over half of crew members thought that the berthing area (56%) and the overall management of the event (56%) were good or very good. One in ten crew members thought that the overall management of the event was poor or very poor (10%) and just over one in ten crew members thought that the berthing area was poor or very poor (14%).

N.B: Valid responses only, "don't know" have been removed.



Crew members were asked whether they agreed or disagreed with a number of statements about the event in Hartlepool. Figure 3.2.4 overleaf details their responses.

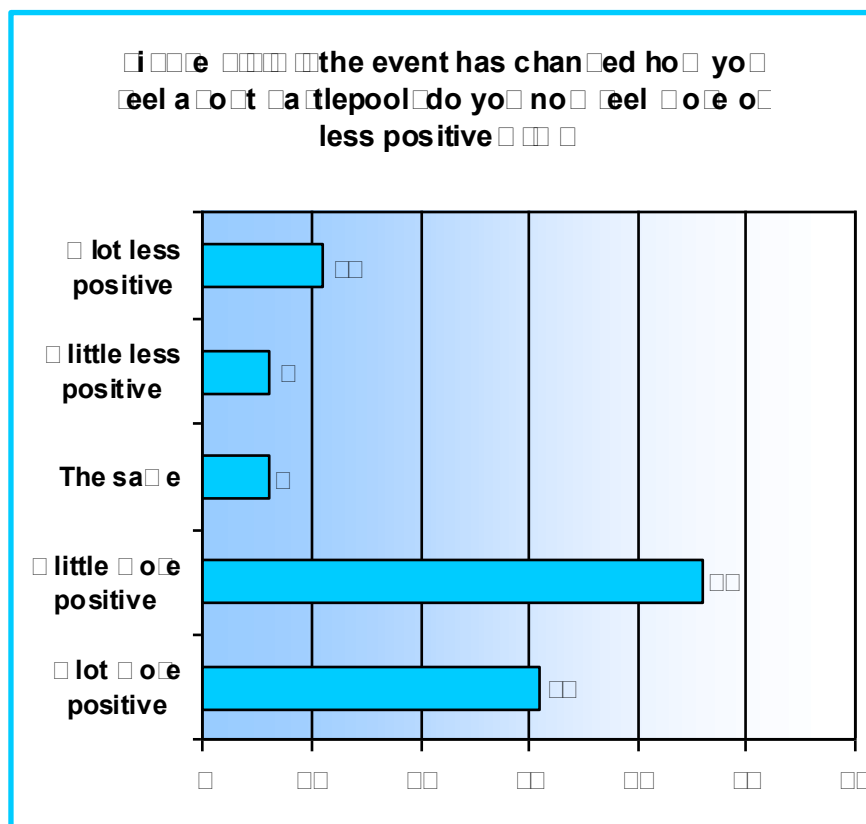
The majority of crew members thought that The Tall Ships Races – Hartlepool 2010 were a good thing for Hartlepool (93%) and were good for promoting Hartlepool as a place to visit (82%) and only a minority disagreed or strongly disagreed (<7%).

Just over three quarters of crew members thought that the event was a good thing for Hartlepool residents (79%) and only a minority (1%) disagreed or strongly disagreed.

Just over two thirds of crew members thought that the event encouraged the local population to see Hartlepool as a good place to live (68%) and only a minority (10%) disagreed or strongly disagreed.

N.B: Valid responses only, “don’t know” have been removed.

(31%) and just under half now feel a little more positive about the area (46%).

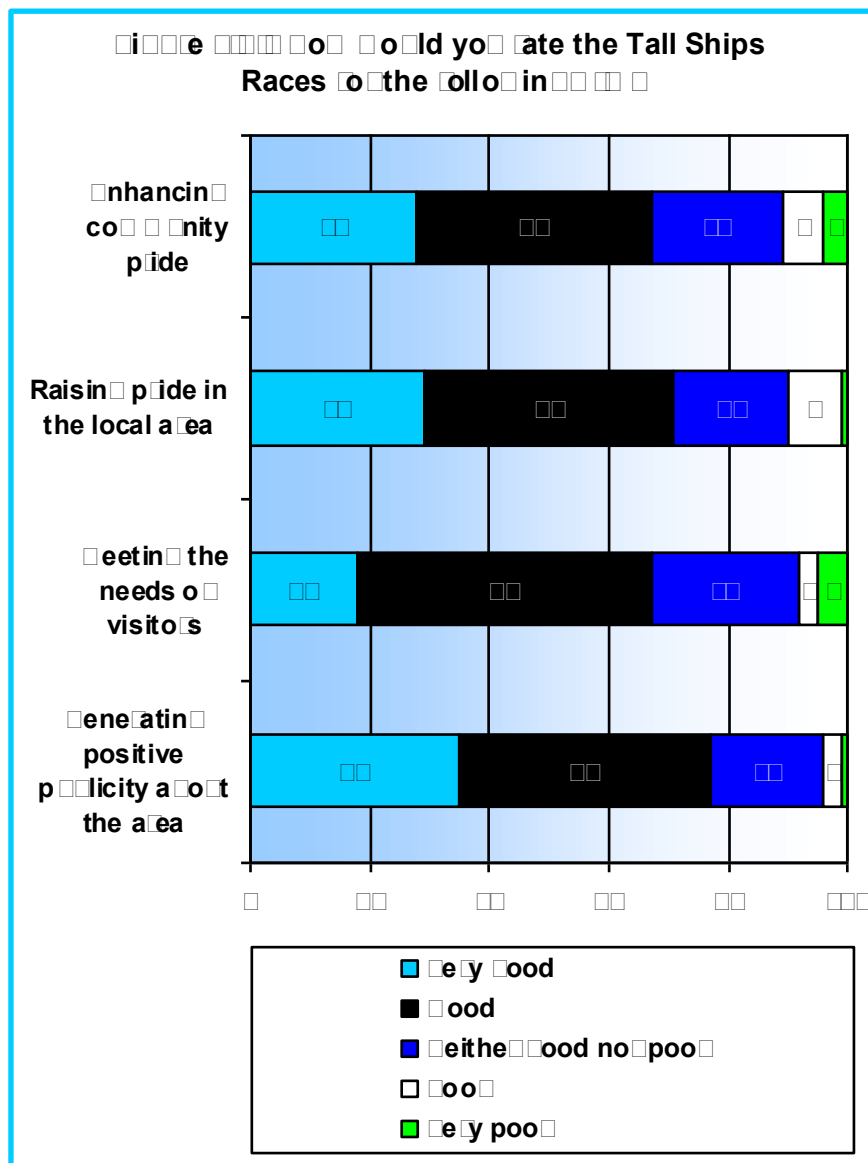


Crew members were asked to rate a number of different elements in relation to the event in Hartlepool. Figure 3.2.7 overleaf details their responses.

Just over three quarters of crew members thought that the event was good or very good for generating positive publicity about the area (77%) and just under three quarters of crew members thought that the event was good at enhancing community pride (67%).

Two thirds of crew members thought that The Tall Ships Races event was good at meeting the needs of visitors (67%).

Only a minority of crew members thought that the event was poor or very poor at enhancing community pride (11%), raising pride in the local area (10%), meeting the needs of visitors (8%) or generating positive publicity about the area (4%).



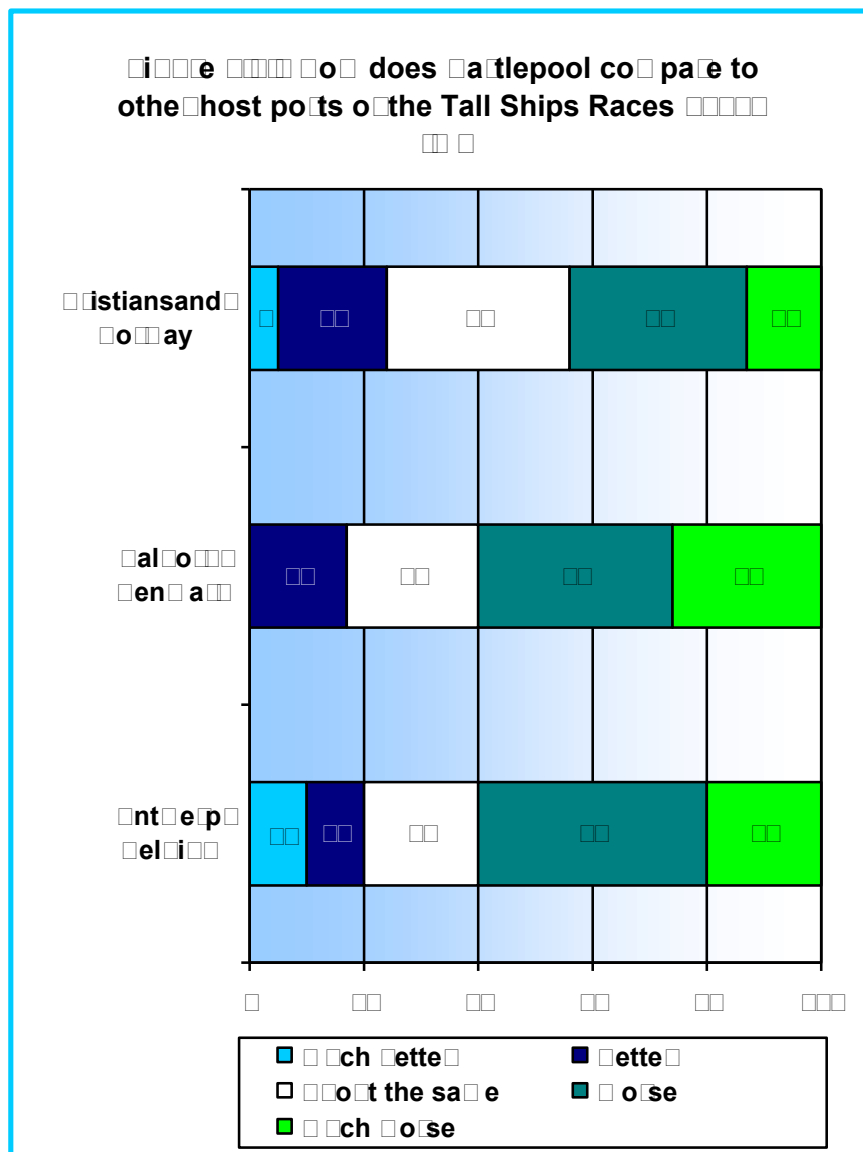
N.B: Valid responses only, "don't know" have been removed.

Crew members were asked how Hartlepool compared to other host ports of the Tall Ships Races 2010 that they had visited. Figure 3.2.8 details their responses. Nearly all of the respondents had visited Kristiansand (94%), one quarter had visited Aalborg (25%) and just under one in ten had visited Antwerp (9%).

One quarter of crew members that had visited Kristiansand thought that Hartlepool was better or much better (24%) and just under half of crew members thought that Hartlepool was worse or much worse than Kristiansand (44%).

Just under one quarter of crew members that had visited Antwerp thought that Hartlepool was better or much better (20%) and just under two thirds of crew members thought that Hartlepool was worse or much worse than Antwerp (60%).

Only 17% of crew members that had visited Aalborg thought that Hartlepool was better or much better and just under two thirds of crew members thought that Hartlepool was worse or much worse than Aalborg (60%).



N.B: Valid responses only, "don't know" have been removed.

3.3 Business Survey Findings

This section of the report details the main findings from the survey of Hartlepool businesses.

Perceptions

Businesses were asked whether they agreed or disagreed with a number of statements in relation to The Tall Ships Races event. Figure 3.3.1 details their responses.

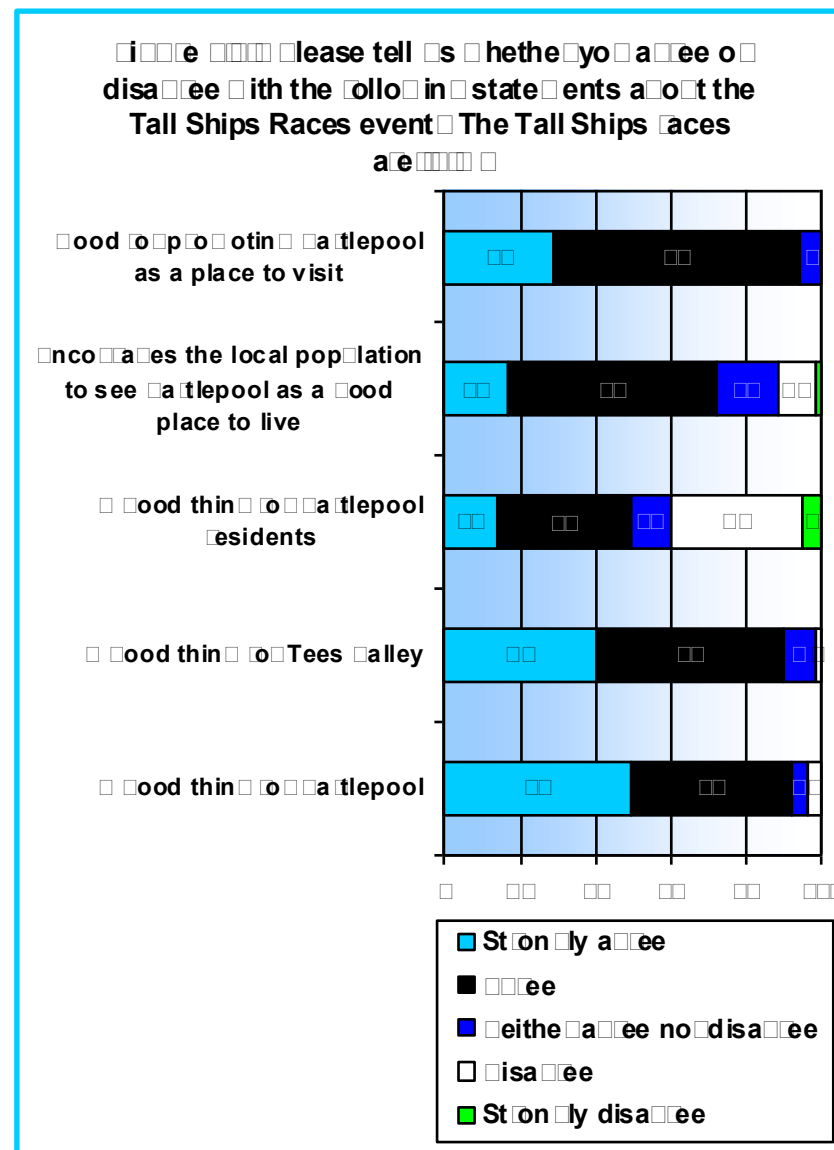
The majority of businesses (92%) agreed or strongly agreed that the event was a good thing for Hartlepool. Half of businesses (49%) strongly agreed that the event was a good thing for Hartlepool.

The majority of businesses agreed or strongly agreed that the event was a good thing for the Tees Valley (90%). Over one third of businesses strongly agreed that the event was a good thing for the Tees Valley (40%). Only a minority of businesses disagreed that the event was a good thing for Hartlepool (4%) or a good thing for Tees Valley (2%).

The majority of businesses agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit (94%) and no businesses disagreed or strongly disagreed that the event was good for promoting Hartlepool as a place to visit.

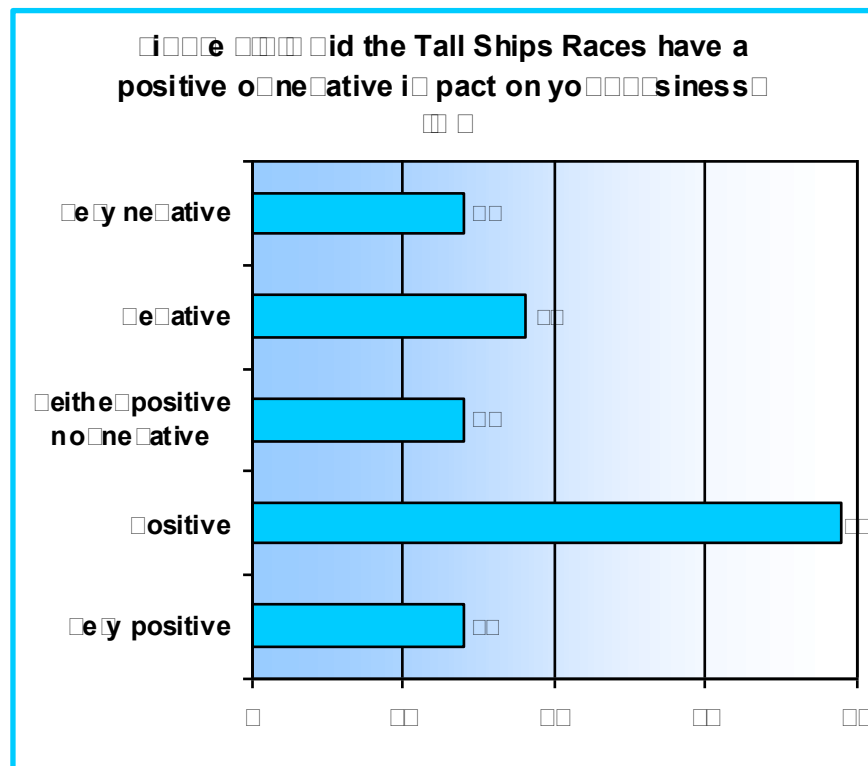
Three quarters of businesses agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (72%) and one in ten businesses disagreed or strongly disagreed (11%).

Half of businesses agreed or strongly agreed that the event was a good thing for Hartlepool residents (49%). However, more than one third of businesses disagreed or strongly disagreed that the event was a good thing for Hartlepool residents (40%).



N.B: Valid responses only, "don't know" have been removed.

Impact



Just over half of businesses said that the event had a positive or very positive impact on their businesses (53%). One third of businesses said the event had a negative or very negative impact on their business (32%).

The reasons businesses gave for the impact of the event on their businesses are detailed below and overleaf.

Very positive

People at the races so came here. We were slap bang in the middle

Loaded out really busy

Takings increased four-fold. Increased customers, busy over whole period

Loads of customers - increased sales

Increase in customers - high footfall. Average spend was lower but larger number of sales

We would have normally been booked up anyway, but the room rate increased. Hartlepool Borough Council booked all the rooms for their guests

A little bit busier - similar to other events in the area such as Redcar races. We had a few more guests than usual but not a huge amount

Busier than usual over the weekend

In previous years there has not been any change in the impact to the business but this year there was a more positive impact

More people in the bars and restaurants, and obviously the rooms were full

It has had a positive impact but we are only a small guest house with 12 bedrooms so when we are full we are full and we can't do much better than that

Key negative feedback

All traffic diverted from here. Council didn't do anything down here

People going to Tall Ships so no people here

A big sham, plans didn't go accordingly. Had to close shop due to road closures and over ordering

At bottom of our targets

53% down over event. 35% on the Sunday

Road closures, fewer people

Had to close early due to lack of road passes for clients

Didn't get normal customers in. Roads closed at 1pm. Total disaster

Road closures and parking charges blocked retail

Road system isolated the shop - no through traffic. Car park used by mobile homes - should have been on Coronation Way as was planned. Change was made without consultation

Quieter. People were not around. Tuesday was busier but was not enough to make up for the weekend

Was really quiet - only business from campsite

On Saturday and Sunday we did not even cover our running costs. Dramatically reduced footfall

Businesses were asked what business activity they achieved during the course of the event in comparison to a "normal" week. Figure 3.3.3 details their responses.

Half of businesses (50%) said that they had an increase in customers during the course of the week in comparison to a normal week and just over one quarter (28%) said that they had a decrease in customers.

Just under over one third of businesses (30%) said that they had a 26% or more increase in customers during the course of the week in comparison to a normal week.

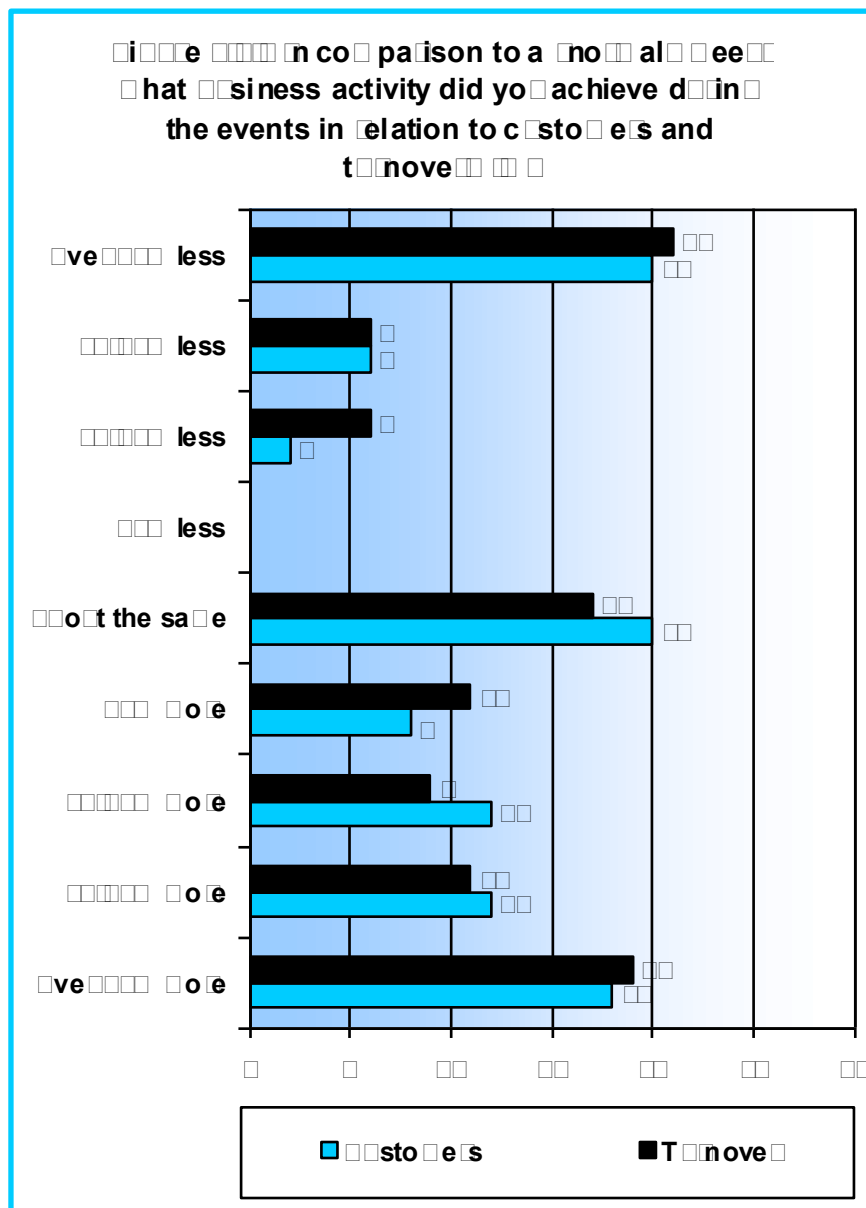
Just under one quarter of businesses (20%) said that they had a decrease in customers during the course of the week of 50% or less.

