



2nd generation LPSA

Submission setting out proposed priorities for improvement

September 2004

Final version 1

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1. 1 LOCAL CONTEXT

Derby is a compact city with a clearly defined centre and distinct neighbourhoods. It achieved city status in 1977. It has a strong identity, clear boundaries and, although the authority is very urban, it is surrounded by attractive countryside. Renowned for green space, its environment includes over 800 hectares of municipal parks and 13 green wedges protected by planning policies. The river Derwent flows through the city centre and Derby marks the start of the Derwent Valley Mills World Heritage Site.

Derby has a population of 233,200 based on the revised mid-year estimates for 2003. A third of the city is under 25 and 16% over 65. The city has a multi-cultural community, 12.6% of people from minority ethnic communities; asylum seekers from eastern Europe being the most recent arrivals. At the 1991 census, 10% of the population came from minority ethnic groups. The main ethnic minority population comes from India and Pakistan.

The Indices of Deprivation 2004 identifies four wards in Derby - Arboretum, Normanton, Sinfen, and Derwent - as ranking among the most deprived in England. Most of the area covered by these wards is ranked among the 20% most deprived areas, with all of Arboretum and almost all of Normanton among the top 10% most deprived. In contrast, Allestree and Mickleover wards are clearly identified among the most affluent wards in England, with almost all of both wards identified in the top 20% most prosperous, and much of each ward in the top 10%. Employment in Derby has a traditional strength in its major engineering industries – aerospace and rail – but the impact of changes in the structure of employment offers the opportunity for the development of new industries. Manufacturing still accounts for more than a quarter of the workforce, but the public sector is close behind as the next major employer. We are now seeing developments in new areas of employment such as tourism, cultural industries and information and communication technology. Unemployment for Derby was 3.1% in June 2004, compared to the national average of 2.2%.

1.2 LOCAL STRATEGIC DRIVERS AND IMPROVEMENT PLANNING

Derby City Partnership – DCP – was formed in 1995 and provides a strong alliance of organisations from the public, private, voluntary and community sectors, working together to create a better Derby. DCP enjoys a reputation as a successful Local Strategic partnership, LSP. An accredited LSP and managing Derby's neighbourhood renewal and other funding streams, the Partnership has been responsible for establishing the region's first Single Local Management Centre. The Community Safety Partnership is integrated into DCP and was one of the first to bring together responsibility for the Youth Offending Service, Drug and Alcohol Abuse Services, Crime and Disorder and Domestic Violence. DCP and the Council have applied to be in the first wave of Local Area Agreement pilots with the support of GOEM.

The Partnership published the '2020 Vision' Derby Community Strategy in June 2003. The 2020 Vision sets out what Derby City Partnership wants to achieve for Derby, based on partner organisations' plans and strategies. To deliver the vision, the strategy sets out six priorities or themes:

- **a stimulating and high quality learning environment**
- **healthy, safe and independent communities**
- **a lively and energetic cultural life**
- **a diverse, attractive and healthy environment**
- **a prosperous, vibrant and successful economy**
- **a shared commitment to regenerating our communities.**

Promoting quality of life, community cohesion, improved services and community consultation are integral to the work of the partnership. The partnership instils the following values in everything it does:

- working together to achieve more
- participation
- creativity and innovation
- openness and integrity
- growth through learning.

The Board has five operational subgroups focusing on the City of Opportunity, the City of Learning, Prosperous City, Cultural City and Environment City. Each city has objectives and targets, which contribute to the wider priorities of the strategy. External funding is managed under 'Supporting Derby's communities'. The objectives for each city are set out in Appendix A. The '2020 Vision' is reviewed every three years and each year a detailed action plan is produced for each of the five Cities. The next major review will take effect from 2007.

Derby City Council

The Council's priorities are established in its Corporate Plan for 2004-07. This is based on the following Vision:

"To build on Derby's heritage and skills to make it a modern city that attracts businesses and visitors and where everyone can live safely, harmoniously and achieve their full potential".