Half of businesses (50%) said that they had an increase in turnover during the course of the week in comparison to a normal week and one third of businesses (33%) said that they had a decrease in turnover.

Just under one third of businesses (30%) said that they had a 26% or more increase in turnover during the course of the week in comparison to a normal week.

Just under one quarter of businesses (21%) said that they had a decrease in turnover during the course of the week of 50% or less.

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Three quarters of businesses (72%) did not employ additional staff for the duration of the event and one quarter of businesses did (28%).

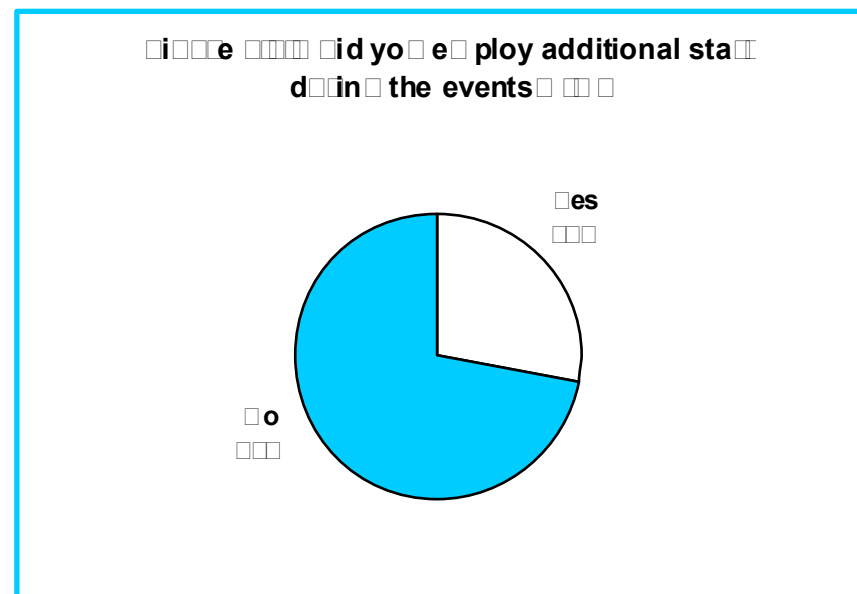
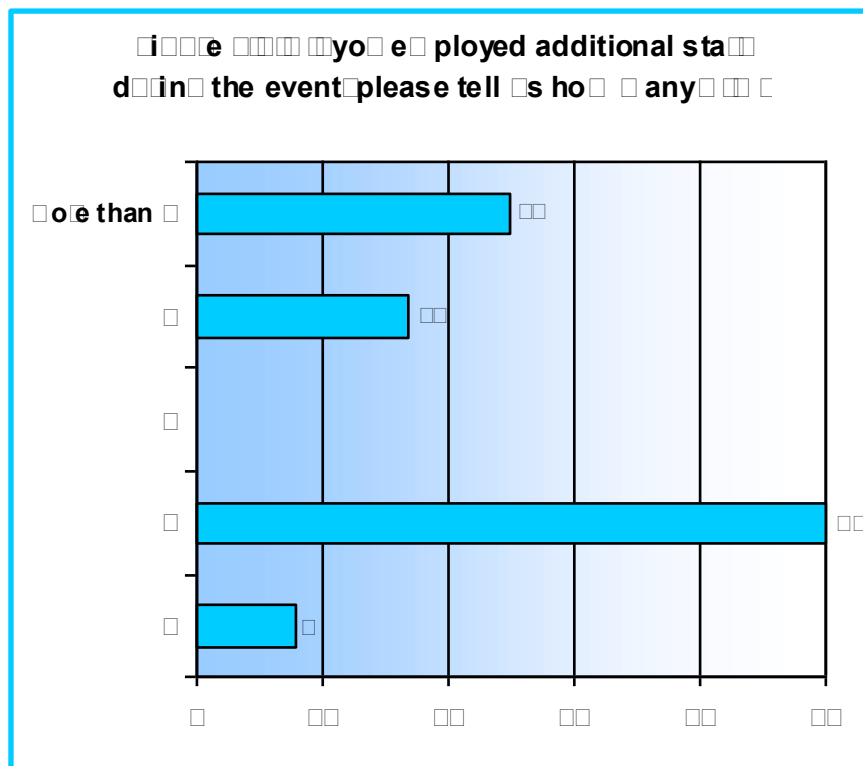
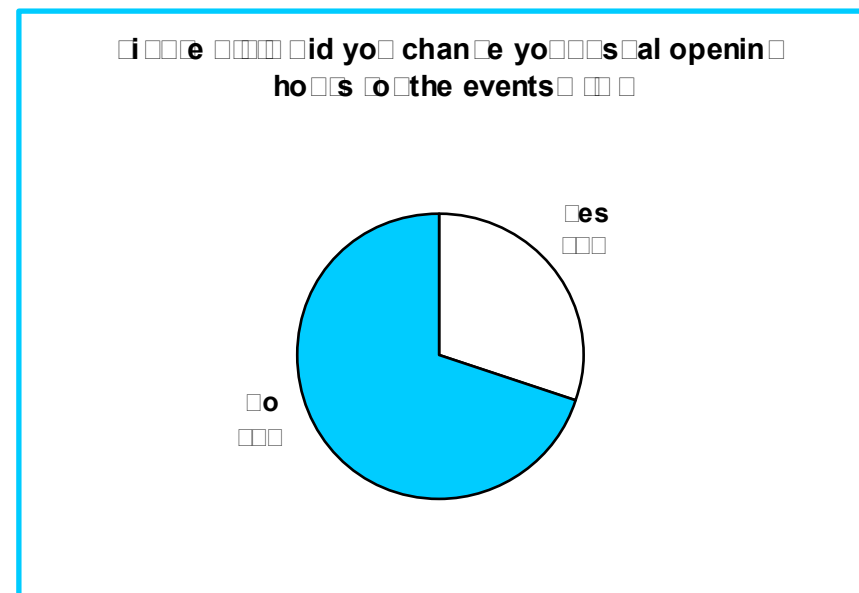


Figure 3.3.5 details the number of additional staff that businesses employed during The Tall Ships Races – Hartlepool 2010.



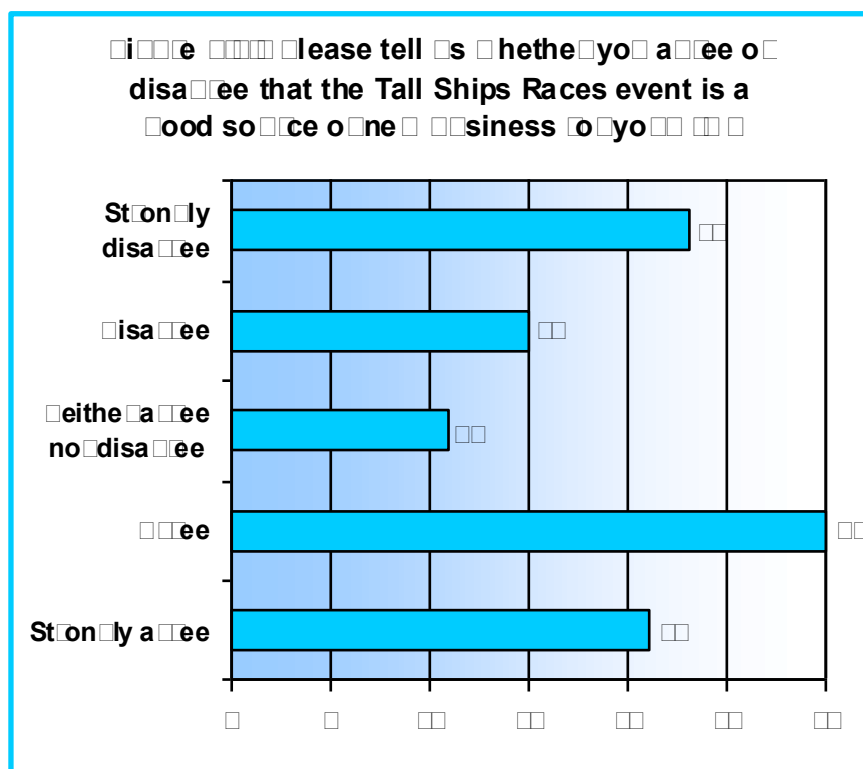
Just under one third of businesses extended their usual opening hours for the duration of the event (30%) and just over two thirds did not (70%).

The majority of those businesses that changed their usual opening hours for the event said that they extended their hours (87%) and only 13% that they reduced their hours.



Half of businesses (51%) agreed or strongly agreed that the event was a good source of new business for them. Just under quarter of businesses strongly agreed that the event was a good source of business for them (21%).

Just over one third of businesses (38%) disagreed or strongly disagreed that the event was a good source of new business for them. Just under one quarter of businesses strongly disagreed that the event was a good source of business for them (23%).



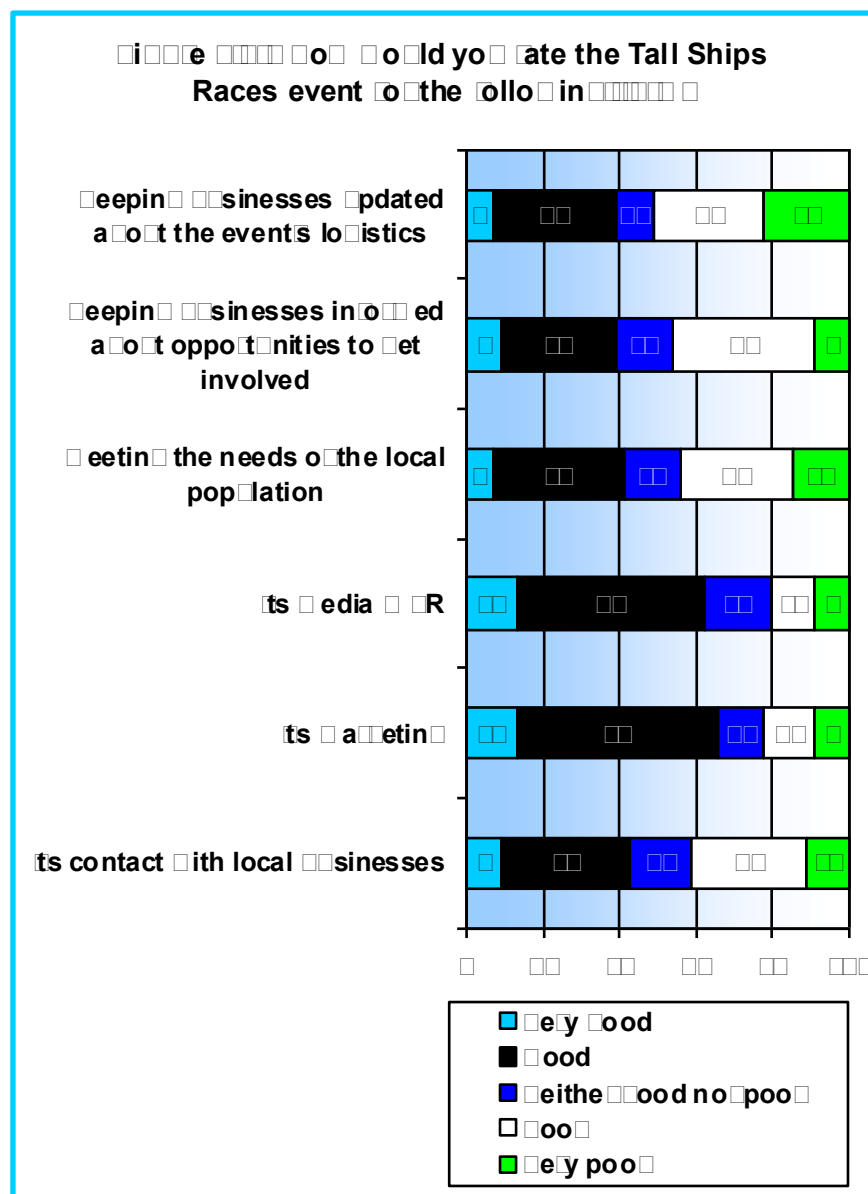
N.B: Valid responses only, "don't know" have been removed.

Businesses were asked to rate a number of elements in relation to the event. Figure 3.3.9 details their responses. Two thirds of businesses thought that the event's marketing was good or very good (66%) and less than one quarter (22%) thought that the event's marketing was poor.

Just under two thirds of businesses thought that the event's media and PR was good or very good (62%) and less than one quarter (20%) thought that the events media and PR was poor or very poor.

Just under half of businesses thought that the events contact with local businesses (43%) and their ability to meet the needs of the population (41%) was good or very good. However, just under half of businesses thought that the events contact with local businesses (44%) and their ability to meet the needs of the population (44%) was poor or very poor.

Just over one third of businesses thought that the event organisers' were good at keeping businesses informed about opportunities to get involved (39%) and keeping them updated about the event's logistics (39%). However approximately half of businesses thought that that the event organisers' ability to keep businesses informed about opportunities to get involved (46%) and keeping them updated about the event's logistics (51%) was poor or very poor.



N.B: Valid responses only, "don't know" have been removed.

Businesses were asked for their suggestions as to how the impact of large events on local businesses could be improved in the future. The following details a cross section of their responses.

Suggestions on how the impact of large events on local businesses could be improved in the future

Would like to have been more involved, would have liked some information (as a local business) to be more prepared and more involved

Only have one criticism, a lot of the processions seem to be out of town and they could maybe look at involving more of the local businesses in the centre

Prices to be involved were far too high for smaller businesses

Better publicity and should be spread wider

Everything was kept at the Marina, everywhere else nearby suffered. Access roads closed, and everyone was at the site itself

The events were concentrated over certain areas and could have been spread out a bit more

Should be kept better informed about access - deliveries were difficult. Access for customers was OK. Should be more advertising about events and impact on the town

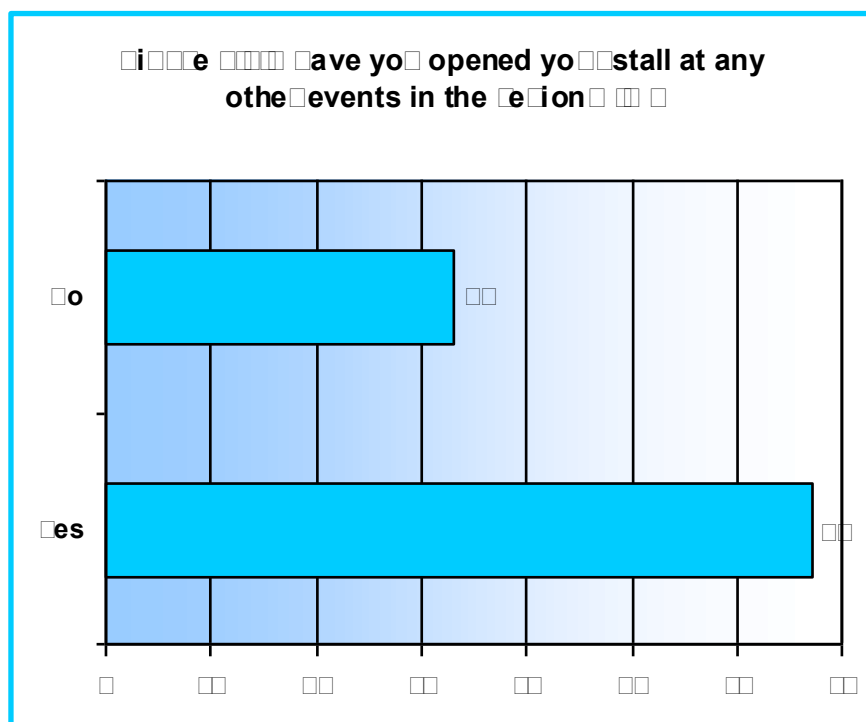
Access was the real issue - people were totally unsure of where they could go

Lack of communication - the organisers needed to come and visit. No information on what was going on

3.4 Trader & Exhibitor Survey Findings

This section of the report details the main findings from the survey of traders and exhibitors that attended The Tall Ships Races – Hartlepool 2010. The results of this section are based on 21 completed questionnaires from traders and exhibitors.

The Tall Ships Races – Hartlepool 2010



Two thirds of traders and exhibitors have traded at other events in the region (67%) and one third has not (33%).

Traders and exhibitors, who have traded at other events in the region, were asked which events and where they took place. The figure below details their responses.

So which events and where?

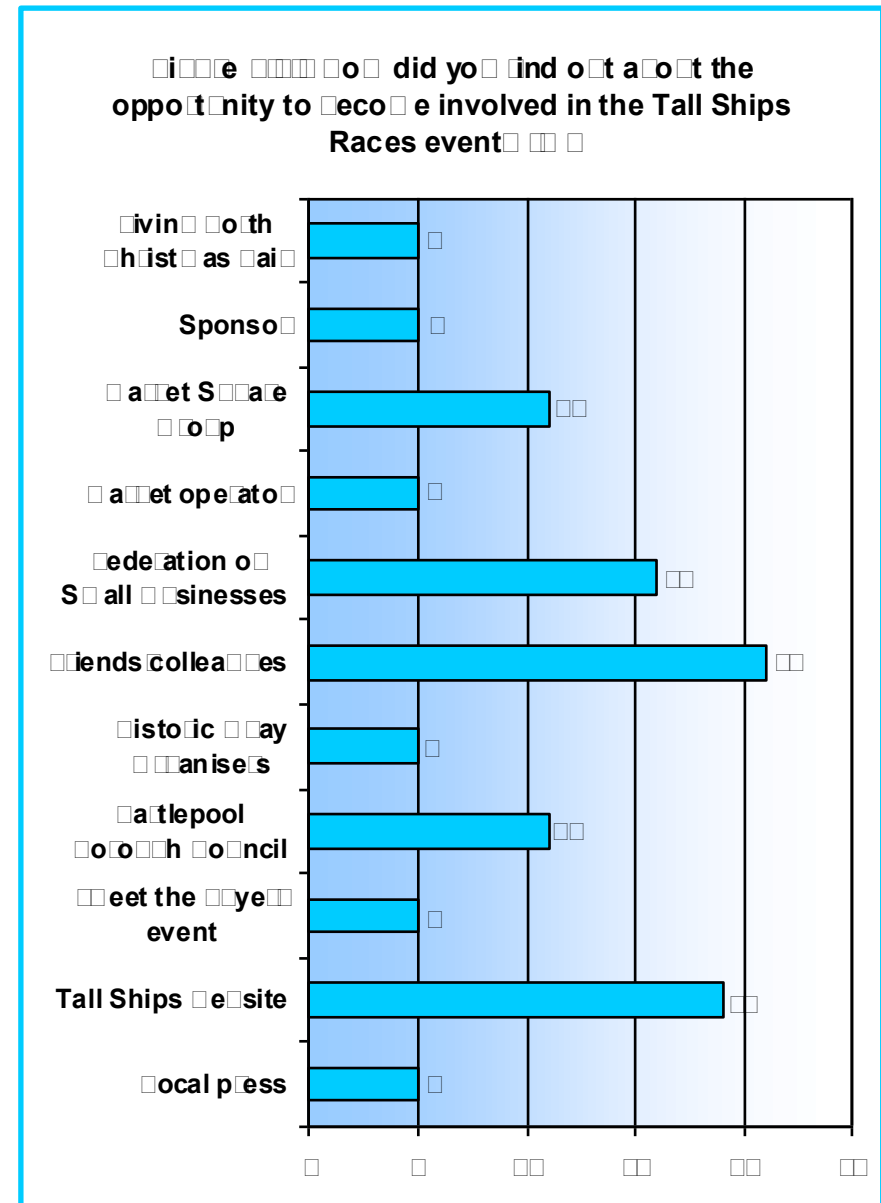
- Carnivals and fairs**
- Darlington**
- Middleton Grange, Shopping Centre Hartlepool**
- Newcastle Race Course**
- Private Funfair, Maritime Test**
- Newcastle-upon-Tyne**
- Saltburn Surfing Championship, Redcar Kiteival, Middlesbrough Music Live, Mela, SIRF**
- Take to the Tees, Stockton**
- Farmers Market and many others**
- All County Shows and Farmers Markets plus shopping centres**
- Carnivals and fairs**
- Durham, Northumberland**
- Newcastle, Hull**
- Newcastle, Sunderland, Northumberland, London, Edinburgh, Newark etc.**
- Sunderland Air Show, Great Yorkshire Show**

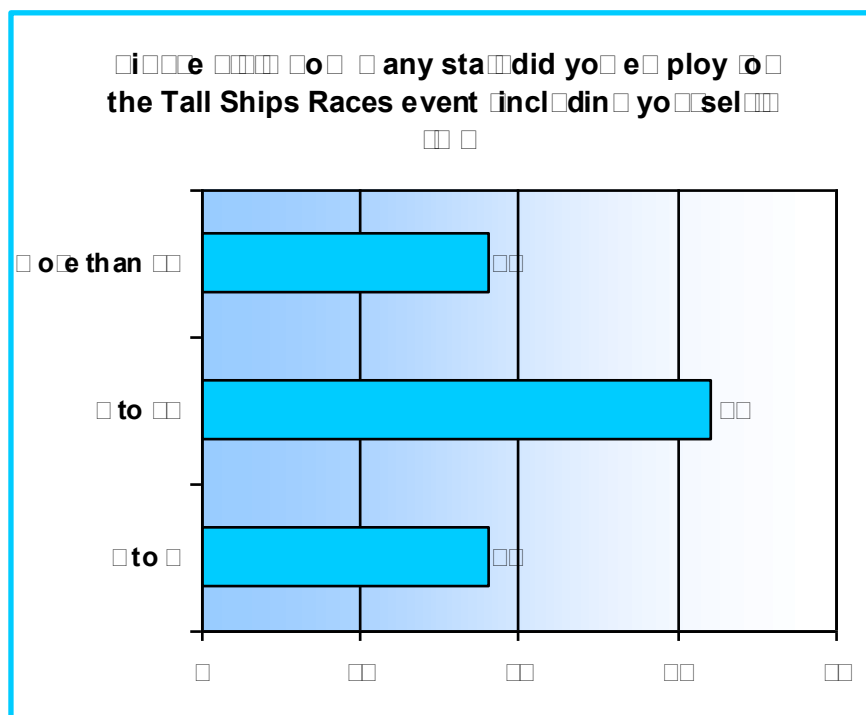
Traders and exhibitors were asked how they found out about the opportunity to become involved in The Tall Ships Races event. Figure 3.4.2 details their responses.

Just under one quarter of traders and exhibitors said that they found out about the opportunity to become involved in the event from friends and colleagues (21%) and the Tall Ships website (19%).

More than one in ten traders and exhibitors said that they found out about the opportunity to become involved in the event from the Federation of Small Businesses (16%) and the Market Square Group (11%).

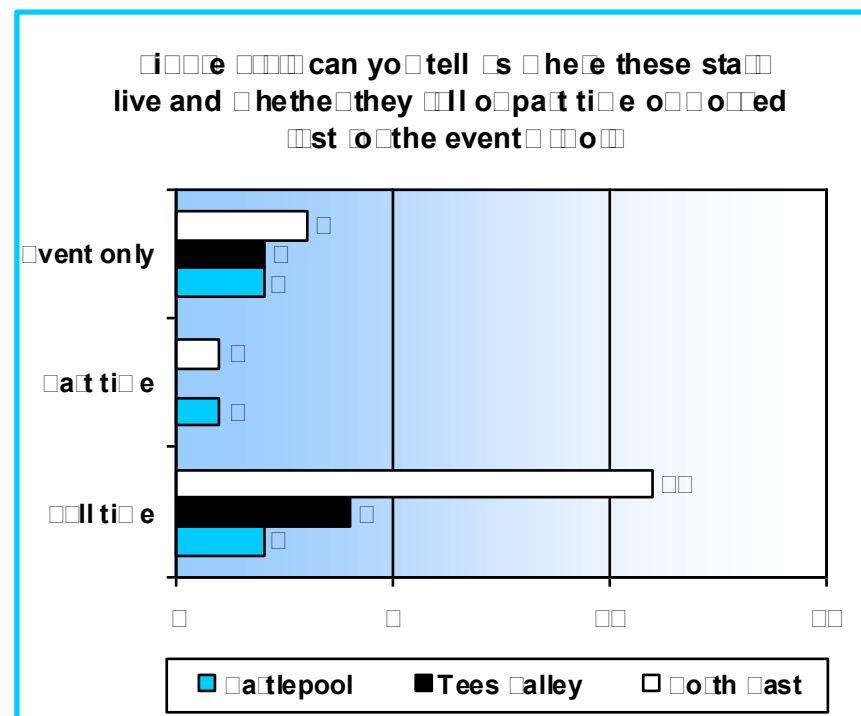
Traders and exhibitors also said that they found out about the opportunity to become involved in the event from the local press (5%), "Meet the Buyer" event (5%), Historic Quay organisers (5%), market operators (5%), through being a sponsor (5%) and the Living North Christmas Fair (5%).



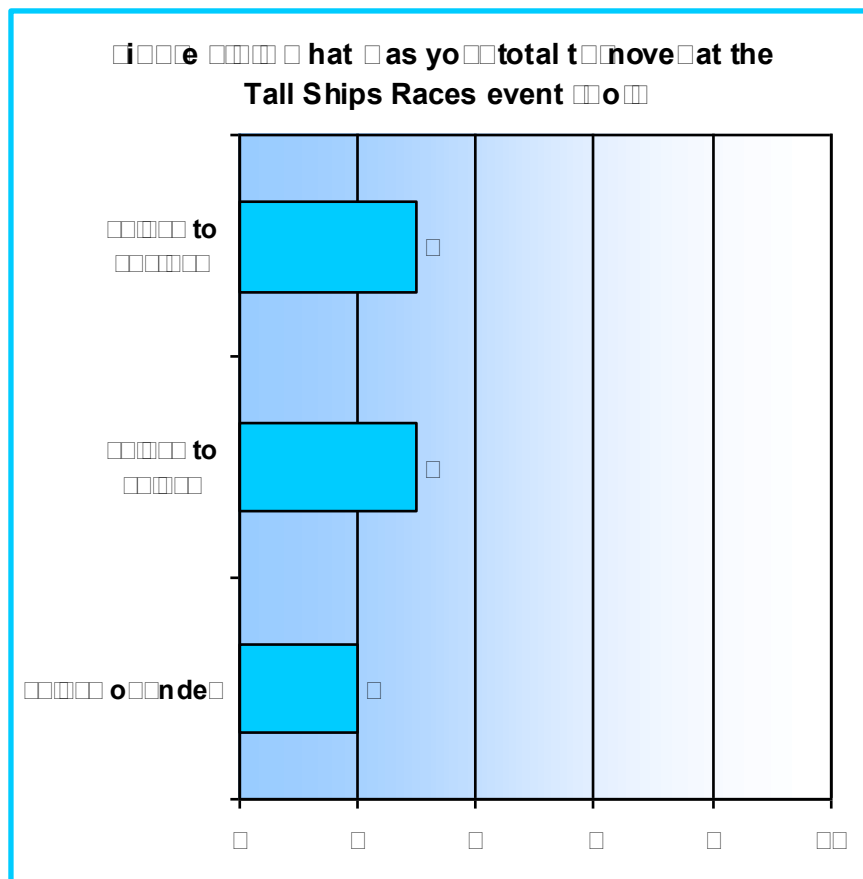


Traders and exhibitors were asked how many staff they employed for the event, including them. One third of traders and exhibitors employed 6 to 10 staff (32%), 18% employed 1 to 5 staff and 18% employed more than 10 staff.

Figure 3.4.4 below details where the staff employed by the traders and exhibitors live and whether they are full time, part time or worked just for the event.



Traders and exhibitors were asked what their total turnover at the event was. Figure 3.4.5 below details the total turnover of the traders and exhibitors that took part in the survey and provided a response.



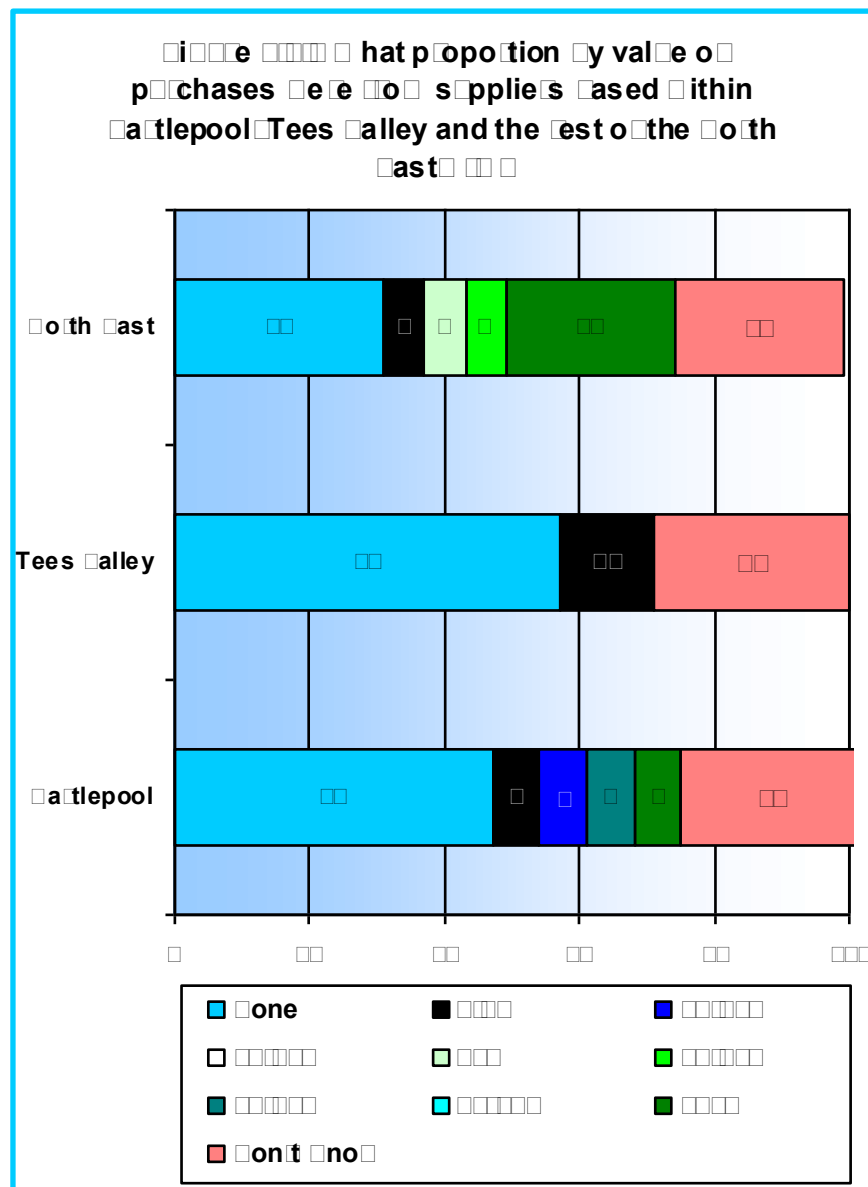
Traders and exhibitors were asked to identify what proportion of purchases, by value, was from suppliers based within Hartlepool, Tees Valley & the North East. Figure 3.4.6 details their responses.

Just under half of traders and exhibitors (47%) said that none of their purchases were from suppliers in Hartlepool, under one fifth of traders and exhibitors (14%) said that 1% to 24% of their purchases were from suppliers in Hartlepool and under one fifth of traders and exhibitors (14%) that 76% to 100% of their purchases were from suppliers in Hartlepool.

Over half of traders and exhibitors (57%) said that none of their purchases were from suppliers in the Tees Valley and just under one third of traders and exhibitors (31%) said that none of their purchases were from suppliers in the North East.

Just under one fifth of traders and exhibitors (14%) said that 1% to 9% of their purchases were from suppliers in the Tees Valley.

One quarter of traders and exhibitors (25%) said that 100% of their purchases were from suppliers in the North East, a further 12% that 50% to 75% were from suppliers within the North East and a further 6% that 1% to 9% were from suppliers within the North East.



Traders and exhibitors were asked in comparison to other events, what business activity they achieved during the event in relation to customers and turnover. Figure 3.4.7 details their responses.

One quarter of traders and exhibitors (25%) said that they had an increase in customers during the course of the event in comparison to other events and half of traders and exhibitors (50%) said that they had a decrease in customers.

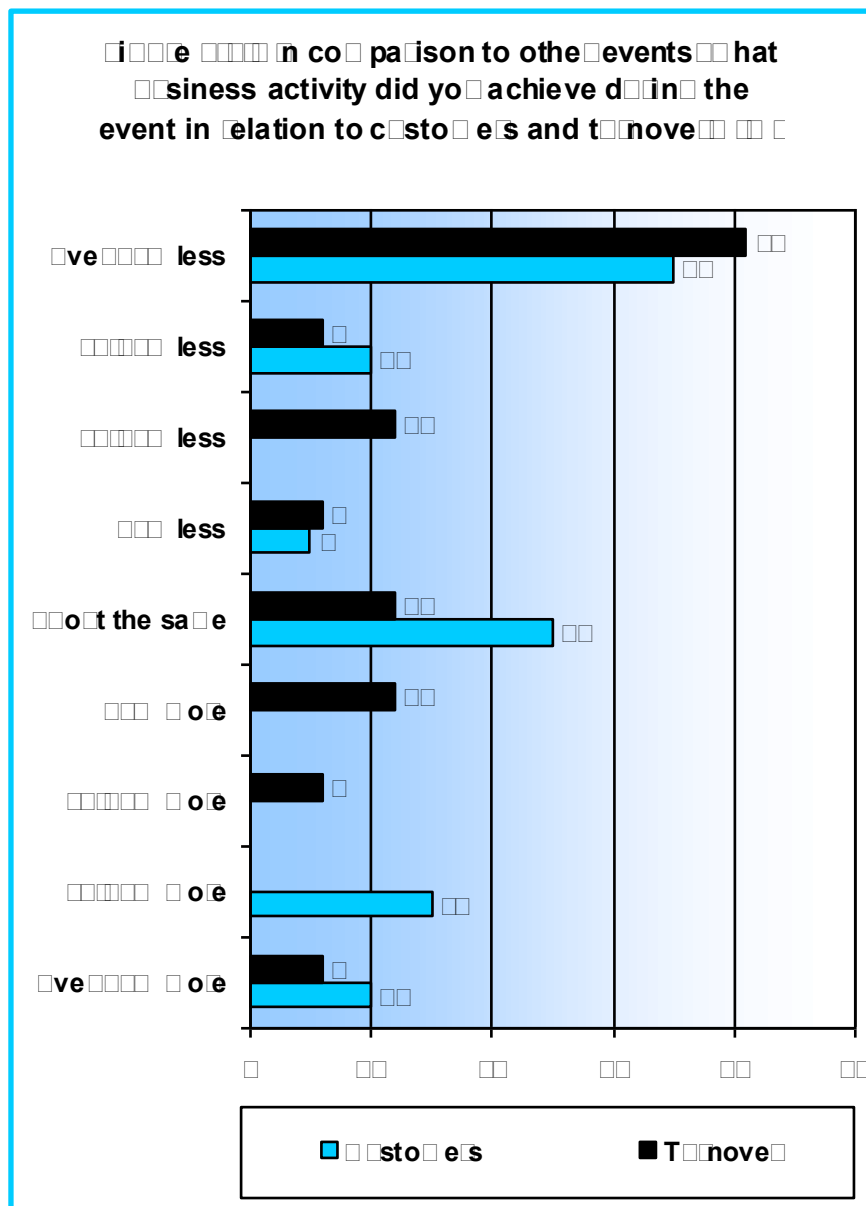
One quarter of traders and exhibitors (25%) said that they had a 26% or more increase in customers during the course of the event in comparison to other events.

Just over one in ten traders and exhibitors (15%) said that they had a decrease in customers in comparison to other events of 10% to 50% or less. Just over one third of traders and exhibitors (35%) said that they had a decrease in customers in comparison to other events of over 50%.

One quarter of traders and exhibitors (24%) said that they had an increase in turnover during the course of the event in comparison to other events and two thirds of traders and exhibitors (65%) said that they had a decrease in turnover during the course of the event.

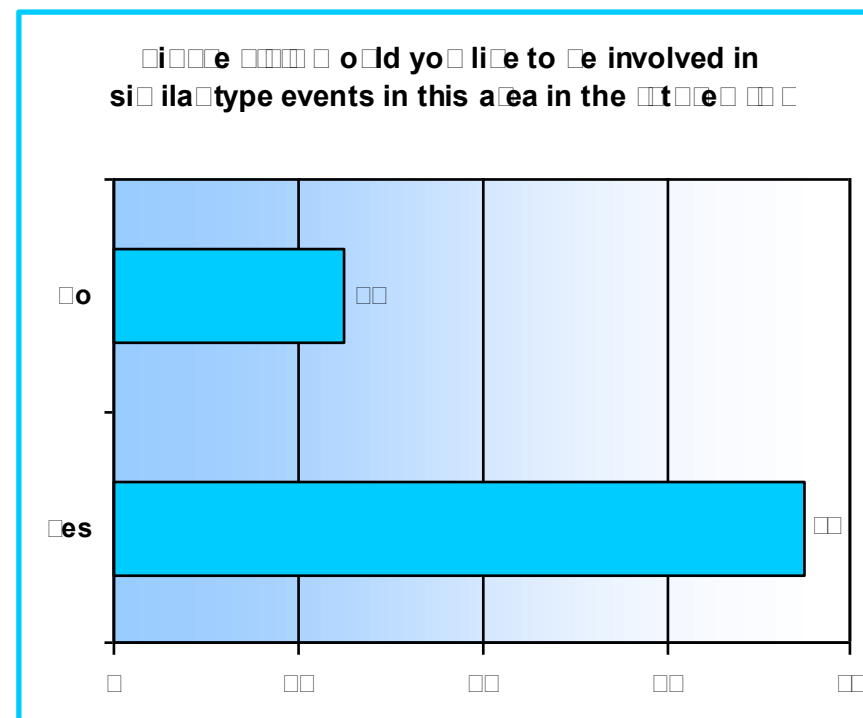
Less than one quarter of traders and exhibitors (18%) said that they had a 10% to 25% or more increase in turnover and 6% that they had a 50% or more increase in turnover during the course of the event.

Over one third of traders and exhibitors (41%) said that they had a decrease in turnover during the course of the event of over 50%.

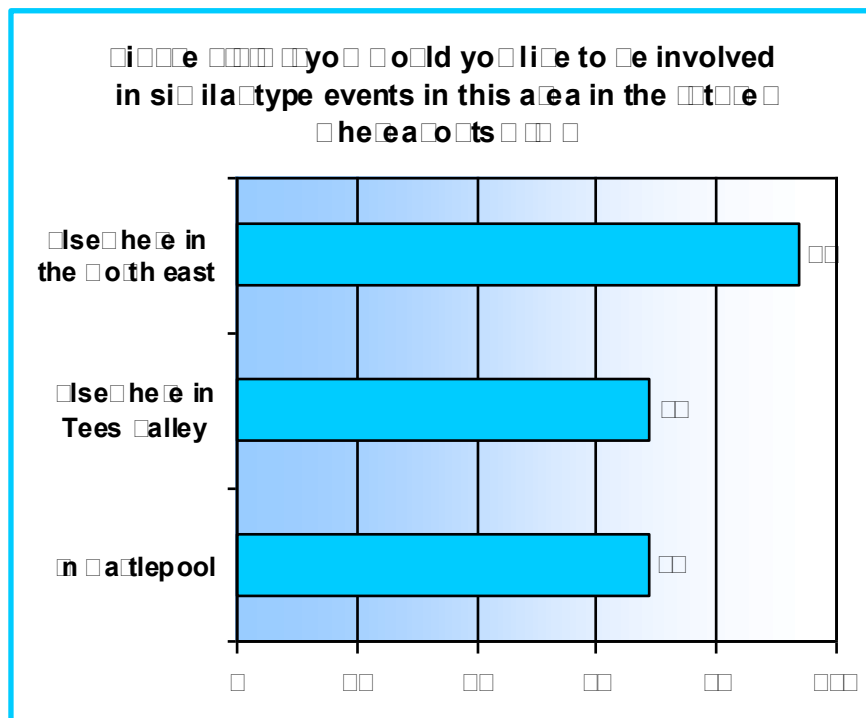


Future Events

Three quarters of traders and exhibitors would like to be involved in similar types of events in the future (75%) and one quarter would not (25%).

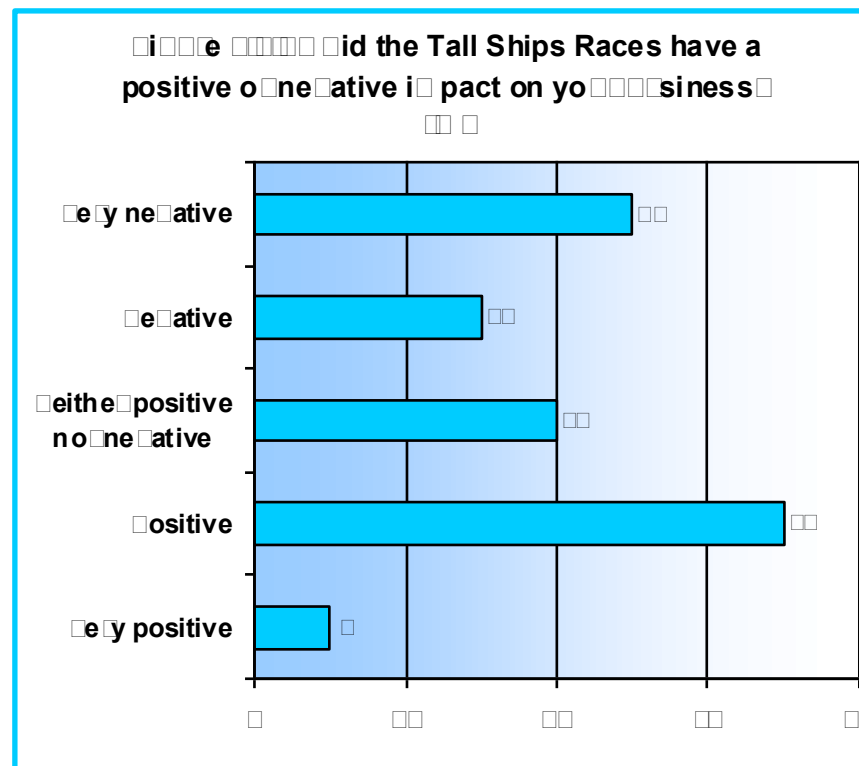


The majority of the traders and exhibitors that would like to be involved in similar events in the future would like to be involved in events in the North East (94%). Two thirds of traders and exhibitors would like to be involved in events in Hartlepool (69%) and elsewhere in the Tees Valley (69%).



Impact

Just under half of traders and exhibitors said that the event had a positive or very positive impact on their businesses (40%). Just under half of traders and exhibitors said the event had a negative or very negative impact on their business (40%).



The reasons traders and exhibitors gave for the impact of the event on their businesses is detailed below.

Impact on business

We don't normally deal with the public but that is why we did this event, to let the public know who and where we were and what services we could offer

We were told to tender for 5 days and 10am to 10pm this was not the case, the site was right out of the way of the public, the dust and stones were a health and safety issue, this has devastated our business and we are struggling to recover, not only can I not pay the suppliers who helped us get there but the staff also have suffered

Two sites were on a building site

I was expecting to be much better for me but did not work well due to high rent and other expenses

Road closed by fun fair and people shepherded away, told seven ships would be there but plans changed

Waste of money

The event helped to raise the profile and perceptions of Tees Valley as a visitor destination. Generated high visitor numbers and spend

As a main sponsor, we gained useful presence in the village and on official programmes

Negative impact due to the location of the exhibition stand, the surrounding area, poor location of sponsors banners, removal of Tall Ships Fire, Earth, water location banners, exhibitors closing down on Monday - poor surface of exhibitor areas

The event was a waste of time and a big disappointment to the expected extra business

It is normally hard to find events in the summertime fitting our products. This one did fit

Traders and exhibitors were asked whether they agreed or disagreed with a number of statements in relation to the Tall Ships Races event. Figure 3.4.11 details their responses.