Under this sit the following objectives:

- job opportunities
- strong and positive neighbourhoods
- education provision that responds to people's needs
- protecting and supporting people
- a healthy environment
- a variety of shops, commercial and leisure activities
- integrated, cost effective services.

The plan identifies the following priorities for change to take forward these objectives:

- 1 minimise Council Tax increases and increase value for money
- 2 tackle under-achievement in schools
- 3 promote the city as a major force for industry, commerce, culture and tourism
- 4 reduce traffic congestion and help people make better use of the city centre
- 5 develop integrated management of city and district centres
- 6 expand re-cycling
- 7 modernise fostering and residential and community care services
- 8 enhance the Council's community leadership role
- 9 develop a customer focused culture
- 10 decide planning applications more quickly.

These objectives and priorities were determined on the basis of political priorities, the national performance improvement agenda and an assessment of key performance issues, the Council's CPA improvement planning and following consultation with the public – including through the Area Panel structures and a survey of the citizen's panel, the Derby Pointer.

The Council is now reviewing its objectives and priorities for the updated Corporate Plan for 2005-08. Although the Council's plan is already well linked to the community strategy, it is proposed to make these links more explicit by making the Council's objectives the same as the priorities of the partnership. The priorities for change will evolve from those currently in place, reflecting the progress we have made in delivering improvements. Improving educational performance further and modernising aspects of Social Services and delivering the new Children's agenda are likely to feature prominently, along with a continuing commitment to recycling, improved transport links, better customer services and value for money.

Comprehensive Performance Assessment and improvement planning

The CPA in both 2002 and 2003 has found that Derby City is a Good council, that is both well run, with capacity to improve, and that provides good – and in a number areas excellent services. In 2002, the CPA noted that the Council works well with partners, has a strong focus on community renewal and regeneration and has successfully supported the creation of new jobs for local people.

The corporate assessment identified areas where the Council's capacity needed to be improved, including making better use of ICT, improving customer service and aspects of people management, alongside improving certain key services such as education and benefits administration.

The drive to improve the Council's capacity has led to the establishment of the **Building for Excellence** change management programme. The programme has the following aims:

- create a modern, high quality customer interface
- implement business change, harnessing new technology and modern approaches to work
- continue modernisation of the organisational structure to improve service performance and enhance accountability.

There are five main strategic areas within the programme – Service access, Procurement, Accommodation, E-Derby and business improvement and People and performance – how we manage and develop people and help to bring about a performance orientated culture. The 2003 CPA noted that the Council has achieved improvements in education and benefits performance, although there was some decline in aspects of environmental services, and that the Council had made progress in developing capacity.

Future plans for Derby

Both DCP and the Council are taking forward ambitious plans for the city. These include Cityscape – a vision for the future development of the city centre and riverside to be taken forward by the newly formed Derby Cityscape urban development company - and 'Connecting Derby' – the £25 million LTP to improve transport in and around the city centre. Developing sustainable neighbourhoods at two major housing sites in Heatherton and West Chellaston and continuing the success of LPSA1 in encouraging housing development in brownfield sites. Pride Park has been a major success as a business park in providing over 5,000 jobs and recovering contaminated land, and the Council is working with developers and other partners to provide successor sites at Chellaston Park and Raynesway / Accordis to meet future needs.

2. LPSA RATIONALE

In preparing LPSA2, account was taken of the priorities in the Community Plan and how these contribute to the shared priorities agreed by the LGA and ODPM, and the links to the Council's Corporate Plan objectives were identified, as shown in Appendix B. Along with the results from recent public consultation on 'liveability' type issues, shown in Appendix C, are the main factors used to determine the priorities for improvement. Consideration was also given to improvement priorities identified from the CPA and performance of key performance indicators.

Priorities for improvement

The priorities for improvement through this second generation LPSA, based on Derby's Community Strategy, are to:

- **create a stimulating and high quality learning environment**
- **have healthy, safe and independent communities**
- **create a diverse, attractive and healthy environment.**

The three priorities for improvement give the basis for the development of more specific target areas. These areas are based on the potential to deliver outcome-based targets, suitable for the LPSA framework and the capacity to deliver 'stretched' service improvements.