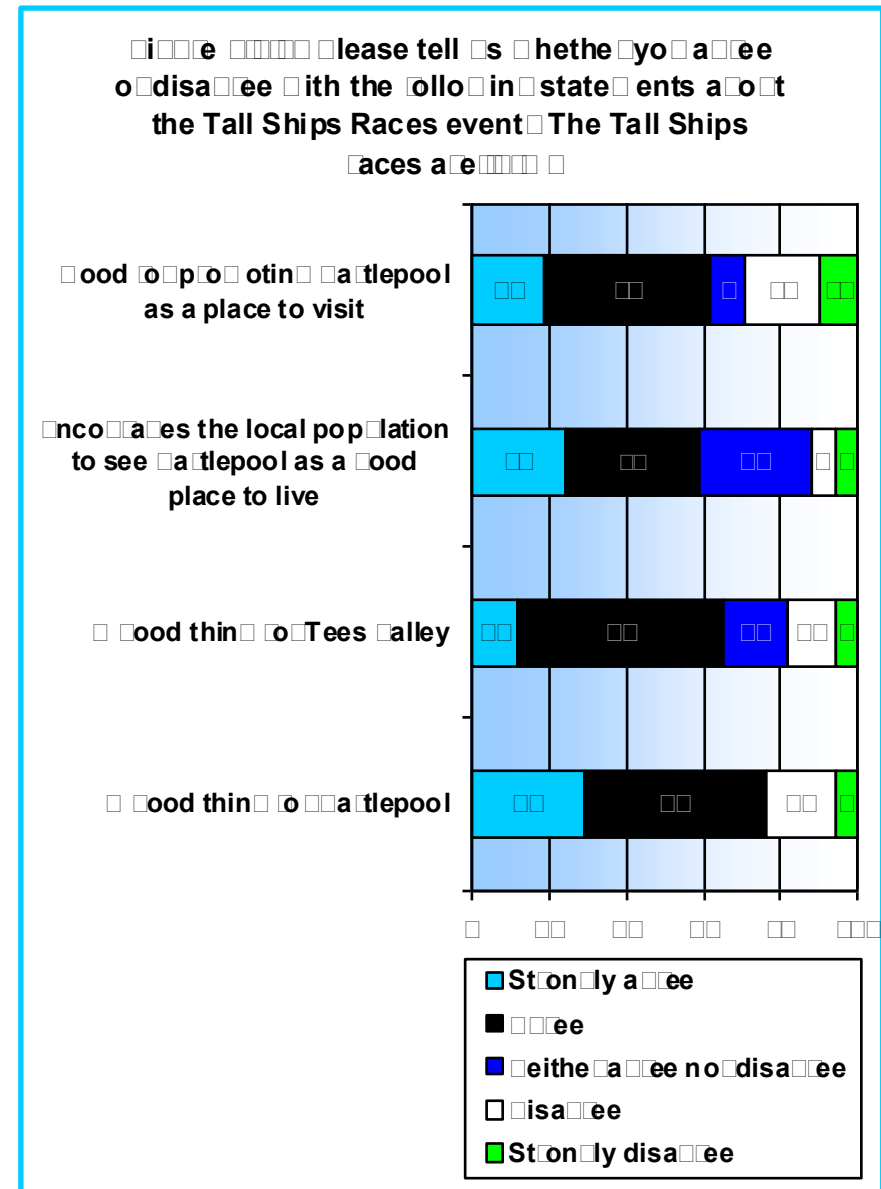
Three quarters of traders and exhibitors (76%) agreed or strongly agreed that the event was a good thing for Hartlepool. Just under one third of businesses (29%) strongly agreed that the event was a good thing for Hartlepool.

Two thirds of traders and exhibitors agreed or strongly agreed that the event was a good thing for the Tees Valley (65%). Over one in ten traders and exhibitors strongly agreed that the event was a good thing for the Tees Valley (12%).

Just under one quarter of traders and exhibitors disagreed that the event was a good thing for Hartlepool (24%) or a good thing for Tees Valley (18%).

Just under two thirds of traders and exhibitors agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit (62%) and just over one quarter of traders and exhibitors disagreed or strongly disagreed that the event was good for promoting Hartlepool as a place to visit (29%).

Over half of traders and exhibitors agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (59%) and one in ten traders and exhibitors disagreed or strongly disagreed (12%).



N.B: Valid responses only, “don’t know” have been removed.

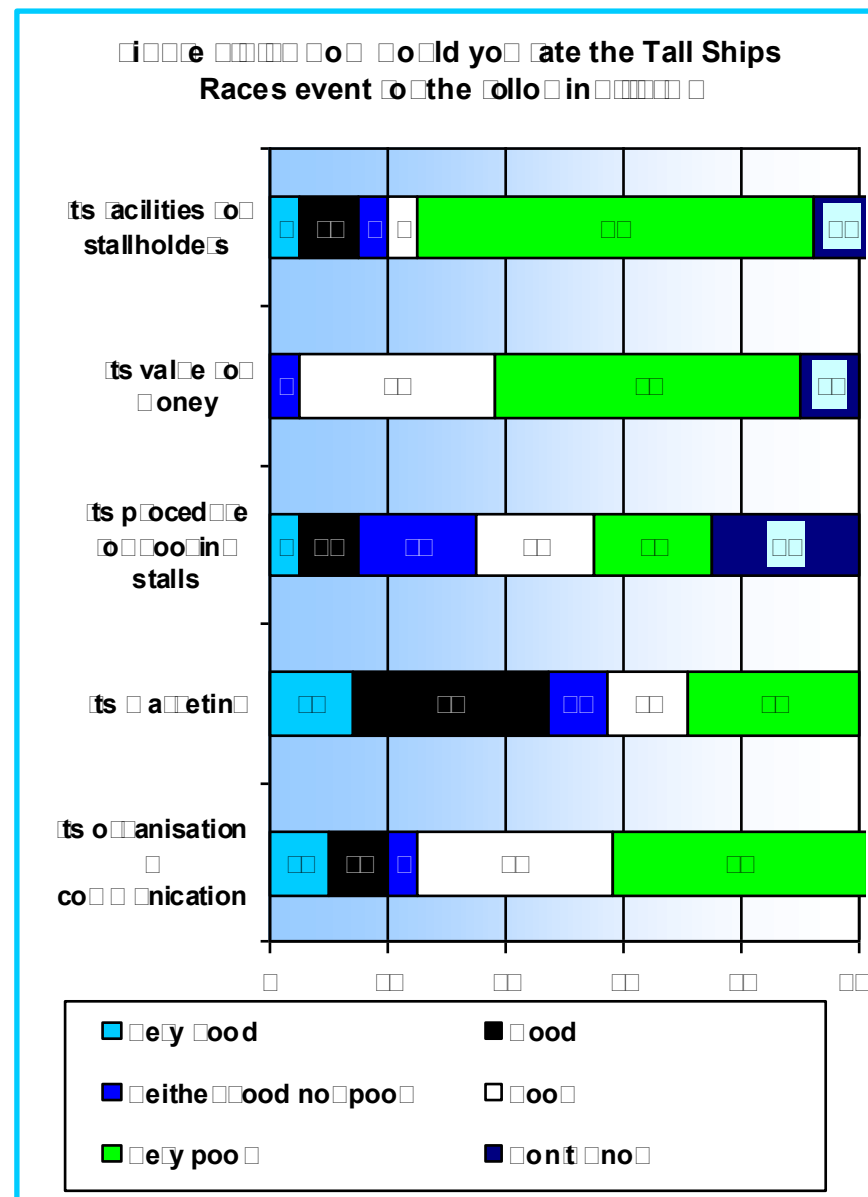
Traders and exhibitors were asked to rate a number of different elements of The Tall Ships Races event. Figure 3.4.12 details their responses.

Just under half of traders and exhibitors thought that the event's marketing was good or very good (47%). However just under half of traders and exhibitors thought that the event's marketing was poor or very poor (43%).

The majority of traders and exhibitors said that the event's value for money was poor or very poor (85%).

Three quarters of traders said that the event's facilities for stall holders (72%) and its organisation and communication were poor or very poor (76%). Less than one quarter of traders and exhibitors said that the event's facilities for stall holders (15%) and its organisation and communication were good or very good (20%).

Just under half of traders and exhibitors said that the event's procedure for booking was poor or very poor (40%) and just under one fifth of traders and exhibitors said that the event's procedure for booking was good or very good (15%).



Traders and exhibitors were asked for their suggestions for how the impact of large events on local businesses could be improved in the future. The following details their responses.

Suggestions on how the impact of large events on local businesses could be improved in the future

To allow business more say in how things are organised i.e. how events are laid out and facilities available

If you are charging huge site fees traders obviously expect it to be a hugely busy and profitable event to attend. You must make it possible for traders to be accessible to the public so they have opportunity to trade and not in a dusty uneven site which I don't believe many visitors realised was there

Research. An understanding is required of you if you are charging high rental fees for space. Provision of an acceptable, tidy site. Better site planning i.e. location of facilities, signage, rubbish collection, general layout for convenience of visitors

Better communication between site holders & site organisers with better understanding of trader needs, sympathetic site managers

Put them in a prime area where many people have to walk by in order to get to the main event

Organisation of any event that could improve/promote Hartlepool, should be run by Hartlepool

Huge events have strong positive impact on some businesses mostly the ones who sell hot food but it sometimes doesn't work particularly for my business

Better organisation skills of organisers. Proper event management companies

Better organisation

Organisation and communication between event organisers and stallholders should be a lot better

Our allocated position on the village was shockingly poor. We were in a relative wilderness with very low footfall. Given that we manned the unit using volunteers, it was embarrassing for us as a business

Timelines to be improved, streamline contacts for exhibitors, organisers to employ event management at beginning of planning, we had to chase for replies, answers often not available which made planning for company difficult, out sourcing of banners very poor, locations were never made available

The stalls should be laid out in a sensible way that people would naturally mill about not spread all over. The dust and stones was ridiculous. There were lots of hard tarmac areas that could have been better used in the layout. The dusty bit could have been parking

3.5 Stakeholder Interview Findings

The stakeholder interviews explored a number of key issues in relation to the hosting of The Tall Ships Races 2010. The authors of this report understand that Hartlepool may consider bidding to host The Tall Ships Races in the future. Any future bid needs to learn from the lessons of hosting The Tall Ships Races in 2010 and therefore the feedback from key stakeholders is valuable.

The key stakeholders interviewed had all been involved from a very early stage in the bid to host the 2010 event and the early planning stages of delivering The Tall Ships Races in Hartlepool.

Partnership Working and Organisation

From the interviews there is an agreement that developing and maintaining the partnerships needed to successfully deliver an event of this size was achieved. Whilst the bid, and subsequent planning, was driven by some key individuals there was a willingness from public and private sector organisations to get involved.

The bid was put together in a short timescale but there was the backing of the key organisations to ensure that it was a viable and ultimately successful bid. The stakeholders acknowledged that there is a relatively strong partnership network within the town and as a result pulling organisations together was potentially easier to achieve than it may be in other larger areas.

Having said that it is clear that it required the drive and enthusiasm of key individuals to galvanise a bid and maintain a momentum once The Tall Ships Races were awarded.

The subsequent planning and delivery of the event has, on the whole, strengthened relationships, not just within the borough but also with neighbouring authorities. The planning process for the event was over an extended period of time, with dedicated Workstream groups established to plan different aspects.

The Workstream approach is regarded as being a positive aspect of the event. At an individual and organisational level there was a real commitment shown to participating in the planning, to the extent that individuals spent considerable time away from day to day responsibilities within their own work places to ensure the success of the event. One of the strengths of the organisation was that it was put in place early on in the process and key organisations were involved from the start. Without this sort of planning it would have been more difficult to bring people in at a later stage.

Each Workstream had its own responsibility and was populated by parties from relevant organisations. From this perspective all aspects of the event had substantial planning involved and there was confidence approaching the event that it would be a success from an organisational perspective.

Within Hartlepool there is now a group of individuals with considerable experience of planning and delivering a major event. The Workstream approach, and scenario planning that took place was seen as the right approach for this type of event. However, there are changes that may benefit this approach in the future. There was a concern that the

management steering group was ineffective as individual Workstream group chairs took decisions separately. The structure of the Workstreams also potentially excluded external advice being sought and this occasionally led to some frustration. As has been stated the Workstream approach was deemed to have been very effective and some of them, such as Transport and Fleet Technical worked well. The concern raised was that organisations could become isolated within individual Workstreams and expertise could then become lost to other areas of the event planning. The management steering group would also benefit from a clear terms of reference in order to ensure that it has a defined role.

Consideration should be given to the different perspectives of the public and private sector that place different responsibilities on partners and therefore can lead to differences of opinion.

Benefits

It is acknowledged that the benefits to Hartlepool, Tees Valley and the North East generated by the event are substantial. This has manifested itself in a greater awareness of Hartlepool, a raising of pride amongst the local community, and the creation of a 'buzz around town'. The PR and media coverage created has provided an opportunity for Hartlepool to showcase itself and there is now an opportunity that needs to be grasped to build on the success.

The success of the event in attracting large numbers of visitors and hosting as many Tall Ships as it did is a real source of pride and there is a real sense that overall the hosting of the Tall Ships should be considered a success for Hartlepool.

The overall impression of the event is that it largely achieved what it set out to achieve and that visitors to Hartlepool went away with a different view of the town. The geography of the marina and port facilities created a showcase for the Tall Ships that other host ports would struggle to match.

At an organisational level involvement in The Tall Ships Races event in Hartlepool created benefits for individuals and commercially, although not universally. One of the main opportunities that organisations hoped to realise was the commercial potential to showcase facilities, promote Hartlepool and encourage new and existing customers to view Hartlepool in a positive light. The stakeholders interviewed generally felt that they had benefitted as an organisation, although it is not quantifiable and the benefits may not materialise for some time. Commercially all organisations had invested significant time and money in the event and all were committed to its success.

Whilst it is seen as a success for Hartlepool and the region, it has commercially created a negative impact on some partners as a result of issues that occurred during the event. These are picked up in the next section.

Future Lessons

There are lessons to be learned if Hartlepool is to host an event of this size in the future. Whilst the scenario planning and Workstream approach was seen as positive in the lead up to the event there were some areas, particularly during the event, which detracted from it. It was felt that the planning created a set plan for the delivery of the event that was rigidly adhered to. Scenario planning can make provision for a number of situations, but it does not always cover every

possibility. In the context of delivering the event it was difficult to gauge every possible scenario because it was a first for Hartlepool, the individuals involved and the organisations involved. Whilst input was sought from previous host ports it was still a steep learning curve. The rigid nature of the Workstreams created a confidence about the delivery of the event but it detracted from bringing some creative thought into the planning process.

From a visitor perspective it is perceived that most will have had a very positive experience at the event. There were issues surrounding the surface in the Tall Ships Village which, in parts, was not suitable for people with disabilities or mobility problems and families with pushchairs. The sheer size of the site also presented problems logistically and a lack of seating provision exacerbated the access and mobility issues. The provision for blue badge holders and the drop off points for the park and ride buses also created problems for people with mobility problems.

The ground conditions on the site also created issues for traders and exhibitors in relation to dust and the layout of the site did not create the opportunities anticipated for them which are the downside of hosting a large scale event on a working commercial port. There were also issues with the lateness of organising logistical support to the site, such as power, toilet facilities etc.

One of the major issues highlighted by some is that the communication channels and decision making once the event had started became very inflexible. Whilst a long planning period had been put in place, inevitably not all situations could be foreseen and it was felt by some partners that there should have been flexibility in dealing with issues as they arose.

Whilst most of the issues highlighted could have been overcome, the communication channels and decision making authority were felt to be isolated from the delivery partners and therefore decisions taken prior to the event were rigidly stuck to.

This was manifested in a few scenarios where it was felt a less rigid adherence to pre event decisions would have greatly enhanced the visitor experience. The two main areas of concern from some partners were the closing of the lock gates and the response to the Crew Parade disruption. In themselves the issues that arose were solvable given a more cohesive and flexible decision making structure. It was felt that the event office became isolated from other partners during the event and this created a situation in which being able to react to incidents was compromised. However, it should be stated that the disruption to the Crew Parade was caused by a third party incident which was out of the control of the organisers and there was a revised approach to the parade taken. This was a benefit of having a strong Safety Advisory Group in the planning stages and strong partnership working with emergency services in Event Control during the event which was able to react to developing issues and incidents with minimum impact on the visitor.

In relation to the lock gates all parties agree that the decision to close them taken prior to the event was the correct one but the issues that it created during the event were not resolved adequately for all organisations that it affected.

The net effect of this is that it is perceived that it created a negative impact on a minority of visitors and crew that detracted from the overall event. It also left partners feeling frustrated, created potentially damaging commercial

implications for at least one partner and created a negative view of the event for a limited number of visitors.

The economic impact in the next section highlights the expenditure associated with the event. There was a sense from the interviews that in planning for the event an opportunity was missed to bring in private sector commercial acumen. The Workstreams worked well in coordinating plans for technical, health and safety; transport planning etc but more consideration could have been given to achieving a greater commercial return from the event.

Whilst the private sector had representation on the Finance and Legal Workstream, it was felt that there was potentially more that could be done to utilise commercial acumen in realising the full potential of the event. This is in the context of general acknowledgement that the approach to the planning of the event was correct and should be adopted in the future.

3.6 Economic Impact Analysis

Overview

The Tall Ships Races – Hartlepool 2010 attracted an estimated 970,000 visitors. A direct benefit of attracting visitor numbers of this level is that the local, sub regional and regional economies will have experienced significant expenditure. This section of the report will focus on an analysis of the economic benefit generated by hosting such a significant event for the region.

The economic benefit created can be quantified and is an important measure of the success of the event. Whilst the economic benefit is quantifiable, it is not the only benefit that

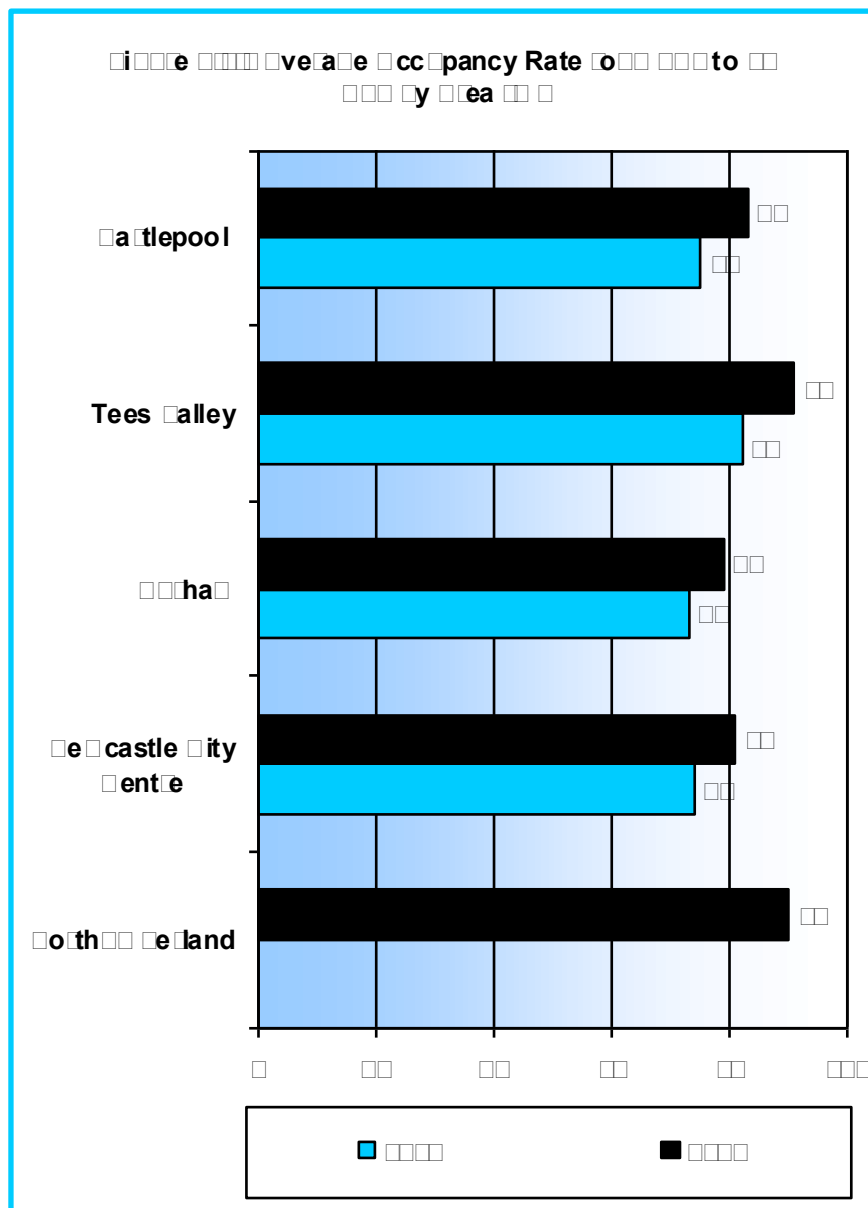
The Tall Ships Races event created for Hartlepool and the wider region. Less quantifiable, but equally important benefits, such as raised awareness of Hartlepool as a visitor destination, increased perceptions of Hartlepool as a place and raising pride in the local area are highlighted elsewhere in the report.

The economic impact of the event has been analysed by considering the following factors:

- The total number of visitors attracted;
- The total level of expenditure;
- Deadweight - what would have happened regardless of the event;
- Displacement – has expenditure been moved from one area to another;
- Gross value added created; and
- Gross and net additional jobs generated.

Occupancy Rates

The average occupancy rates across accommodation providers were up in comparison to the corresponding dates in 2009 across the region. The occupancy rate for Northumberland in 2009 is not known. This is shown in Figure 3.6.1.



Visitor numbers

One of the key benefits that the Tall Ships Races event has created is that it attracted large numbers of visitors to the area. The visitor numbers portrayed in this report are based on audience estimates provided by the organisers.

It is estimated that Hartlepool Tall Ships Races event attracted an audience of 970,000 visitors. Of these it is estimated that 77% were day visitors and 23% were visitors staying for one or more nights, as shown in Table 3.6.1 below.

Table 3.6.1: Visitor numbers	
Day Visitors	746,900
Overnight Visitors	223,100
Total number of visitors	970,000

Visitor expenditure

An analysis of the visitor survey has been carried out to determine the average level of spend per visitor. The average level of spend within Hartlepool is estimated to be £30.59. On the basis of these assumed levels of expenditure the event generated £29.6 million of income for Hartlepool.

Table 3.6.2	Spend Per Visitor (£)	Total Spend (£)
Hartlepool Level		
Eating and Drinking	22.63	21,950,973
Shopping (excluding food)	2.78	2,692,133
Food Shopping	0.37	357,354
Leisure and Entertainment	1.61	1,565,885
Travel and Transport	3.16	3,062,081
Other	0.04	43,105
Total	30.63	30,661,421

Table 3.6.2 above illustrates the total expenditure within Hartlepool by visitors to The Tall Ships Races event.

In order to assess the level of expenditure that would have happened anyway the survey analysed the levels of expenditure of visitors on a comparable day when the event was not taking place.

The effect of allowing for this deadweight⁸ is that the level of additional expenditure into Hartlepool is reduced to £26.5 million (as illustrated in Table 3.6.3).

⁸ Deadweight – The level of spend that would have occurred anyway.

Table 3.6.3	Total Spend (£)	Less Deadweight Spend (£)	Total Additional Spend (£)
Hartlepool Level			
Total	30,661,421	29,192,153	1,469,268

Some of the additional expenditure into Hartlepool is a direct result of expenditure being displaced from the rest of the Tees Valley sub region and the wider North East region. The visitor spend analysis highlights that £1,192,153 of expenditure would normally have been spent elsewhere in Tees Valley and a further £2,154,113 would have been spent elsewhere in the North East. Table 3.6.4 shows the level of displacement by area.

Table 3.6.4	Total Additional Spend (£)	Displaced Tees Valley Spend (£)	Displaced North East Spend (£)
Hartlepool Level			
Total	1,469,268	1,192,153	277,115

Additional expenditure of £350,000 was created by the crews of the Tall Ships whilst in Hartlepool. This is shown in Table 3.6.5

Table	Spend Per Crew (£)	Total Spend (£)
Hartlepool Level		
Total		

Organisational Spend

A further source of expenditure in the local economy will come from the organisation of the event. This has not been assessed in the analysis of visitor spend however it will support employment in the local and regional economy.