Consideration was also given to how the measures will support Derby's commitment to enhanced quality of life, social inclusion and the needs of the diverse communities within the city's boundaries. This has been addressed in by developing activities that are fully inclusive of disadvantaged or minority groups, such as targets 1, 2, 3, 4, 5 and 8 will directly address issues of social inclusion.

To create a stimulating and high quality learning environment

- Target area 1 – improving the educational attainment of children and young people in danger of disengagement and disaffection
- Target area 2 – by preventing the need for children to become looked after and improving the potential for children looked after to return home
- Target area 3 – increased engagement in informal and formal learning leading to improved educational attainment and enhanced life and vocational skills

To have healthy, safe and independent communities

- Target area 4 – increase independence and quality of life for older people and people with chronic physical ill health
- Target area 5 – increase independence and social inclusion for disabled people
- Target area 6 – making the city centre a safer place to visit and work in by reducing violence and anti-social behaviour
- Target area 7 – reducing fear of crime and antisocial behaviour within local communities
- Target area 8 – improve the health and attendance of the workforce
- Target area 9 – improving opportunities of employment and quality of life through money management and debt management

To create diverse, attractive and healthy environment

Target area 10 – improving the long-term health of children and young people and helping to tackle congestion through the use of school transport plans

Target area 11 – make the city a brighter, safer place to walk about

Target area 12 – improving travel choices by improving the quality and accessibility of bus services, particularly on key routes

Target area 13 – making parks and public spaces safer and more attractive places to visit and to promote community involvement

Each of these measures focus on particular issues that have a direct impact on delivering the priorities for improvement, while having a positive impact on quality of life and addressing inequalities for target groups. Further details of the rationale for priorities for improvement, and the rationale and partnership working for each of the measures are set out in the next sections, for each improvement priority in turn. In selecting the specific measures consideration was also given to national and regional priorities, plus audit and inspection recommendations. Not all potential priorities and measures have been chosen. In particular, there are some priorities where there are existing improvement strategies in place, which the LPSA would not add sufficient value to this. This includes areas where major improvement may not be possible within the timescale demanded by the LPSA, or where more immediate results are needed.

Improvements not intended for inclusion in LPSA2

We do not propose to include housing condition as an area for improvement in LPSA2. Following a series of 3 star inspection reports, Derby was one of the first councils to establish an arms-length housing management organisation – Derby Homes. This has secured £97 million to invest in the Derby Homes Pride programme to achieve the decent homes standard ahead of Government targets. However, the priority of 'Healthy, safe and independent communities' may allow us to tackle aspects of homelessness, including rough sleepers in the city centre. Similarly, we are already taking steps to secure future development land to provide continuing job opportunities. We will use LPSA2 to see how we can help people overcome financial barriers to work, including benefit and debt advice.

Re-cycling remains a performance improvement priority and we will continue to strive to achieve the target set by central government. However, the current target set by DEFRA of 33% re-cycling rate by 2005/06 is already very demanding and additional stretch will not be possible.

LPSA1 includes a road traffic accident reduction target of no more than 111 people killed or seriously injured in 2004 – compared to 157 on average a year between 1995 and 1998 – which we are currently on target to achieve. The stretch achieved in LPSA1 leaves very little scope for further stretch to be included in LPSA2, given that a range of road safety and traffic calming measures are now in place.

Cultural provision is also not proposed as a separate improvement area, although we have proposals to improve aspects of library services in support of the priority to have 'A stimulating and high quality learning environment'.

Issues of organisational capacity are being addressed through Building for Excellence, including the implementation of a new customer service strategy following the completion of a Best Value review earlier in 2004. Other aspects, including the implementation of an accommodation strategy to be agreed this year, will take longer because of the investment required.