The overall estimated budget for the event was £3.9 million and a significant proportion of this was spent in the local and regional economy. It is estimated that £952,443 was spent in Hartlepool, £175,852 was spent in Tees Valley and £1,924,436 was spent in the rest of the North East.

The budget was largely secured from public sector sources such as Hartlepool Borough Council and ONE NorthEast but significant levels of income were raised from commercial sources such as car parking, sponsorship and site fees.

Gross Value Added

One of the key economic indicators used for measuring the performance of an area or sector is Gross Value Added (GVA). However GVA is a more difficult concept to grasp than other measures such as household income. Put simply, GVA is the value of goods and services produced by an area,

sector or producer minus the cost of the raw materials and other inputs used to produce them.

The additional visitor, organisational and crew spend estimated for Hartlepool has been assumed to be equivalent to increased turnover across a range of tourism associated businesses as below:

- SIC551 – hotels;
- SIC552 – camping sites and other provision of short stay accommodation;
- SIC553 – restaurants;
- SIC554 – bars;
- SIC663 – activities of travel agencies and tour operators, tourist assistance;
- SIC925 – libraries, archives, museums and other cultural attractions;
- SIC927 – other recreational activities.

The level of Gross Value Added (GVA) generated through the event has been calculated on the analysis of additional expenditure. Overall, total GVA in 2007 for businesses within the industry sectors above is recorded as 27% of the size of total turnover⁹. Using this ratio and applying it to the estimates of visitor, organisational and crew spend, the additional GVA generated as a result of the event is £7,526,098 in Hartlepool.

⁹ Source: National ABI financial data

Gross and Net Additional Jobs

The Tall Ships Races event involved approximately 230 volunteers supporting the event in roles such as liaison officers, administration assistants in event offices and information providers. This number of volunteers equates to 5 full time jobs¹⁰.

In addition the benefit of the additional visitor expenditure and supply chain expenditure is indirect employment generated. An assessment has been made of the gross and net additional indirect jobs that it is thought can be attributed to the event. The direct employment attributed to the event has not been considered within this analysis.

By applying an average turnover per employee figure for tourism related businesses of £70,230¹¹, the indirect employment supported by the additional visitor, crew and organisational spend is calculated to be 397 gross additional indirect jobs¹² at the Hartlepool level.

There is no way of determining where the employees supported through the indirect effects of the event live. The estimates of expenditure, GVA and indirect employment are therefore the gross additional impact of the event.

To determine the net additional impact an allowance needs to be made for leakage¹³ and multiplier effects¹⁴. An estimate for

¹⁰ Based on 5 days of Tall Ships and assuming 230 working days each year

¹¹ Source: National ABI financial data

¹² Assuming 230 working days per year

¹³ Leakage – Any expenditure directly related to the festivals where the end beneficiary is not Hartlepool based.

leakage has been calculated using travel flow data. According to the Tees Valley Economic Assessment 2009/2010¹⁵, 71% of employees within Hartlepool also reside within the borough. The level of leakage is therefore 29%.

In order to determine the multiplier effect an income multiplier has been applied to the estimates of gross additional impact. A multiplier of 1.1 has been applied. After allowing for the leakage and multiplier effects it is calculated that 310 net additional person years of employment has been supported by the event.

3.7 Wider Benefits

Along with the economic benefits there are a number of less quantifiable, but nevertheless important wider benefits that Hartlepool will have accrued as a result of hosting The Tall Ships Races 2010.

It is estimated that in the six months between April and September 2010 Hartlepool benefitted from £3,235,581 of Advertising Value Equivalent (AVE) media coverage. A full report is appended but the event drew coverage from international, national, regional and local media over the full course of the event. There was significant TV and press coverage of the event and this has raised the profile of the borough.

It has already been highlighted in the visitor survey findings that perceptions of Hartlepool were changed as a result of

¹⁴ Multiplier effect – the additional benefit generated by the direct beneficiaries of the additional expenditure generating further local expenditure.

¹⁵ Tees Valley Regeneration, based on 2001 Census Travel to Work data

attending the event and it has encouraged people to consider a return trip as a result of attending the event which will provide a boost to the tourism industry. Just over two thirds of visitors (69%) from outside of the North East of the England were very likely or likely to visit Hartlepool again, and even from within the North East the majority of visitors would visit Hartlepool again.

The hosting of The Tall Ships Races – Hartlepool 2010 has done much to change the perceptions of the borough from a visitor and media perspective and this will bring benefits to Hartlepool in the future.

There is also an economic development impact for Hartlepool as the event provided a showcase for the port and its facilities. Whilst it is not possible to quantify the impact of this the ability to host corporate hospitality in Hartlepool, as opposed to a major event elsewhere such as the Ryder Cup, enabled potential customers to fully appreciate the potential of Hartlepool and its port facilities.

There was a programme of activities undertaken within schools and colleges to link with The Tall Ships Races – Hartlepool 2010. This provided a real opportunity for children to engage with the event by getting them involved at an early stage and providing a central coordinator. Every school took part in some event and linked aspects of the curriculum to the visit of the Tall Ships.

The volunteer programme recruited 230 volunteers who got valuable experience and personal accomplishment. Without the input from volunteers, in a variety of roles, the event would not have made the impact that it did.

Planning and delivering an event of this size was a major undertaking and one that Hartlepool Borough Council, and its partners, will look to learn lessons from for the future. Part of this process was achieving BS8901, the British Standard which has been developed specifically for the events industry with the purpose of helping the industry to operate in a more sustainable manner. Achieving this standard is recognition of the systems put in place and provides Hartlepool Borough Council with a sustainable event management system.

4. Conclusions

The hosting of The Tall Ships Races – Hartlepool 2010 should be regarded as a success. Planning and delivering an event of this size and scale was a first, both for Hartlepool and the organisations involved. So how should the event be judged? In terms of numbers they are impressive:

- 970,000 visitors attracted to the event over 5 days;
- 717,800 visitors attracted from outside Hartlepool Borough;
- £26.5 million of economic impact created in the local economy;
- £3.2 million of Advertising Value Equivalent (AVE) media coverage;
- 310 net additional person years of employment has been supported by the event; and
- 230 volunteers supporting the event.

The numbers have been achieved for an investment of £3.9 million, which represents excellent value for money. It should also be recognised that the economic climate in the period between winning the bid and hosting the event are completely different. Achieving these results in the current economic climate is a considerable achievement.

The numbers above do not tell the whole story. The event has generated awareness and publicity for Hartlepool that will reap benefits in the future. Visitor perceptions of Hartlepool have been enhanced and visitors from Tees Valley, the rest of

the North East and the rest of the UK have said that they are very likely or likely to return to Hartlepool.

Almost all visitors agreed that the event was a good thing for Hartlepool and that it was good for promoting Hartlepool as a place to visit.

From a community perspective almost all visitors from Hartlepool agreed that the event was a good thing for the town and the majority felt that it encouraged residents to see Hartlepool as a good place to live. Businesses also supported the event and the majority agreed that the event was a good thing for the town and that it was good for promoting Hartlepool as a place to visit.

In delivering the event it is widely acknowledged that the processes and planning that was put in place worked well. Partners and stakeholders involved in the organisation of the event felt confident in the level of planning that had been undertaken and there was a real sense of partnership created in the lead up to, and during the event.

Having delivered an event with 970,000 visitors there is now a body of expertise within the town that would be hard to replicate elsewhere. The process of planning and delivering the event has been a steep learning curve for all involved, both internally within Hartlepool Borough Council and externally with public and private sector partners. It is fair to say that the level of commitment within Hartlepool to ensure that the event was a success should be applauded. Should Hartlepool set out to host events in the future, it can do so in the knowledge that it has both the experience of individuals and organisations to create successful events.

However, despite all of the positive outcomes it should be noted that there are significant lessons that need to be learned from this event. From a commercial viewpoint there are issues that need to be addressed in future events in regard to traders and exhibitors. It should be recognised that the event took place on land associated with a commercial port and this created challenges for the council, and its partners, in meeting the needs of traders and exhibitors and balancing the commercial and operational requirements of maintaining day to day operations. The site conditions, layout of the site, communication and liaison with traders and exhibitors needs to be improved. There is a suggestion that dedicated support should be in place to look after the booking system and to provide a liaison point during the event.

Bringing in commercial expertise from the private sector could also be considered in maximising the income potential from the event. Whilst the private sector was represented on the Finance and Legal Workstream group it was still regarded as an area that could have been improved.

Communication with businesses in Hartlepool could also be improved, both in terms of marketing the potential opportunities on offer and also in ensuring information is provided on the logistics of an event; for example road closures, public transport changes etc. This should be communicated at the earliest possible opportunity to ensure that businesses can plan in advance.

The planning process is accepted as a success for the event however improvements to the communication processes and consideration to the expertise within partner organisations could strengthen future planning for major events. Certainly

communication during the event could be strengthened with all organisations involved.

This is the first time Hartlepool has hosted an event of this size and stature and it is to be expected that there will be aspects of the event from which all involved can learn. What is apparent from this evaluation is that the event has had a positive effect on visitors' perceptions of Hartlepool as a place to visit, it has created significant economic impact for Hartlepool and there is now considerable expertise, systems and knowledge of delivering a large scale event that places Hartlepool in a strong position to take advantage of other opportunities in the future.

5. Appendices

Appendix A

Media and PR Report

Media Coverage of Tall Ships Races – Hartlepool 2010

Submitted by Hartlepool Borough Council

Introduction

Hartlepool's involvement in The Tall Ships Races 2010 presented a fantastic opportunity to significantly raise the profile of Hartlepool, put it firmly on the world map and leave a lasting legacy for the town. Indeed, these were the main reasons Hartlepool decided to bid for the event.

After it was announced in June 2006 that Hartlepool had won the bid, Hartlepool Council's Public Relations Team wasted no time in building bridges with the media to ensure they were fully embraced with the event. This involved several meetings at Editor/Management level with all of the region's key media players.

While the Council's Public Relations Team concentrated their efforts on local and regional media, there was strong partnership working with Visit Tees Valley who concentrated on media outside the North East (particularly Yorkshire and Humberside) and One North East who focussed on national and international media.

Media Coverage

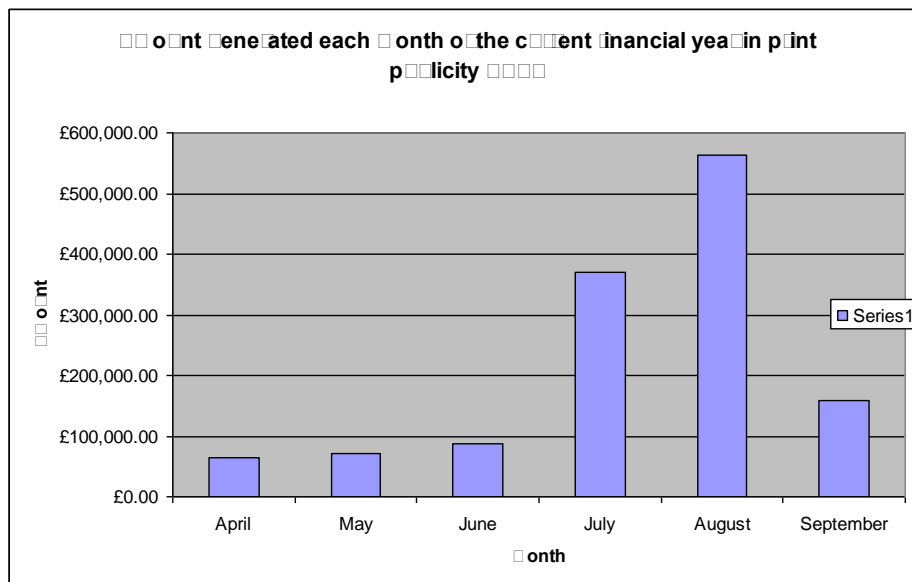
Media coverage started in June 2006 when the news broke that Hartlepool had been successful in the bid to host the event. Since then there has been a gradual increase in coverage resulting in an Advertising Value Equivalent (AVE) of £3,235,581.50 alone for the six month period from April to September 2010.

This figure must be regarded as a conservative estimate because while every effort has been made to track all media coverage, there is no single system that can be used to monitor everything.

The breakdown of the recorded coverage for this period is as follows:-

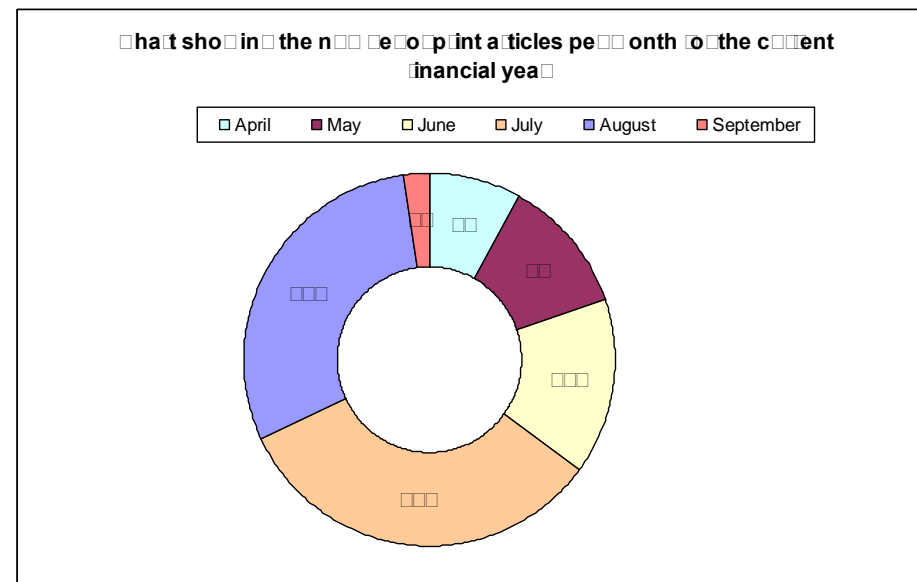
Print

Between April and September 2010, the total value of print publicity based on AVE was £1,313,085.90.



The graph above represents the amount generated each month and is not a cumulative figure.

AVE is worked out using the value per column inch of an article. This is generated using the publication's circulation figure. For this reason an article in a national publication would have a higher AVE value of the same size article in a local paper. The actual number of articles (as opposed to the value of the articles) is shown in the graph below.



Circulation figure estimates

Based on the circulation figures collected for publications in which The Tall Ships Races - Hartlepool 2010 was covered, it can be estimated that up to 16,026,279 people may have read about the event. This does not include people who may have read articles on the web. This is a conservative estimate as some circulation figures are difficult to obtain. The actual figure could be as high as 20 million.

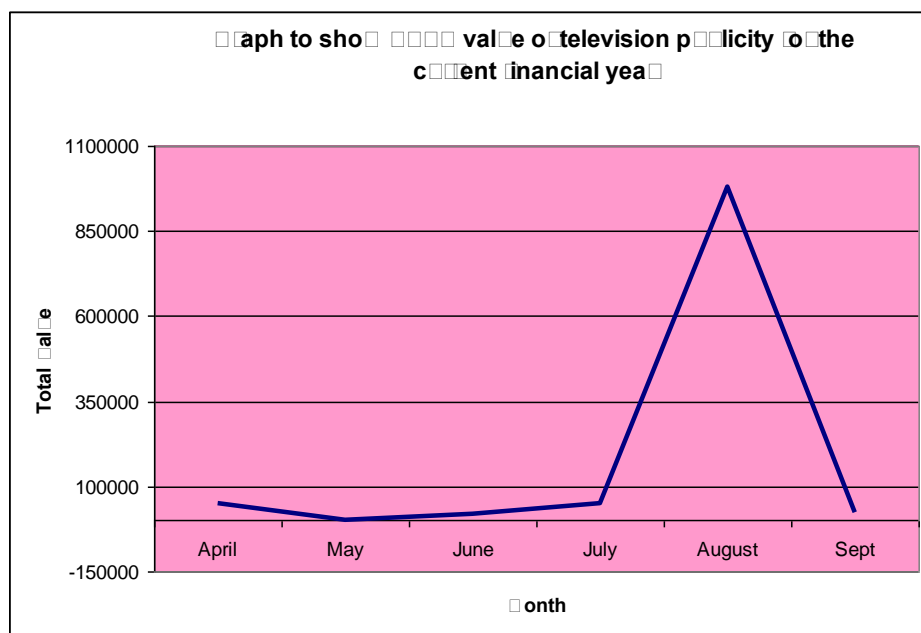
Articles featured in a wide range of publications including the travel trade press, lifestyle magazines such as North East Life and Country Homes and Interiors, sailing publications, quality broadsheets including The Independent and The Times plus publications abroad such as the New Zealand Herald.

The local newspaper, the Hartlepool Mail were very supportive, running weekly features and a 'Come on Board Poster Campaign which helped spread the word about the event worldwide. There was also tremendous support from the regional press.

Broadcast

Between April and September 2010, the total AVE value of broadcast coverage was £1,922,495.60.

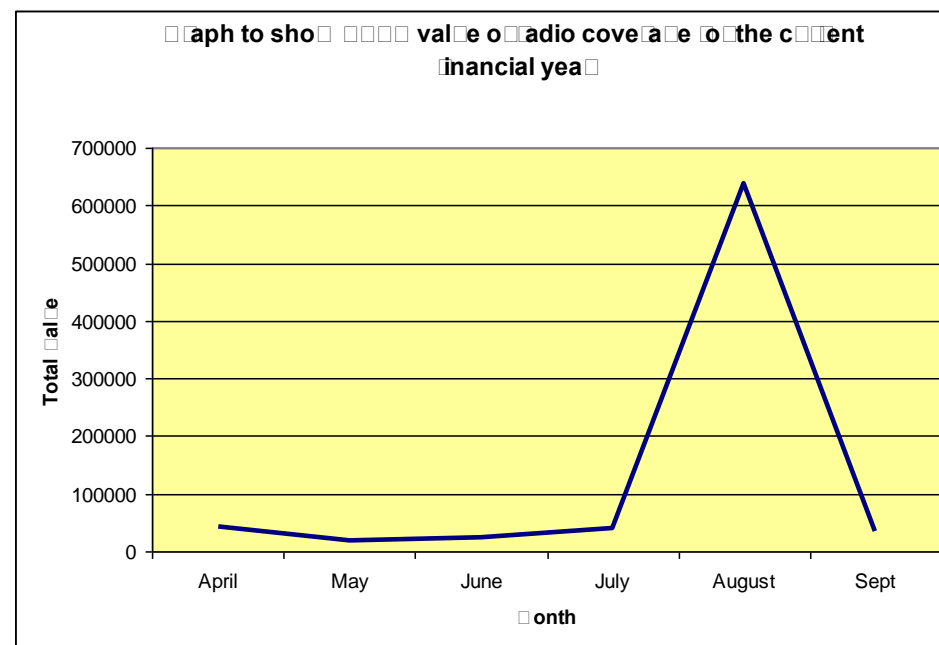
This figure is made up from recorded radio and television coverage. See below for a complete breakdown.



The value of television coverage was £1,122,740.80.

The key contributors to the television AVE value were ITV Tyne Tees-Border Television and BBC Look North. During the event BBC Breakfast and BBC News 24 also covered the event.

We know from accreditation requests that the event was covered internationally on stations such as Oman TV and Russia Today.



The value of radio coverage was £799,754.81.

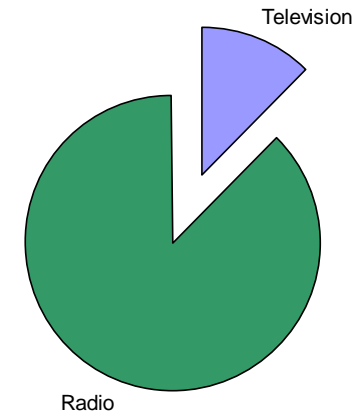
It's interesting to see the similarity in the graph trends, despite the difference in monetary value.

As you can see, both graphs suffer a drop in coverage during May. This is probably because there was heavy push on publicity for April 29 when a Media Day was staged to coincide with the 100 day countdown. This received a lot of media coverage which resulted in the predictable drop off in May.

The majority of the recorded coverage was given by BBC Tees. As with television publicity, it has simply not been possible to monitor every piece of radio coverage. Real Radio, our commercial radio partner, had a static presence on site throughout the whole event. Also, various regional stations such as TFM and Star Radio covered the event, as did Australian station Radio4BC. There was national coverage on BBC Radio 4, BBC Radio 5 Live and Johnnie Walker's Radio 2 show.

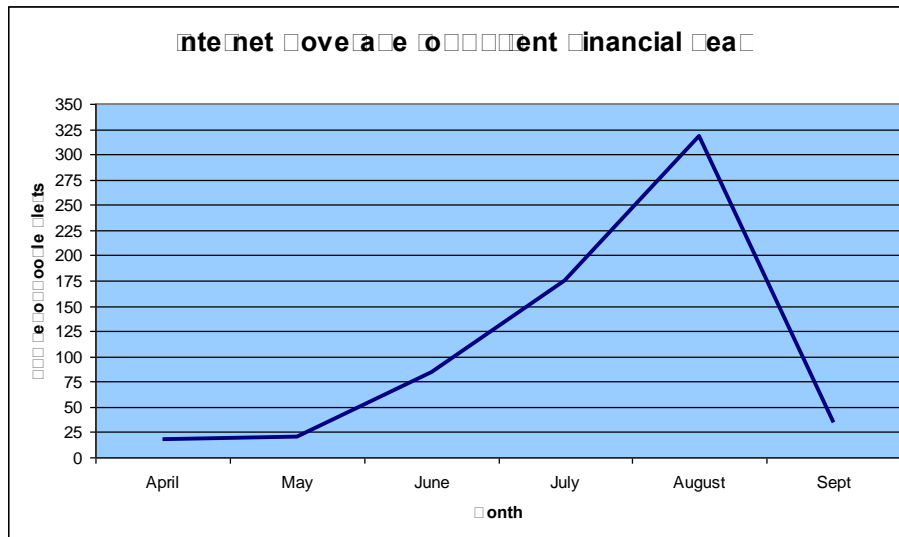
Based on the calculated figures, the proportion of television coverage to radio is shown below:

Figure 1: Proportion of television and radio coverage of the event



Web Reach

Although there was significant coverage on the web there is no recognised AVE to put a monetary value on this. However, the coverage will have significantly raised Hartlepool's profile worldwide.



The graph shows a significant rise in web coverage from the beginning of June 2010, rising to a peak during and post event. These figures do not present any unexpected peaks/troughs.