3. PRIORITIES FOR IMPROVEMENT AND TARGET AREAS OUTLINED

PRIORITY FOR IMPROVEMENT: TO CREATE A STIMULATING AND HIGH QUALITY LEARNING ENVIRONMENT

The City of Learning aims to promote learning as a life long process, involving everyone and raising self the self-esteem of individuals and the whole community. The Community Plan states “we must offer a high quality of learning, as well as equality of access for all learners and potential learners.” The City of Learning’s objectives include:

- encourage individuals and groups to take up learning opportunities, particularly those who have been under represented in the past
- harness the strengths of a range of partners to develop and sustain high quality learning opportunities.

City of Learning also has strong links to each of the other “cities”, as learning is linked to the prosperity, culture and environmental well-being of Derby. An example of how this measure would contribute to the other “cities” objectives is within the City of Opportunity objective to “enable vulnerable children to achieve their full potential” by supporting its action to develop learning opportunities for vulnerable children.

Education was ranked eighth out of 21 in importance in the recent ‘liveability’ public survey, and fifteenth out of 21 in services that need improving. However, this survey was on the wider education provision and action on attendance may have a bearing on level and perceptions of crime – ranked first, and activities for teenagers – ranked third. As demonstrated in Appendix B, creating a stimulating and high quality learning environment has strong links to delivering the ODPM/LGA shared priority of children and young people.

In contributing to the creation of a stimulating and high quality learning environment the LPSA will have a direct impact on the delivery of the Council’s objective to “make Derby a city of education – where provision responds to people’s needs, so they can develop skill and knowledge all through their lives, leading to better choices and chances.” Improving educational attainment is a top priority for the Council. Although the Council has been recognised as one of the most improved Local Education Authorities, with particular progress at key stage 2 in 2003, attainment remains below the national average.

The LPSA will concentrate on vulnerable and disengaged groups of children and young people, and increasing the use of libraries and other cultural services as learning resources. The more specific outcome measures will cover:

- improving the educational attainment of children and young people in danger of disengagement and disaffection
- by preventing the need for children to become looked after and improving the potential for children looked after to return home
- Increased engagement in informal and formal learning leading to improved educational attainment and enhanced life and vocational skills.

Target area 1 – improving the educational attainment of children and young people in danger of disengagement and disaffection

Proposed measures for improvement:

- reduction of fixed term and permanent exclusions through early intervention strategies
- improved attendance by pupils in the bottom quartile
- improved attainment at KS2 and KS3 by pupils in the bottom quartile.

Activities will focus on:

- extend 'core group working' by practitioners around vulnerable children/young people
- implementation of common assessment used by all practitioners across the city
- child protection training courses for parents
- particular focus on 8-13 age group of children/young people - complementing Sure Start and Connexions work
- the development of a more flexible curriculum offer for those pupils at risk of disengaging
- links to adult training and employment.

Rationale

It is recognised that significant further improvement in standards in schools will require higher achievement from pupils who have not historically been seen as contributing to the main national and local attainment targets. Coupled with the increasing focus on developing integrated children's services, this indicates a need to introduce a range of initiatives that will focus on vulnerable and potentially disengaged/disaffected young people. Such work will prioritise the 5 – 13 age group, as this will allow for complementary work to initiatives such as SureStart and Connexions. We will target under-performing groups, in particular those falling within the bottom quartile. Although we will target performance at KS2 and KS3 in LPSA2, we expect that this will lead subsequently to improved performance at GCSE.

Partnership working

Work will be coordinated across Council departments – mainly Education and Social Services – with close involvement of the Health Service. In addition, there will be opportunities for engagement of a range of statutory agencies, for example in relation to youth offending, and voluntary sector partners, for example in making innovative provision aimed at preventing and responding to school exclusion.

Target area 2 - preventing the need for children to become looked after and improving the potential for children looked after to return home.

Proposed measures for improvement:

- reduction in the number of children looked after - 395 as at August 2004
- reduction in the number of 10 –15 year old children starting to be looked after
- maintain good performance on the rate of care leavers people in work, education and training by 19 years old.