Web pages included:

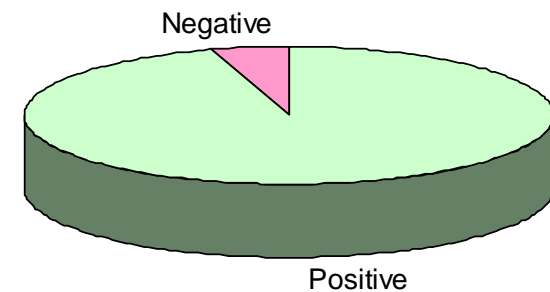
www.bbc.co.uk National
www.independent.co.uk National
www.themirror.co.uk National
www.oneclick.indiatimes.com International- India
www.usatoday.com International- USA
www.guardian.co.uk National
www.cnn.com International- USA
www.itv.com National
www.nzherald.co.nz International- New Zealand
www.yorkshireeveningpost.co.uk Regional (but difficult to penetrate)

www.sky.com National
www.metro.co.uk National
www.irishtimes.com National (Ireland)
www.norwaypost.no International- Norway

Post-event there were thousands of pictures and videos of the event posted online, including social media platforms such as Facebook, YouTube and Flickr. On Flickr alone there were more than 1000 photographs posted.

Hundreds of bloggers documented their own experiences of Hartlepool. The majority of blogs were of a positive nature, many expressing their support and congratulations.

95.1% of web coverage for this period was of a positive nature.



Accredited Media at the Event

Overall, accreditation at the event was granted to almost 200 media representatives. Sixty-three separate media organisations were represented from nine different countries. The full list is below.

Print

Local

1. Hartlepool Mail

Regional

2. Evening Gazette
3. Evening Chronicle
4. The Journal
5. Sunderland Echo
6. Northern Echo
7. Etc Etc
8. Living North
9. i i Shetland
10. Circuit Newspaper
11. Contact Magazine
12. Sunday Sun
13. Peterlee Mail

National

14. The Times
15. Press Association
16. Caters News Agency

International

17. Polish American Daily News
18. Stavanger Aftenblad
19. Kurier Szczecinski
20. Die Yacht
21. Get Up and Go magazine

22. Anna Tertel (Freelance)
23. Cruise in Company
24. Associated Press
25. New Zealand Herald

Radio

Local

26. Radio Hartlepool

Regional

27. BBC Radio Tees
28. Real Radio
29. Smooth Radio
30. TFM Radio
31. Metro Radio
32. Bishop FM
33. Star Radio
34. Magic 1170

National

35. BBC Radio 4

International

36. Radio 4BC (Australia)

Photography

37. Robert Usher Photography
38. Dirk Van Der Werff
39. Hartlepool College of Further Education Photography
40. Chris Armstrong Photography
41. Andrew Bennison Photography
42. Dennis Weller Photography
43. Dave Hudspeth Photography
44. Peter Benn Photography
45. We Shoot Gigs Photography
46. Reuben Tabner Photography

- 47. BWM Photo
- 48. PearsonEvans Media
- 49. Tall Ships Stock
- 50. Tall Ships Gallery
- 51. Robert Hields
- 52. Owen Humphreys, PA

Television

Regional

- 53. Tyne Tees
- 54. Bleak House Media
- 55. BBC Look North

National

- 56. 3 Point Media
- 57. BBC Scotland
- 58. BBC Breakfast
- 59. GMTV

International

- 60. Oman TV
- 61. Russia Today

☐ the ☐

- 62. Stan Laundon (web)
- 63. Captain David Hawker, Maritime Artist

☐ oncl ☐ sion

Overall, the Tall Ships event has resulted in significant media profile for Hartlepool, the Tees Valley and the North East. Coverage was not just restricted to local and regional media outlets; the interest was clearly on a national and international basis.

The total AVE for the six month period between April and September 2010 alone was over £3.2m. All of the media felt they were well provided for, both in the build-up to the event and during. Indeed, several letters/emails of praise were received from the media immediately after the event.

Appendix B

The Volunteer Programme

Submitted by Hartlepool Borough Council

Even before The Tall Ships Races 2010 were awarded to Hartlepool the need to recruit and train volunteers was recognised as a key priority.

Historically Tall Ships events rely on volunteers with specific specialist knowledge concerning all things sailing including the needs of ships and their crew.

In Hartlepool there was a recognition and aspiration to recruit a sufficient cohort of volunteers to support almost every strand of the event delivery.

During the planning stages as each element of event-delivery was considered decisions were made as to whether Volunteer support could help to deliver or not. Very soon it was apparent that more than 200 volunteers would be required to cover the entire event.

Following the recruitment of a Chief Liaison Officer in September 2009 plans were made to create an online recruitment and management system. In October 2009 the system went live and applications were accepted up until July 2010. A total of 377 applications were registered and a total of 306 applicants were offered positions across the range of volunteer roles. Some applicants left the programme before the training commenced, and a total of 225 volunteers were fully trained and available for the start of the event in August 2010.

Through the event volunteers were deployed as either those involved with ships and their needs and those that helped in the broader event delivery and interacted with visitors.

Volunteers came from across the region and elsewhere in the UK with one international volunteer from Milan. Most volunteers brought with them excellent life-skills and experiences, many with professional work backgrounds while a significant cohort of young people put themselves forward as they recognised that volunteering greatly enhance their applications to higher education and universities.

The success of the event and the successes within it were all aided and enhanced by the support of volunteers. From the essential brigade of Ship Liaison and Technical Liaison Officers which worked long hours making sure each vessel was well served to the Official Guide sellers in satellite locations such as park-and-ride sites on the outskirts of town one thing was constant: a willing smile and passion to help all.

The Tall Ships Races Hartlepool 2010 Volunteer Programme was a resounding success. Many friendships were forged that will last for many years to come. Most volunteers have indicated they would jump at the chance to do it all again – the sooner the better!

Appendix C

Schools and Colleges

Submitted by Hartlepool Borough Council

The Local Authority strongly supported the work done by schools and colleges in preparation for the event and a member of the Local Authority School Improvement Team was asked to coordinate and head up the work being done by schools and colleges and to act as a central coordinator for the work done as the interface between the Council work for the Tall Ships and the Local Authority.

Head teachers, Senior Leaders and school governors were briefed on the event and all schools were given a specially created Tall Ships wall calendar as a prompt for them to see the timescale leading up to the event in August (3 weeks into the summer holidays). Each school was asked to identify a Ship Master who would be the key contact point in a school along with the Head teacher as Captain.

A series of 'Masters' meetings were held, including one to launch these on board the Trincomalee, to link in with the special rates being offered to schools to visit the ship during the year.

The schools had access to a Learning Platform in which a 'class' was created for all ship Masters to access for information, resources, a treasure chest of ideas, links to other supporters of the Tall Ships and where they could communicate with each other.

Over the year these meetings allowed schools to meet and talk about how their schools were developing their approaches to celebrating the event.

The secondary schools produced a series of 8'x8' murals which were designed to be displayed at various locations and the Middleton Grange shopping centre. The schools took part in the launch of these.

The centre hosted the 'ship in a shop' later known as the 'All Aboard' shop in which a large number of vessels created by the schools were displayed as part of an 'eco ship' model making competition using re-cycled materials in line with the eco standards set for the event.

The schools took part in music making events at the Borough Hall, and took part in what became the Mini Parade of Sail on a local boating lake, with schools being issued with the materials to create a boat that had to be decorated and made stable using a fibre glass hull created by a local engineering firm, a moulding company and a local timber merchant and this was sponsored by the University of Sunderland. The logos of the companies and firms featured on the sails and the event took place a month before the actual event came to Hartlepool.

A marquee was manned across the event to showcase both the new technologies that schools were using, along with the artwork and other displays that the schools had produced over the year. This was visited by large numbers attending the event.

Every school took part in some event over the year and linked their curriculum planning to some aspect of the Tall Ships visit.

Schools produced art work, videos, podcasts, broadcasts, creative writing models etc as part of their school's focus on the event.

Schools were linked to the actual vessels by being allocated a 'Lucky Dip' ship and in some cases were able to communicate directly, but safely, through the use of the school learning platform.

Schools were asked to think of their schools as a ship and to create figureheads for their schools.

A town wide project led to schools cooking food based on the ports the ships would visit as part of the Tall ships races, write about their port with the help of a professional historian and tell stories based on their port with a professional storyteller.

Sixth Form Students took part in the event itself as part of a Street entertainment training opportunity and learnt to walk on stilts in role.

Local talented teachers performed on the stage as part of the musical contributions to the event.

Schools worked with a local glass artist to produce items and also to create the big boat on display in the All aboard shop at Middleton Grange.

A local forge organised the creation of a community garden with the help of a wide range of volunteers and local schools to decorate and plant it up.

Gifted and talented pupils created a billboard which was on display in the town based on the Tall ships. Adult Education ran themed classes that looked at the Tall Ships from various perspectives .A Lottery funded project for Seaton railway station produced a nautical themed mosaic.

A local Art teacher was commissioned to produce some 1950's style posters which were displayed at the railway station. A giant 10' pirate was created to fundraise for the RNLI and was brought to the event to signal to schools where the marquee was sited. Sea poetry public speaking competitions were held in a school.

A Tall Ships under 10 football competition was held in conjunction with the football club. Raft building was done as part of the wider work for the Tall ships at the local Primary Special school.

Pupils sailed on the 'Adventure', our own Tall Ship, a converted trawler, which pupils really enjoyed.

A health education project produced a pupil made DVD on risky behaviours which was shown at the event. The Captain's Table project involved student planning, preparing and cooking a 3 course meal for their Head teachers working in conjunction with the local FE College.

There was a School sports week held in the week of the 28th June to celebrate and other less common sports and Active Life styles –where two Secondaries and their partner

primaries took part in together. At KS1 Active Play linked to storytelling and Y7 rugby football to help more girls to become active there were Tees valley Dance with a 'dance off' held at Dyke House.

Ward Jackson school organised a whole school visit the HME to mark Ward Jackson's birthday. Observational drawing of ships and their artefacts took place at St Josephs and the English Martyrs school organised a art event with a Tall Ships theme.

A pupil from Dyke House produced an interactive computer based game which was used at the marquee for visitors to learn more about the Tall ships event.

There was considerable press coverage about all the work being done in school about their Tall ships events and this was appreciated by the schools.

Appendix D Survey Questionnaires

Visitor Questionnaire



spirul
intelligent
research

Hartlepool Tall Ships Races 2010

Visitor Questionnaire

Good morning/afternoon. My name is from Spirul, on behalf of Hartlepool Borough Council. [SHOW ID]. The Council in conjunction with Visit Tees Valley and One North East is undertaking an economic impact assessment of the Hartlepool Tall Ships Races 2010.

We would be very grateful if you would spend a few minutes telling us about your visit today, in order to help us understand more about the potential effects this could have on the local economy. This survey will take about 10 minutes to complete. Please could you spare a few minutes to answer some questions?

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct: your answers will be treated as completely anonymous unless you tell us otherwise.

- Q0 Day of Interview
- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Friday 6th August..... | <input type="checkbox"/> | Monday 9th August..... | <input type="checkbox"/> |
| Saturday 7th August..... | <input type="checkbox"/> | Tuesday 10th August..... | <input type="checkbox"/> |
| Sunday 8th August..... | <input type="checkbox"/> | | |

YOU AND YOUR TRIP

- Q1 In what capacity are you attending the Tall Ships Races event?

DO NOT READ OUT / SINGLE CODE ONLY

- Visitor.....☐
 Steward.....☐
 Corporate Hospitality Guest.....☐
 Media.....☐
 Sponsor.....☐
 Official.....☐
 Volunteer.....☐
 Tall Ships Crew.....☐
 Business inc. Stallholder.....☐
 Other.....☐
 Please tell us what

WRITE IN

THANK AND CLOSE. DISCUSS FOCUS
GROUP RECRUITMENT
THANK AND END. COMPLETE
ALTERNATIVE QUESTIONNAIRE

- Q2 Which days will you/have you attended the Tall Ships Races event?

DO NOT READ OUT / MULTI CODE

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Friday 6th August..... | <input type="checkbox"/> | Monday 9th August..... | <input type="checkbox"/> |
| Saturday 7th August..... | <input type="checkbox"/> | Tuesday 10th August..... | <input type="checkbox"/> |
| Sunday 8th August..... | <input type="checkbox"/> | | |

- Q3 Where do you live?

DO NOT READ OUT / SINGLE CODE ONLY

- | | | |
|---------------------------|--------------------------|--|
| Hartlepool..... | <input type="checkbox"/> | Rest of the UK |
| | | North West..... <input type="checkbox"/> |
| Rest of Tees Valley | | Yorkshire..... <input type="checkbox"/> |
| Darlington..... | <input type="checkbox"/> | West Midlands..... <input type="checkbox"/> |
| Middlesbrough..... | <input type="checkbox"/> | East Midlands..... <input type="checkbox"/> |
| Redcar and Cleveland..... | <input type="checkbox"/> | East..... <input type="checkbox"/> |
| Stockton..... | <input type="checkbox"/> | London..... <input type="checkbox"/> |
| | | South East..... <input type="checkbox"/> |
| Rest of the North East | | South West..... <input type="checkbox"/> |
| County Durham..... | <input type="checkbox"/> | Scotland..... <input type="checkbox"/> |
| Northumberland..... | <input type="checkbox"/> | Wales..... <input type="checkbox"/> |
| Tyne & Wear..... | <input type="checkbox"/> | Northern Ireland..... <input type="checkbox"/> |
| | | Overseas..... <input type="checkbox"/> |

Please tell us where

WRITE IN

- Q4 Which statement best describes the reason for your trip?

READ OUT/ SINGLE CODE ONLY

I/we came on the trip especially to
attend the Tall Ships Races event.....☐

Attending the Tall Ships Races event
was a reason, but not the main one ☐
for the trip.....

I/we decided to attend the Tall Ships
Races event after deciding to make ☐
the trip.....

Other.....☐

Please tell us what

WRITE IN

Q5 Was there something in particular you came to see?
READ OUT/ SINGLE CODE ONLY

Yes, Folk Festival at Headland..... <input type="checkbox"/>	Yes, Fireworks Display..... <input type="checkbox"/>
Yes, Music Programme..... <input type="checkbox"/>	Yes, Hot Potato Cabaret Tent..... <input type="checkbox"/>
Yes, Street Theatre..... <input type="checkbox"/>	Yes, The Tall Ships..... <input type="checkbox"/>
Yes, Georgian Festival at HME..... <input type="checkbox"/>	No, nothing in particular..... <input type="checkbox"/>

ACCOMMODATION AND TRAVEL

Q6 Which of the following best describes your visit?
READ OUT/ SINGLE CODE ONLY

On a day trip from home ☐ GO TO Q8

	<i>In Hartlepool</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>	<i>In North Yorkshire</i>
Staying overnight with friends and relatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying overnight in serviced accommodation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying overnight in self-catering accommodation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying overnight in Camping / caravanning accommodation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us what
WRITE IN _____

Q7 If staying overnight in the area, approximately how many nights are you and your party staying in ...
WRITE IN NUMBER OF NIGHTS AS APPROPRIATE

Hartlepool.....		Elsewhere in the North East.....	
Elsewhere in Tees Valley.....		In North Yorkshire.....	

Q8 What is the main form of transport you used to get...
SINGLE CODE ONLY / "...from home" ONLY FOR THOSE NOT ON A DAY TRIP

	<i>...to Hartlepool today</i>	<i>...from home</i>	
Car.....	<input type="checkbox"/>	<input type="checkbox"/>	
Motorcycle.....	<input type="checkbox"/>	<input type="checkbox"/>	
Bus / Coach.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Train.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Taxi.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
On foot.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Bicycle.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10

Please tell us what
WRITE IN _____

Q9 Did you use either of the following facilities?
READ OUT/ MULTI CODE

Park & Ride.....☐

Park & Walk.....☐

Q10 Please tell us whether you agree or disagree with the following statements about travel to the Tall Ships Races event.
READ OUT/ SINGLE CODE ONLY FOR EACH THAT APPLY

There is...	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
Good public transport provision.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear directions to the Tall Ships site for pedestrians.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear directions to the Tall Ships site for vehicles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good parking facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GROUP COMPOSITION

Q11 Who did you visit the Tall Ships Races event with today?
READ OUT/ SINGLE CODE ONLY

Family party including children..... <input type="checkbox"/>	One other adult..... <input type="checkbox"/>
Non-family party including children..... <input type="checkbox"/>	Adult party..... <input type="checkbox"/>
Organised group..... <input type="checkbox"/>	Alone..... <input type="checkbox"/>

Q12 Please can you tell us your age and the age of all the other members of your party?

WRITE IN NUMBER OF EACH IN PARTY & SINGLE CODE FOR RESPONDENT

	Respondent		Respondent
Under 16	<input type="text"/>	35 – 44	<input type="text"/>
16 – 24	<input type="text"/>	45 – 64	<input type="text"/>
25 – 34	<input type="text"/>	65 +	<input type="text"/>

Q13 How many people in your party have not attended the Tall Ships Races event today?

WRITE IN NUMBER

Children (Under 16)	<input type="text"/>
Adults (16 and over)	<input type="text"/>

EXPENDITURE

Q14 How much do you estimate you personally are spending on accommodation?
DO NOT ASK IF ON A DAY TRIP / WRITE IN NUMBER (£)

Per Night	<input type="text"/>
Overall	<input type="text"/>

Q15 How much do you estimate you personally have spent or will spend in the following places? WRITE IN NUMBER (£)

	At the Tall Ships Races	In Hartlepool	Elsewhere in Tees Valley	Elsewhere in the North East
Today	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Overall on this trip	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q16 How is today's expenditure likely to be distributed amongst the following categories? READ OUT/ WRITE IN FIGURE (£) FOR EACH AS APPROPRIATE

	At the Tall Ships Races	In Hartlepool	Elsewhere in Tees Valley	Elsewhere in the North East
Eating and drinking out	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Shopping (excluding food)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Food shopping	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Leisure and entertainment	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Travel and transport	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please tell us what
WRITE IN _____

Q17 How much do you estimate you would normally spend on a comparable day when the Tall Ships Races event is not taking place?

WRITE IN NUMBER (£)

	In Hartlepool	Elsewhere in Tees Valley	Elsewhere in the North East
Estimated spend	<input type="text"/>	<input type="text"/>	<input type="text"/>

PERCEPTIONS

Q18.a How does the Tall Ships Races event measure up to your expectations?

READ OUT / SINGLE CODE ONLY

Much better than expected	<input type="checkbox"/>
Better than expected	<input type="checkbox"/>
As expected	<input type="checkbox"/>
Worse than expected	<input type="checkbox"/>
Much worse than expected	<input type="checkbox"/>

Q18.b If the event is better or worse than expected, please tell us why? WRITE IN

Q19 Please tell us how good or poor you think the following elements of the Tall Ships Races event are. READ OUT / SINGLE CODE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
The Tall Ships Village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of stewards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20 Please tell us how good or poor you think the following elements of the Tall Ships Races event entertainment programme are.
READ OUT / SINGLE CODE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Folk Festival at Headland.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music Programme.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Theatre.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Festival at HME.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fireworks Display.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot Potato Cabaret Tent.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 Do you agree or disagree with the following statements?
READ OUT / SINGLE CODE ONLY FOR EACH

The Tall Ships Races event...	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Is a good thing for Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a good thing for Hartlepool residents.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourages the local population to see Hartlepool as a good place to live.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for promoting Tees Valley as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for promoting the North East as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22.a Has the event changed how you feel about Hartlepool, Tees Valley or the North East?
DO NOT READ OUT / SINGLE CODE ONLY FOR EACH

	Hartlepool	Tees Valley	The North East
Yes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22.b If the event has changed how you feel about Hartlepool, Tees Valley or the North East, do you now feel more or less positive about the area?
DO NOT READ OUT / SINGLE CODE FOR THOSE THAT APPLY

	Hartlepool	Tees Valley	The North East
A lot more positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A little more positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The same.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A little less positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A lot less positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23.a Has the event changed how you feel about Hartlepool's ability to host large events?
DO NOT READ OUT / SINGLE CODE ONLY

Yes.....	<input type="checkbox"/>
No.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

GO TO Q24.a

GO TO Q24.a

Q23.b If so, do you now feel more or less positive about Hartlepool's ability to host large events?
DO NOT READ OUT / SINGLE CODE FOR THOSE THAT APPLY

A lot more positive.....	<input type="checkbox"/>
A little more positive.....	<input type="checkbox"/>
The same.....	<input type="checkbox"/>
A little less positive.....	<input type="checkbox"/>
A lot less positive.....	<input type="checkbox"/>

Q24.a Having visited the Tall Ships Races event, how likely or unlikely would you be to visit the following in the future?
READ OUT / SINGLE CODE ONLY FOR EACH

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Don't know
Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tees Valley.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The North East.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24.b In what capacity would you visit again?

DO NOT READ OUT / MULTICODE OK

Day trip ☐

Short break ☐

Longer stay ☐

Q25 How would you rate the Tall Ships Races event for the following?

READ OUT / SINGLE CODE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor
Generating positive publicity about the area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the needs of visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raising pride in the local area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing community identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MARKETING

Q26 Which of these sponsors do you associate with the Tall Ships Races event?

DO NOT READ OUT / MULTI CODE OK

Federation of Small Businesses..... ☐ Hartlepool Water..... ☐

Northgate Managed Services..... ☐ JDR Cables ☐

Real Radio ☐ Yull Homes ☐

Housing Hartlepool ☐ SG Petch ☐

Darlington Borough Council ☐ Middlesbrough Borough Council..... ☐

Middleton Grange Shopping Centre.. ☐ Redcar & Cleveland Borough Council ☐

Stockton Borough Council..... ☐ CTC Marine ☐

Hartlepool Power Station ☐ Heerema..... ☐

Huntsman Pigments Division ☐ The Hartlepool Partnership..... ☐

UK Steel Enterprise Ltd ☐ WM Morrison ☐

Animmersion..... ☐ Premier Inn Stockton/Hartlepool..... ☐

Rachel Grelton Glass and Wild
Rose Florist..... ☐ The Secret Garden and Hartlepool
District Flower Club..... ☐

Q27 Where do you look for information about attractions to visit when you're planning a day out?
Which source of information would you say was the most important in influencing your decision to attend the Tall Ships Races event?
DO NOT READ OUT/ MULTI CODE FOR SOURCES USED SINGLE CODE FOR MOST IMPORTANT SOURCE

	Source used	Most important source
From a previous visit to Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>
Advice from friends / relatives	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper / Magazine articles.....	<input type="checkbox"/>	<input type="checkbox"/>
Advertising	<input type="checkbox"/>	<input type="checkbox"/>
Media – Radio.....	<input type="checkbox"/>	<input type="checkbox"/>
Media – TV.....	<input type="checkbox"/>	<input type="checkbox"/>
Travel agent / Tour operator	<input type="checkbox"/>	<input type="checkbox"/>
Free tourist brochure.....	<input type="checkbox"/>	<input type="checkbox"/>
Contact Centre.....	<input type="checkbox"/>	<input type="checkbox"/>
Tourist Information Centre	<input type="checkbox"/>	<input type="checkbox"/>
www.hartlepooltallships2010.com.....	<input type="checkbox"/>	<input type="checkbox"/>
www.destinationhartlepool.com	<input type="checkbox"/>	<input type="checkbox"/>
www.visitteesvalley.co.uk	<input type="checkbox"/>	<input type="checkbox"/>
www.visitnortheastengland.com.....	<input type="checkbox"/>	<input type="checkbox"/>
Social networking website (Twitter, Facebook etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Other website.....	<input type="checkbox"/>	<input type="checkbox"/>
Other source	<input type="checkbox"/>	<input type="checkbox"/>
Please tell us what WRITE IN		

ABOUT YOU

To ensure that we are getting the views of a cross section of people it is important that we ask you a few questions about yourself. As with all the questions, your answers will be completely confidential.

Q28 Are you male or female?
CODE BY OBSERVATION / SINGLE CODE ONLY

Male ☐

Female ☐

Q29 How would you describe your ethnic origin?
DO NOT READ OUT / SINGLE CODE ONLY

White/ White British / White Irish..... ☐

Black/ Black British..... ☐

Asian/ Asian British

Mixed (White & Asian)..... ☐

Mixed (White & Black)..... ☐

Chinese

Other

Please tell us what
WRITE IN

Q30 What is your main occupation?
READ OUT/ SINGLE CODE ONLY

Employee in full-time job (30 hours plus per week)	<input type="checkbox"/>	On a government supported training scheme	<input type="checkbox"/>
Employee in part-time job (under 30 hours per week).....	<input type="checkbox"/>	Full-time education at school, college or university.....	<input type="checkbox"/>
Self employed full or part-time.....	<input type="checkbox"/>	Seeking employment	<input type="checkbox"/>
Looking after the home.....	<input type="checkbox"/>	Wholly retired from work.....	<input type="checkbox"/>
Permanently sick/disabled.....	<input type="checkbox"/>	Doing something else	<input type="checkbox"/>
Please tell us what WRITE IN			

Q31 What is your household's total annual income?
READ OUT/ SINGLE CODE ONLY

£10,000 or under..... ☐

£10,001 to £20,000

£20,001 to £30,000

£30,001 to £40,000

Above £40,000

Don't know / Prefer not to say

Q32 Do you consider yourself to be disabled?
DO NOT READ OUT / SINGLE CODE ONLY

Yes..... ☐

No..... ☐

Q33 What is your home postcode or country of origin?

WRITE IN / IF OUTSIDE UK WRITE IN BELOW

--	--	--	--	--	--	--

Country of Origin

WRITE IN

In order to monitor the quality of our interviewers we send out a short postal questionnaire to a 10% random sample of people that take part in the survey. Can we contact you for this purpose?

Q34 Please provide us with your contact details so that Spirul can:

READ OUT/ MULTI CODE

Contact you by post only for quality control purposes ☐

Pass them on to Destination Hartlepool and Visit Tees Valley to add to their contact database. ☐

WRITE IN BELOW/ ASK RESPONDENT TO SIGN & DATE DECLARATION

Name:

Address:

Postcode:

E-mail:

Signature:

Date:

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Hartlepool Borough Council and Visit Tees Valley and this interview has been conducted within the Code of Conduct of the Market Research Society.

Crew Questionnaire



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Hartlepool Tall Ships Races 2010

Tall Ships Crew Questionnaire

Hartlepool Borough Council in conjunction with Visit Tees Valley and One North East is undertaking an economic impact assessment of the Hartlepool Tall Ships Races 2010.

We would be very grateful if you would spend a few minutes telling us about your visit today, in order to help us understand more about the potential effects this could have on the local economy.

This survey will take about 5 minutes to complete. Please could you spare the time to answer some questions?

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct, your answers will be treated as completely anonymous unless you tell us otherwise.

Thank you very much for your help.

YOU AND YOUR JOURNEY

Q1 What is the name of the vessel you attended the Tall Ships event in Hartlepool with?
PLEASE WRITE IN BELOW

Q2 In what capacity were you on board?
PLEASE ✓ ONE BOX ONLY

Salaried crew ☐
Experienced volunteer ☐
Trainees ☐
Other ☐

Please
write in _____

Q3 Which of the Tall Ships Races 2010 ports have you personally, stopped at?
PLEASE ✓ ALL THAT APPLY

Antwerp, Belgium ☐
Aalborg, Denmark ☐
Kristiansand, Norway ☐
Hartlepool, UK ☐

Q4 Are you staying on site / on board or elsewhere?
PLEASE ✓ ONE BOX ONLY

On site / on board ☐ *Please go to Q8*
Elsewhere ☐

Q5 Where are you staying?
PLEASE ✓ ONE BOX FOR EACH

	<i>In Hartlepool itself</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>	<i>In North Yorkshire</i>
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B&B / Guesthouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-catering apartment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caravan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campsite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please write in _____

Q6 If you are staying overnight in the North East, approximately how many nights are you staying in...
PLEASE WRITE IN NUMBER OF NIGHTS FOR EACH

Hartlepool	
Elsewhere in Tees Valley	
Elsewhere in the North East	
In North Yorkshire	

EXPENDITURE

Q7 How much (if anything) do you estimate you personally are spending on accommodation?
PLEASE WRITE IN NUMBER (£)

Per Night	
Overall	

Q8 How much do you estimate you personally have spent or will spend in the following places?

PLEASE WRITE IN NUMBER (£) FOR EACH

At the Tall Ships Races event in Hartlepool	
In Hartlepool itself	
Elsewhere in Tees Valley	
Elsewhere in the North East	

Q9 How is your expenditure likely to be distributed amongst the following categories?

PLEASE WRITE IN NUMBER (£) FOR EACH

	<i>At the Tall Ships Races event in Hartlepool</i>	<i>In Hartlepool itself</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>
Eating and drinking out				
Shopping (excluding food)				
Food shopping				
Leisure and entertainment				
Travel and transport				
Other				

Please write in

Q10 How much do you estimate you would normally spend on a comparable day when the Tall Ships Races event in Hartlepool is not taking place?

PLEASE WRITE IN NUMBER (£)

	<i>In Hartlepool itself</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>
Estimated spend...			

PERCEPTIONS

Q11.a How does the Tall Ships Races event in Hartlepool measure up to your expectations?

PLEASE ✓ ONE BOX ONLY

Much better than expected ☐

Better than expected ☐

As expected ☐

Worse than expected ☐

Much worse than expected ☐

Q11.b If the event is better or worse than expected, please tell us why?

WRITE IN BELOW

Q12 Please tell us how good or poor you think that the following elements of the Tall Ships Races event in Hartlepool are?

PLEASE ✓ ONE BOX FOR EACH

	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
The Tall Ships Village.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food and drink.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of food and drink.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of merchandise.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of merchandise.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of stewards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Please tell us how good or poor you think that the following facilities for the Tall Ships crews in Hartlepool are? PLEASE ✓ ONE BOX FOR EACH

	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
Crew centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fleet facilities offered by Port and Marina.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Berthing area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liaison Officer system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall management of the event.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Do you agree or disagree with the following statements? PLEASE ✓ ONE BOX FOR EACH

Tall Ships Races in Hartlepool...	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
Are a good thing for Hartlepool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Hartlepool residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage the local population to see Hartlepool as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15.a Has the event changed how you feel about Hartlepool?

PLEASE ✓ ONE BOX ONLY

Yes ☐

No ☐ Please go to Q16

Don't know ☐ Please go to Q16

Q15.b If the event has changed how you feel about Hartlepool, do you now feel more or less positive about the area?

PLEASE ✓ ONE BOX ONLY

A lot more positive ☐

A little more positive ☐

The same ☐

A little less positive ☐

A lot less positive ☐

Q16 How would you rate the Tall Ships Races in Hartlepool for the following?

PLEASE ✓ ONE BOX FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Generating positive publicity about the area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the needs of visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raising pride in the local area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing community identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 How does Hartlepool compare to the other host ports of Tall Ships Races 2010?

PLEASE ✓ ONE BOX FOR EACH THAT APPLIES

	Much better	Better	About the same	Worse	Much worse	Don't know
Antwerp, Belgium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aalborg, Denmark.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kristiansand, Norway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT YOU

To ensure that we are getting the views of a cross section of people it is important that we ask you a few questions about yourself. As with all the questions, your answers will be completely confidential.

Q18 Are you male or female?

PLEASE ✓ ONE BOX ONLY

Male..... ☐

Female ☐

Q19 How would you describe your ethnic origin?

PLEASE ✓ ONE BOX ONLY

Asian or Asian British (inc Chinese) ☐

Black or Black British..... ☐

Mixed..... ☐

White or White British ☐

Other ethnic group (inc Arab) ☐

Please write in

Q20 What is your main occupation?

PLEASE ✓ ONE BOX ONLY

Employee in full-time job (30 hours plus per week) ☐

Employee in part-time job (under 30 hours per week) ☐

Self employed full or part-time ☐

Looking after the home ☐

Permanently sick/disabled ☐

On a government supported training scheme ☐

Full-time education at school, college or university ☐

Seeking employment ☐

Wholly retired from work ☐

Doing something else ☐

Please write in _____

Q21 What is your household's total annual income?

PLEASE ✓ ONE BOX ONLY

£10,000 or under ☐

£10,001 to £20,000 ☐

£20,001 to £30,000 ☐

£30,001 to £40,000 ☐

Above £40,000 ☐

Don't know / Prefer not to say ☐

Q22 Do you consider yourself to be disabled?

PLEASE ✓ ONE BOX ONLY

Yes ☐

No ☐

Q23 What is your home postcode or country of origin?

PLEASE WRITE IN BELOW

--	--	--	--	--	--	--	--

Country of origin _____

Thank you very much for your time and support in completing this questionnaire

Please seal your completed questionnaire into the envelope provided and we will collect it later or you can return it by post (no stamp needed in the UK)

If you have any questions or have any other comments that you would like to make please contact Spirul by phone on 0800 917 0162 or by email to info@spirul.co.uk

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Business Questionnaire



Hartlepool Tall Ships Races 2010 Business Questionnaire

Good morning/afternoon/evening. My name is from Spirul on behalf of Hartlepool Borough Council.

We are conducting a survey on behalf of the Council, Visit Tees Valley and One North East to assess the economic impact of the Hartlepool Tall Ships Races 2010.

I would like to speak to a senior person who makes the decisions about staffing and business strategy. This survey will take about 10 minutes to complete.

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct; your answers will be treated as completely anonymous unless you tell us otherwise.

Q1 Could you please confirm your role within this company?

DO NOT READ OUT/ SINGLE CODE ONLY

Owner / Proprietor.....☐

Chief Executive / Managing

Director.....☐

Deputy Chief Executive /

Managing Director.....☐

Finance Director.....☐

Operations Director.....☐

HR Director.....☐

No, none of these.....☐

ASK FOR REFERRAL

Don't know / Refused.....☐

ASK FOR REFERRAL

Other senior position.....☐

Please tell us what type of

service.....

WRITE IN

Q2

What type of business are you?

DO NOT READ OUT/ SINGLE CODE ONLY

Agriculture, Forestry and Fishing.....☐ Transport.....☐

Banking and Finance.....☐ Utilities.....☐

Building and Construction.....☐ Wholesale.....☐

Business Services.....☐ Other Services.....☐

WRITE IN

Chemical and Pharmaceutical.....☐ Hotel.....☐

Engineering and Electronics.....☐ B&B / Guesthouse.....☐

IT and Tele/Communications.....☐ Caravan / Camping site.....☐

Manufacturing.....☐ Restaurant.....☐

Media.....☐ Café.....☐

Mining and quarrying.....☐ Bar.....☐

Real Estate and property.....☐ Pub.....☐

Retail.....☐ Other.....☐

WRITE IN

Please tell us what type of other service

WRITE IN

Please tell us what other type of business

WRITE IN

Q3

Including you, how many full-time and part-time staff are employed at this SITE?

Please give your best estimate for both full-time and part-time?

WRITE IN NUMBER, 'DON'T KNOW' OR 'REFUSED'

Full-time staff that work 30 hours or more a week.....

Part-time staff that work 30 hours or less a week.....

Q4 Thinking about your suppliers and where they are based - I am going to ask you what proportion by value of purchases are from suppliers based in Hartlepool, Tees Valley and the rest of the North East...

IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY

	None	1-9%	10-24%	25-49%	50%	51-75%	76-90%	91-99%	100%	Don't know
a. Firstly, what proportion are based in Hartlepool?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Secondly, what proportion are based within Tees Valley.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Thirdly, what proportion are based with the rest of the North East.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 What is the total turnover of your business ...

IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY

	At this establishment?	Overall?
Under £250,000.....	<input type="checkbox"/>	<input type="checkbox"/>
£250,000-£500,000	<input type="checkbox"/>	<input type="checkbox"/>
£500,001-£1,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£1,000,001-£10,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£10,000,001-£50,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£50,000,001-£100,000,000	<input type="checkbox"/>	<input type="checkbox"/>
Over £100,000,000.....	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say.....	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>

Q6.a Did the Tall Ships Races event have a positive or negative impact on your business?

READ OUT/ SINGLE CODE ONLY

Very positive..... ☐

Positive..... ☐

Neither positive nor negative

Negative..... ☐

Very negative..... ☐

Q6.b Please tell us why?

PROBE FULLY / WRITE IN

Q7 In comparison to a "normal" week, what business activity did you achieve during the five days of the event in relation to customers and turnover?

IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY FOR EACH

	Customers	Turnover
Over 50% more	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% more	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% more	<input type="checkbox"/>	<input type="checkbox"/>
10% more.....	<input type="checkbox"/>	<input type="checkbox"/>
About the same	<input type="checkbox"/>	<input type="checkbox"/>
10% less.....	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% less.....	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>
Over 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>

Q8 Did you employ additional staff during the event?

DO NOT READ OUT/ SINGLE CODE ONLY

Yes..... ☐

No..... ☐

If yes, please tell us how many?

WRITE IN

Q9.a Did you change your usual opening hours for the event?

DO NOT READ OUT/ SINGLE CODE ONLY

Yes..... ☐

No..... ☐ GO TO Q10

Q9.b Did you extend or reduce your opening hours?

DO NOT READ OUT/ SINGLE CODE ONLY

Extend ☐

Reduce ☐

Q10 Please tell us whether you agree or disagree with the following statements about the Tall Ships Races event?

READ OUT/ SINGLE CODE FOR EACH

The Tall Ships Races...	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Are a good source of new business for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Tees Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Hartlepool residents.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are good for Encouraging the local population to see Hartlepool as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 How would you rate the Tall Ships Races event for the following...

READ OUT/ SINGLE CODE FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Its contact with local businesses...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its marketing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its media and PR.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the needs of the local population.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping businesses informed about opportunities to get involved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping businesses updated about the event's logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Do you have any suggestions for how the impact of large events on local businesses could be improved in the future?

WRITE IN

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Hartlepool Borough Council and Visit Tees Valley and this interview has been conducted within the Code of Conduct of the Market Research Society.

Interviewer declaration:

I hereby declare that this questionnaire has been completed within the MRS Code of Conduct and in accordance with the instructions supplied to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures.

Interviewers name:

Signature:

Date:

Trader & Exhibitor Questionnaire



Hartlepool Tall Ships Races 2010 Traders & Exhibitors Questionnaire

Good morning/afternoon/evening. My name is from Spirul on behalf of Hartlepool Borough Council. We are conducting a survey on behalf of the Council, Visit Tees Valley and One North East to assess the economic impact of the Hartlepool Tall Ships Races 2010.

During the event someone from Spirul asked if you would take part in a short questionnaire. The questionnaire will take about 10 minutes to complete.

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct; your answers will be treated as completely anonymous unless you tell us otherwise.

- Q1** What type of stall were you running at the Tall Ships Races event?
WRITE IN

- Q2** What type of company are you?
DO NOT READ OUT/ SINGLE CODE ONLY
- Private limited company (Ltd)..... ☐ Sole trader or Partnership ☐
- Public limited company (Plc) ☐ Charity..... ☐
- Foreign owned company..... ☐ Community interest company..... ☐
- Other ☐
- Please tell us what
WRITE IN _____
- Q3** Where are you based?
WRITE IN

- Q4.a** Have you opened your stall at any other events in the region?
DO NOT READ OUT/ SINGLE CODE ONLY
- Yes ☐ CONTINUE TO Q4.b
- No..... ☐ GO TO Q5
- Q4.b** If so, which events and where?
WRITE IN WHERE APPROPRIATE
- In Hartlepool..... _____
- Elsewhere in Tees Valley (Stockton, Darlington, Redcar and Cleveland, Middlesbrough) _____
- Elsewhere in the North East (Durham, Tyne and Wear, Northumberland) _____
- Q5** How did you find out about the opportunity to become involved in the Tall Ships Races event?
DO NOT READ OUT/ SINGLE CODE ONLY
- Local press ☐ 'Meet the buyer' event ☐
- Tall ships website ☐
- Local radio..... ☐
- Other ☐
- Please tell us how
WRITE IN _____
- Q6** How many staff did you employ for the Tall Ships Races event (including yourself)?
WRITE IN

Q7 Could you tell us where these staff live, and whether they work full, part time or worked just for the event?
WRITE IN NUMBER OF STAFF WHERE APPROPRIATE

	Full time staff	Part time staff	Just for Tall Ships event
Hartlepool.....			
Elsewhere in the Tees Valley.....			
Elsewhere in the North East.....			

Q8 What was your total turnover at the Tall Ships Races event?
WRITE IN / IF UNSURE ASK FOR ESTIMATE

£

Q9 Thinking about your suppliers for the Tall Ships Races event and where they are based – I am going to ask you what proportion by value of purchases for the event were from suppliers based within Hartlepool, Tees Valley and the rest of the North East...
IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY

	None	1-9%	10-24%	25-49%	50%	51-75%	76-90%	91-99%	100%	Don't know
a. Firstly, what proportion were based in Hartlepool?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Secondly, what proportion were based within Tees Valley.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Thirdly, what proportion were based within the North East.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10.a Did the Tall Ships Races event have a positive or negative impact on your business?
READ OUT/ SINGLE CODE ONLY

Very positive..... ☐

Positive..... ☐

Neither positive nor negative..... ☐

Negative..... ☐

Very negative..... ☐

Q10.b Please tell us why?
PROBE FULLY / WRITE IN

Q11.a Would you like to be involved in similar types of events in this area in the future?
READ OUT/ SINGLE CODE ONLY

Yes..... ☐

No..... ☐ GO TO Q12

Q11.b If so, whereabouts?
READ OUT/ MULTI CODE

In Hartlepool..... ☐

Elsewhere in Tees Valley..... ☐

Elsewhere in the North East..... ☐

Q12 In comparison to other events, what business activity did you achieve during the five days of the event in relation to customers and turnover?
IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY FOR EACH

	Customers	Turnover
Over 50% more.....	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% more.....	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% more.....	<input type="checkbox"/>	<input type="checkbox"/>
10% more.....	<input type="checkbox"/>	<input type="checkbox"/>
About the same.....	<input type="checkbox"/>	<input type="checkbox"/>
10% less.....	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% less.....	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>
Over 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Please tell us whether you agree or disagree with the following statements about the Tall Ships Races event?

READ OUT/ SINGLE CODE FOR EACH

The Tall Ships Races event was...	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
A good source of new business for me .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good thing for Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good thing for Tees Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good thing for Hartlepool residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourages the local population to see Hartlepool as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 How would you rate the Tall Ships Races for the following...

READ OUT/ SINGLE CODE FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Its organisation and communication.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its marketing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its procedure for booking stalls.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its facilities for stallholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15 Do you have any suggestions for how the impact of large events on businesses could be improved in the future?

WRITE IN

Q16 Do you have any other comments about your experience of the tall ships races event in Hartlepool and its effect on your business?

WRITE IN

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Hartlepool Borough Council and Visit Tees Valley and this interview has been conducted within the Code of Conduct of the Market Research Society.

Interviewer declaration:

I hereby declare that this questionnaire has been completed within the MRS Code of Conduct and in accordance with the instructions supplied to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures.

Interviewers name:

Signature:

Date:

		spirul intelligent research
Hartlepool Tall Ships Races 2010		
Stakeholder Discussion Guide		
Introduction and Consent		
<p>My name is and I work for Spirul, a research company that has been commissioned by Hartlepool Borough Council and Visit Tees Valley as part of a project to assess the economic impact of the Hartlepool Tall Ships Races 2010. The information you give me will form part of a report to establish the economic impact of the races. Thank you very much for agreeing to talk to me today.</p> <p>The information from this interview will be held by Spirul and used only for the purposes of this research. Everything you tell me will be kept confidential and any information that is included in any reports will be presented in a way that does not identify you as an individual.</p> <p>The interview will take approximately one hour. Your participation is entirely voluntary and you can withdraw at any stage.</p> <p>Have you any other questions before we start?</p> <p>[Go through consent form and obtain signature (or verbal agreement, if by phone) and permission to record the interview].</p>		
Interviewee Details		
<p>Name of interviewee:</p> <p>Job title:</p> <p>Date:</p> <p>Time:</p>		

Q1. What is your involvement with the Hartlepool Tall Ships Races 2010?
<p>How long have you been involved with the races?</p> <p>How did you come to be involved with the races?</p> <p>Prompt: Personal/organisational involvement</p>
Q2. What is your overall impression of the Hartlepool Tall Ships Races 2010?
<p>Good/ bad</p> <p>Why?</p> <p>Prompt: How well it was organised</p>
Q3. Did the Hartlepool Tall Ships Races 2010 match your expectations?
<p>Did the races match your priorities?</p> <p>Prompt:</p>

Q4. Are there any future lessons that can be learnt from the Hartlepool Tall Ships Races 2010?
<p>For who?</p> <p>What lessons?</p> <p>Prompt:</p>
Q5. Did the Hartlepool Tall Ships Races 2010 management maintain, improve or worsen relationships with other partners?
<p>Maintain?</p> <p>Improve?</p> <p>Worse?</p> <p>Prompt: How/ Examples/ Partners</p>
Q6. Do you think that Hartlepool Tall Ships Races 2010 benefited your organisation?
<p>How?</p> <p>In what areas?</p> <p>Any examples?</p> <p>Prompt: Publicity, contacts</p>

<p>Q7. Do you think that the Hartlepool Tall Ships Races 2010 benefited Hartlepool?</p> <p>How? In what areas? Any examples?</p> <p>Prompt:</p>
<p>Q8. How willing would you/ your organisation be to support future events in the area?</p> <p>You? Your organisation? Why? Why not?</p> <p>Prompt: Type of event/ type of support</p>

Q9. Is there anything else you'd like to say about the Hartlepool Tall Ships Races 2010 before we finish?

Thank you very much for your help.

Explain that the interview will be analysed and the findings will be incorporated into the overall reporting of the assessment.

How will they hear about the findings?

CABINET REPORT

20 December 2010



Report of: Scrutiny Co-ordinating Committee

Subject: FORMAL RESPONSE TO THE EXECUTIVE'S INITIAL
MEDIUM TERM FINANCIAL STRATEGY (MTFS)
2011/12 TO 2014/15 CONSULTATION PROPOSALS

SUMMARY

1. PURPOSE OF REPORT

- 1.1 To inform Members that a report will be circulated in advance of, and for consideration during, this meeting detailing the Scrutiny Co-ordinating Committee's formal response to the Executive's Initial Medium Term Financial Strategy (MTFS) 2011/12 to 2014/15 consultation proposals.

2. SUMMARY OF CONTENTS

- 2.1 The report outlines the Scrutiny Co-ordinating Committee's formal response to the Executive's Initial Medium Term Financial Strategy (MTFS) 2011/12 to 2014/15 consultation proposals.

3. RELEVANCE TO CABINET

- 3.1 Cabinet are requested to consider the formal response of the Scrutiny Co-ordinating Committee in relation to the Executive's Initial proposals, prior to determining their finalised proposals.

4. TYPE OF DECISION

- 4.1 Not applicable in this instance.

6. DECISION(S) REQUIRED

- 6.1 Cabinet is requested to consider the Scrutiny Co-ordinating Committee's formal response, as outlined in the report to be circulated in advance of this meeting.

CABINET

20 December 2010



Report of: Scrutiny Co-ordinating Committee

Subject: FORMAL RESPONSE TO THE EXECUTIVE'S INITIAL
MEDIUM TERM FINANCIAL STRATEGY (MTFS)
2011/12 TO 2014/15 CONSULTATION PROPOSALS

1. PURPOSE OF REPORT

- 1.1 To inform Members that a report will be circulated in advance of, and for consideration during, this meeting detailing the Scrutiny Co-ordinating Committee's formal response to the Executive's Initial Medium Term Financial Strategy (MtfS) 2011/12 to 2014/15 consultation proposals.

2. BACKGROUND INFORMATION

- 2.1 The Council's Constitution requires that consultations be undertaken in relation to the draft Budget and Policy Framework for each coming year. In accordance with this requirement, successful practice in previous years had been that each Standing Scrutiny Forum would explore proposals in relation to the service areas within its remit. However, the tight timescale of this year's budget consultation process resulted in the need to amend the established Scrutiny process.
- 2.2 The Scrutiny Co-ordinating Committee (at its meeting on the 15 October 2010) subsequently approved a revised process and timetable for the formulation of a response, with consideration of the proposals retained in their entirety by the Scrutiny Co-ordinating Committee. It was, however, recognised that in formulating the required response to this year's very challenging budget, each Department must still be looked at in detail.
- 2.3 In order to achieve this, a number of sessions have been held, focusing specifically on individual departmental budget proposals, with presentations by the relevant Directors. These sessions were held on the 1 December 2010, 3 December 2010 and 10 December 2010, with further Task and Finish Groups also held on the 6 December 2010 and 8 December 2010. This culminated in the production of a formal response by Scrutiny, to be considered by Cabinet today (20 December 2010).

- 2.4 The timescale between completion of Scrutiny consideration of the Executive's Initial consultation proposals and the date of today's Cabinet meeting, however, meant that it was not possible to include the Scrutiny Co-ordinating Committee's report within the statutory requirements for the despatch of the agenda and papers for today's meeting. In light of this, and in order to progress the matter without delay, arrangements have been made for the Scrutiny Co-ordinating Committee's report to be circulated under separate cover in advance of this meeting.

3. RECOMMENDATION

- 3.1 Cabinet is requested to consider the Scrutiny Co-ordinating Committee's formal response, as outlined in the report to be circulated in advance of this meeting.

Contact Officer:- Joan Stevens – Scrutiny Manager
Chief Executive's Department - Corporate Strategy
Hartlepool Borough Council
Tel: 01429 284142
Email: joan.stevens@hartlepool.gov.uk

BACKGROUND PAPERS

No background papers were used in the preparation of this report.

CABINET REPORT

20 December 2010



Report of: Scrutiny Co-ordinating Committee

Subject: FORMAL RESPONSE TO THE EXECUTIVE'S INITIAL MEDIUM TERM FINANCIAL STRATEGY (MTFS) 2011/12 TO 2014/15 CONSULTATION PROPOSALS

SUMMARY

1. PURPOSE OF REPORT

- 1.1 To provide the formal response of the Scrutiny Co-ordinating Committee in relation to the Executive's Initial Medium Term Financial Strategy (MtfS) 2011/12 to 2014/15 consultation proposals.

2. SUMMARY OF CONTENTS

- 2.1 The report provides an overview of Scrutiny's involvement in the Authority's Budget setting process, together with their formal response to the Executive's Initial Medium Term Financial Strategy (MtfS) 2011/12 to 2014/15 consultation proposals.

3. RELEVANCE TO CABINET

- 3.1 Cabinet are requested to consider the formal response of the Scrutiny Co-ordinating Committee in relation to the Executive's Initial proposals, prior to determining their finalised proposals.

4. TYPE OF DECISION

- 4.1 Not applicable in this instance.

5. DECISION MAKING ROUTE

- 5.1 Cabinet (29 November 2010 and 20 December 2010), Scrutiny Co-ordinating Committee (1 December 2010, 3 December 2010 and 10 December 2010) and Task and Finish Groups (6 December 2010 and 8 December 2010).

6. DECISION(S) REQUIRED

6.1 It is recommended that the Cabinet:-

- (a) considers the formal response of the Scrutiny Co-ordinating Committee; and
- (b) provides feedback to the Scrutiny Co-ordinating Committee in relation to the formal response, as outlined in Section 3, during the consideration of the Executive's finalised Medium Term Financial Strategy (MtfS) 2011/12 to 2014/15 proposals.

CABINET

20 December 2010



Report of: Scrutiny Co-ordinating Committee

Subject: FORMAL RESPONSE TO THE EXECUTIVE'S INITIAL MEDIUM TERM FINANCIAL STRATEGY (MTFS) 2011/12 TO 2014/15 CONSULTATION PROPOSALS

1. PURPOSE OF THE REPORT

- 1.1 To provide the formal response of the Scrutiny Co-ordinating Committee in relation to the Executive's Initial Medium Term Financial Strategy (MtfS) 2011/12 to 2014/15 consultation proposals.

2. BACKGROUND INFORMATION

- 2.1 The Council's Constitution requires that consultations be undertaken in relation to the draft Budget and Policy Framework for each coming year. In accordance with this requirement, successful practice in previous years had been that each Standing Scrutiny Forum would explore proposals in relation to the service areas within its remit. However, the tight timescale of this year's budget consultation process resulted in the need to amend the established Scrutiny process.
- 2.2 The Scrutiny Co-ordinating Committee (at its meeting on the 15 October 2010) subsequently approved a revised process and timetable for the formulation of a response, with consideration of the proposals retained in their entirety by the Scrutiny Co-ordinating Committee. It was, however, recognised that in formulating the required response to this year's very challenging budget, each Department must still be looked at in detail.
- 2.3 In order to achieve this, a number of sessions were held, focusing specifically on individual departmental budget proposals, with presentations by the relevant Directors. These sessions were held on the 1 December 2010, 3 December 2010 and 10 December 2010, with further Task and Finish Groups held on the 6 December 2010 and 8 December 2010. This culminated in the production of a formal response by Scrutiny, to be considered by Cabinet today (20 December 2010).

- 2.4 Following the consideration of the Scrutiny Co-ordinating Committee's formal response during this meeting (20 December 2010) it is anticipated that further consideration will be given to the finalised proposals by the Scrutiny Co-ordinating Committee in January 2011 (date to be finalised).

3. FORMAL RESPONSE OF SCRUTINY TO THE EXECUTIVE'S INITIAL BUDGET AND POLICY FRAMEWORK CONSULTATION PROPOSALS FOR 2010/11

- 3.1 The Scrutiny Co-ordinating Committee, with all Scrutiny Members invited to attend and participate, considered in detail the proposed budgetary pressures and reductions.
- 3.2 During the determination of a formal response, Members recognised the exceptional nature of the challenge facing the Council and acknowledged the need to make difficult / controversial decisions in the making the required savings. In addition to this, a number of concerns/comments were made by Scrutiny Members, as outlined below:-

Regeneration and Planning Services Department

Proposed Budget Reductions

3.3 Environmental Enforcement Officers

Members recognised the importance of the issues these roles dealt with.

Alternative proposals :-

- (a) Members suggested services should continue to be provided by existing teams where possible.
- (b) Members suggested that funding for the posts should be negotiated with Housing Hartlepool.

Housing

Members raised a number of concerns in relation to:-

- (a) The deletion of a Housing Advice Officer post at a time when the need for the service was likely to increase.
- (b) Savings not being sought across all posts in this area.
- (c) The location of the team in Park Towers and the proportion of the rent funded by HBC in relation to the floor space utilised.

Alternative proposals :-

- (a) Members suggested that required savings should be sought across all posts in this area.
- (b) Rent of Park Towers is re-negotiated with Housing Hartlepool in relation to the percentage of floor space used.

Public Protection

Members agreed with the proposed saving.

Community Safety, ASB, DAT

Members suggested that the funding of the mediation service provided by UNITE was reviewed. Further information regarding this service and its funding was requested and has been provided to Members.

Urban and Planning Policy

Members agreed with the proposed saving.

Landscape, Planning and Conservation

Members agreed with the proposed saving but would like it noted that they had concerns regarding the capacity to maintain adequate staff training in the future.

Building Control

Members agreed with the proposed saving.

Economic Development

Members raised concerns that there should be any reduction in this area at a time when the need for such services were at their greatest.

Members requested that the tourism marketing budget was considered in conjunction with the marketing budget held in the Child and Adult Services Department.

Community Regeneration

Members supported the proposed savings for this area, but felt it should be noted the authority must not absent itself from the responsibility of job creation and the un-ring fencing of the area based grant meant that funding could be made available if there is sufficient political will to do so.

Waste Management

Following discussion Members largely supported the proposed budget reduction in this area, but would like the potential of bio-mass waste management to be explored in the future. It was felt this would reduce the amount of waste sent for incineration and to landfill, therefore reducing costs; this may also be a potential area for future income generation.

Neighbourhood Management

The Forum requested a full breakdown of agency and consultancy staff across the directorate, but were advised that no agency or consultancy staff were being retained.

Alternative proposal:-

Members suggested that neighbourhood management posts should be reviewed prior to 2012/13.

Parks & Countryside

Members supported the proposed budget reductions in this area but requested that the potential to transfer a proportion of the Tanfield nursery site to a social enterprise was considered in the future.

Pride in Hartlepool

Alternative proposal:-

- (a) Members would like businesses in and around Hartlepool to be approached for further funding for this initiative.
- (b) Members would like the VCS to be considered in this area to open up further funding opportunities not available to the public sector.

Beach Safety

Members were gravely concerned regarding cuts to this area but accepted the proposals to start the season later in the year to bring beach coverage in Hartlepool into line with other authorities in the Tees Valley. The remainder of the proposed savings in this area were not deemed to be acceptable.

Facilities Management

Members agreed with the proposed saving.

Property Services

Members raised concerns in relation to the following areas:-

- (a) The sale of land/property which may be required for use in the future.
- (b) The sale of land/property at a time when market prices are low.

Alternative proposals :-

- (a) Members suggested where possible properties should be transferred to the voluntary and community sector on a gift / lease or right to buy basis, with a responsibility to maintain the property attached.
- (b) Members suggested where properties were transferred they should be retained for community use.

Procurement / Reprographics

Members raised concerns in relation to the amount of paperwork currently received and the associated costs.

Members would like access to electronic working papers to be looked into in the future.

Resources (Support Services)

Members agreed with the proposed saving.

Dial a Ride

Members reluctantly accepted the proposed saving.

Hospital Service

Members reluctantly accepted the proposed saving.

Members strongly recommended that the reasoning behind the decision to remove the Dial – a – Ride and Hospital Bus Service be communicated via the local press.

Traffic Management

Members agreed with the proposed savings.

Street Nameplates

Members agreed with the proposed saving

Traffic Signs and Bollards

Members agreed with the proposed saving, but recommended that the department seek to secure enough monies from developers as "planning gain" to provide sufficient finance to meet the needs of adequate signage.

Supported Buses

Members agreed with the proposed saving.

Cleveland Emergency Planning Unit

Members agreed with the proposed saving.

Child and Adult Services Department**Proposed Pressures**

3.4 Members were largely supportive of the Child and Adults Services Department's proposed pressures. However, Members raised a concern about the following future budget pressure:-

- (a) The transfer of public health to the Local Authority – Members wondered if in light of the new Public Health white paper whether any additional pressures may be placed upon the Local Authority in addition to those identified. Members felt that pre-planning for any public health transfer was essential but raised concerns about how it would be possible for the Local Authority to take on this extra responsibility at a time when the capacity to manage is diminishing, even with a possible ring fenced public health budget transfer.

Proposed Budget ReductionsCommunity Centres x 7 Establishments

Members raised the following issues in relation to the closure of community centres:-

- (a) A reliance cannot be placed on voluntary sector community facilities as they may not have the resources to continue to have their own community buildings;
- (b) If community facilities are to be combined in one building, then the suitability of the building needs to be considered carefully. Concerns were expressed over the proposal of Throston library transferring to the community centre due to lack of space and asked for reassurance that other options for combined use were being considered;
- (c) Members raised concerns about the closure of specific community centres in certain areas of the town and requested that this issue be

looked at further. Members were advised that options were available to choose from (libraries and community centres) and that any combination of closures could be considered. A range of options and combinations focussed on a north, central and south approach to keeping some community resources in each area were given.

Alternative proposal:-

- (a) It was suggested that the Sure Start Centre on Lealholm Road be relocated back into the Jutland Road Community Centre, which would mean that the current Sure Start building could be returned to its original state (2 houses) so providing much needed homes within the community.

Cultural Services

Members raised the following issues in relation to Cultural Services:-

- (a) Members were strongly of the view that the annual fireworks display should not be stopped.
- (b) The Celebrating Success Event for Council employees should be continued but costs need to be scaled down.

Alternative proposals :-

- (a) Members suggested that the fireworks display should be a larger event / festival to generate income and joint arrangements with partner organisations, such as the fire brigade should be explored.
- (b) Members requested that the tourism marketing budget be considered in conjunction with the marketing budgets held within other departments to rationalise services.

Havelock and Warren Road Day Centre

Members agreed with this proposed saving.

Commissioning – Working Age Adults, Older People, Mental Health

Members did not agree that the nil inflationary uplift should apply to voluntary sector organisations and that a different approach should be looked at to differentiate between voluntary and private organisations. Members requested that this be explored further.

Health Promotion

Members agreed with this proposed saving.

Sport, Leisure and Recreation Facilities

Members agreed with this proposed saving.

Libraries – Central, Branch and Home / Delivered Services

Members made the following comments in relation to the closure of libraries:-

- (a) Closing libraries is very unpalatable and if there is any other way then it needs to be sought;
- (b) Members would like to see the comments / views of the library staff on the proposals to close libraries;
- (c) Libraries need to be kept open as an increasing number of people will need to use their facilities as other community facilities are decreasing; and
- (d) Members raised concerns about the closure of specific libraries and requested that this issue be looked at further. Members were advised that options were available to choose from (libraries and community centres) and that any combination of closures could be considered. A range of options and combinations focussed on a north, central and south approach to keeping some community resources in each area were given.

Grants to Community and Voluntary Organisations

Members did not accept this proposed saving.

Alternative Proposals:

- (a) Members requested that the current remaining balance of the Community Pool budget be used as an in-year saving; and
- (b) That no-more than a 14% cut is imposed next year.

In relation to the remaining funds being linked to the commissioning of services, Members requested that when the new set of criteria is drafted that the voluntary sector organisations and Scrutiny are consulted before any proposals are finalised.

Director, Assistant Directors and PA Support

Members agreed with this proposed saving.

Sport and Health in the Community

Members agreed with this proposed saving in principle however requested further information on the projects which would be affected and whether some projects would be eligible to access the Community Pool budget.

Members requested that all Government funding sources be accessed where available.

Social Care User Property and Finance Team

Members agreed with this proposed saving.

Departmental Running Costs

Members agreed with this proposed saving.

Performance Management Team

Members agreed with this proposed saving.

Administration Team

Members agreed with this proposed saving.

Workforce Planning and Development Team

Members agreed with this proposed saving.

Adults Complaints, Investigations and Public Information Team

Members agreed with this proposed saving.

Pupil Support (Outdoor Facilities)

Members agreed with this proposed saving.

Children's Contracted Services

Members agreed with this proposed saving, however, raised concerns about the nil inflationary uplift applying to voluntary sector organisations and that a different approach should be looked at to differentiate between voluntary and private organisations.

Children's Placements (inc Fostering Allowances)

Members agreed with this proposed saving.

Promoting Looked After Children

Members agreed with this proposed saving.

Family Resource Services (Children's Social Care)

Members agreed with this proposed saving.

Children's Fund

Members did not accept this proposed saving. Members requested further information on the impact that these reductions would have in practice.

Hartlepool Children's Trust

Members agreed with this proposed saving.

Community Facilities in Schools (Contingency for Sustainability)

Members reluctantly agreed with this proposed saving.

Schools Swimming

Members agreed with this proposed saving on the caveat that:-

- (a) Members are consulted on the proposals for the Brinkburn pool, and should it be sold funds are used for the 25 metre pool at Brierton.

Parenting Support Strategy

Members agreed with this proposed saving.

Improving Educational Outcomes for Pupils

Members reluctantly agreed with this proposed saving.

Outdoor Education Centres

Members agreed with this proposed saving and in addition to this suggested that the Council enter into discussions with West Hartlepool Trust to explore alternative options which may be more useful to the Council, for example a phased withdrawal or entering into a joint venture/social enterprise to generate shared income.

Special Educational Needs Services

Members agreed with this proposed saving.

ICT Licences and Development

Members agreed with this proposed saving.

Youth Offending Service

Members agreed with this proposed saving.

Integrated Youth Service

Members agreed with this proposed saving and requested that a wider review of information advice and guidance (IAG) services provided by the Council be undertaken, which may result in a more generic and improved service delivered across the town whilst also having the potential to generate further savings.

Home to School Transport

Members agreed with this proposed saving on the condition that the number of HBC schools buses did not decrease.

Family Intervention Project and Similar Prevention Initiatives

Members agreed with this proposed saving.

Additional comments:

With reference to paragraph 2.9 of the Cabinet report, referring to the withdrawal of the Working Neighbourhoods Fund, Members asked Cabinet to respond to the following question:-

How will this authority respond to increase in unemployment as a result of job cuts within the public and private and voluntary sectors and what assistance will there be for residents to help them seek alternative employment / start a business of their own?

Chief Executive's Department

Proposed Corporate Pressure

3.5 Repayment Costs from Continuing SCRAPT Programme

Although Members agreed in principle to the continuation of the SCRAPT programme; in particular for the DDA works; Members were concerned that their involvement in the allocation of SCRAPT was limited. Members agreed that they would prefer to see proposals for capital expenditure clearly identified through reports to Full Council and that the fund be re-designated as a "Special Council Capital Fund".

Proposed Budget Reduction

Performance and Partnerships

Members agreed with the proposed saving.

Scrutiny

Members agreed with the proposed saving.

Public Relations

Members were pleased to learn that the potential reduction of posts identified; in the original report to Cabinet; were now not necessary. However, Members did wish to reemphasise that consideration be given to the rationalisation of marketing posts across departments.

Corporate ICT

Members agreed with the proposed saving.

Scrutiny / Democratic Services

Members could not support the identified budget reduction at this time. Members agreed that such a reduction was not appropriate at this time, although it was agreed that this should be looked at over the next 12 months and that in line with the Boundary Commission reduction in Members by the start of the 2012/13 Municipal Year, it maybe more appropriate to reduce the support to Members and the number of associated meetings at that time. Members wished to emphasise that they were not giving Scrutiny / Democratic Services special protection, but that discussions were needed at Full Council before this identified budget reduction be revisited. In addition Members highlighted the important role that Scrutiny played in ensuring public accountability of the Council and in light of the reduction of the Consultation and PR functions there was a danger that this would disenfranchise the public of Hartlepool.

Internal Audit

Although Members in principal supported this reduction, they wished further investigation be made into savings that may materialise from the management of counter fraud.

Corporate Finance

Members agreed with the proposed saving.

Diversity

Members agreed with the proposed saving.

Registration and Nationality Services

Members agreed to this reduction, but in addition Members wished for income generation to be considered by not only relocating Registration to the Civic Centre, but by offering a ceremony provision with a thought to catering and drinks packages from the Council. There was also a request from Members for consideration to be given to people's parking needs when using the registration services.

Workforce Services

Members agreed with this proposed saving although it was highlighted that staff may experience higher levels of stress through these difficult economic times, which could manifest itself as sickness absence.

Legal Services

Members agreed with this proposed saving but raised concerns in relation to capacity and whether the remaining staff would be able to absorb the extra workload. Members indicated that an in-house legal service was the best way of working.

Revenues Service

Members agreed with this proposed saving in principle on the caveat that:-

- (a) the proposed savings would not exasperate the hardship situation;
- (b) further savings be achieved through deletion of vacant posts and where possible, a further reduction in management structures;
- (c) the proposed savings would not impact on front line / outreach support services;
- (d) the outcome of the negotiations with Housing Hartlepool regarding funding for the benefit surgery service be completed by January 2011 in order to feed into the next stage of the budget process; and
- (e) the face to face advice offered through Hartlepool Connect be maintained as Members do not want to see a reduction in face to face advice.

Alternative Proposal:

- (a) In relation to the benefit surgery service, Members suggested the movement of the service into community settings (i.e. libraries) to deliver more generic support.

Benefit Service

Members agreed with this proposed saving. However, Members wanted reassurance that the reduction in the checking of benefit applications would not be detrimental to the claimant or the tax payer.

Hartlepool Connect

Members agreed with this proposed saving.

Additional comments:

In relation to the overall proposed budget reductions for the Chief Executive's Department a question was raised about operating a 'Directorship' as opposed to a directly appointed Chief Executive and Assistant Chief Executive. Members requested that the feasibility of this three directorate approach be explored, not just in relation to the financial aspects but the difference / benefits that it would bring to the delivery of corporate services.

4. RECOMMENDATIONS**4.1** It is recommended that the Cabinet:-

- (a) considers the formal response of the Scrutiny Co-ordinating Committee, as outlined in Section 3 of this report; and
- (b) provides feedback to the Scrutiny Co-ordinating Committee in relation to the formal response, as outlined in Section 3, during the consideration of the Executive's finalised Medium Term Financial Strategy (MtfS) 2011/12 to 2014/15 proposals.

December 2010

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BACKGROUND PAPERS

The following background papers were used in the preparation of this report:-

- (i) Report of the Corporate Management Team entitled 'Medium Term Financial Strategy (MtfS) 2011/12 To 2014/15' presented to the Scrutiny Co-ordinating Committee held on 1 December 2010.