Activities will focus on:

- developing family group conferencing
- increase targeted prevention, intervention and support to young people who are at risk of becoming looked after through family disengagement and breakdown
- improve education and training opportunities for children looked after
- earlier and safer restoration of young people to their kinship networks who otherwise would stay looked after in the long term
- increased information and support to 'private foster carers' and kinship carers
- create promotional information for prospective employers, develop skills/knowledge/confidence in young people in interviewing and recruitment opportunities.

Rationale

Children in public care continue to be a priority for the City Council in discharging its corporate parenting role. A range of initiatives have been taken to boost school attendance and educational attainment. In addition, policy changes – for example in relation to school admission – have been put in place. Nevertheless, the outcomes for looked after children still lag behind those for their peers.

Improving outcomes for children looked after needs to be addressed through supporting families to avoid episodes of care disrupting attachments, social and educational opportunities and by ensuring children that are looked after receive support to safely return to their kinship network

It is now intended that this work should be taken further, while at the same time seeking to reduce the relatively high number of children looked after in Derby – 395 as at August 2004. The focus of work will be widened to include more for foster carers, and for families where preventive work is needed to reduce the likelihood of children coming into care.

Partnership working

This work will require extremely close working between Education and Social Services, together with a range of private and voluntary agencies working with children looked after and vulnerable children. This could also involve Connexions and the Learning and Skills Council.

Target 3 – increased engagement in informal and formal learning leading to improved educational attainment and enhanced life and vocational skills

Proposed measures for improvement:

- Improve the educational attainment at key stage 2 and 3 of under-achieving young people, aged 9-14 in areas served by homework clubs
- Increase the number of people currently studying informally with the library service who decide to move into formal accredited learning with partner organisations
- Increase the number of people using the library service who actively engage in informal learning
 - a) adults
 - b) young people, aged 9-14

- Increased use of materials aimed to improve English language skills by asylum seekers and other foreign language speakers.

Activities will focus on:

- More informal learning opportunities being offered to existing and potential library customers.
- More formal accredited courses being provided in libraries
- Additional learning software to increase opportunities for people to study the English language
- Increased provision of after school homework clubs in libraries

Rationale

This target area supports, “Inspiring Learning for All,” a research and strategy document produced by the Museums, Libraries and Archives Council. A government sponsored document, this confirms that public libraries have a significant role to play in encouraging members of the public to get involved in active learning.

That learning may initially be simply reading a magazine or fiction book. The customer may then try some of our tutorial software or join a free hour-long taster session on how to use the Internet and e-mail. Once they start to grow in confidence we encourage customers to consider registering for one of the formal learning courses offered at the library by partners such as Derby University. These courses are Open College Network - OCN - registered and completing them usually achieves credits, which can build towards a qualification. While some people will learn as a good of itself, enhancing their development, knowledge, and skills, others may take their first steps back into learning at the library and after further formal education / training may go onto find employment or change career. In the 2004-05 academic year, up to 4,000 people could benefit from adult learning events. The number of participants going onto either further formal study, finding a job, or changing career after one of our formal, library based courses can be between 5 to 10%.

We currently have three homework clubs in deprived areas of the city, which are operating at capacity and helping some 300 children and young people a week. An additional club would increase capacity and would potentially be located in a Sure Start area not currently benefiting from such a service. The Homework Centre would take children referred by local schools. These children would be underachieving and the aim would be to increase their confidence as learners and help them to achieve within the formal education environment of the school. The key measure here would be the number of children achieving a higher attainment level than predicted at the end of key stage 2 and key stage 3.

The activities that underpin this target have the potential to benefit the participants and the wider community throughout their lives.

Partnerships

The new arrangements to support the performance improvements required by this target will be developed with a number of key partners. Derby University is the leading provider of formal learning in library settings. Delivery of an additional homework centre and increasing the effectiveness of existing ones will involve partnership with the Education department, local schools and through Sure Start.

PRIORITY FOR IMPROVEMENT: TO HAVE HEALTHY, SAFE AND INDEPENDENT COMMUNITIES

The City of Opportunity aims to reduce crime and fear of crime, while promoting and overseeing independence and social inclusion. The Community Plan states “we will focus our actions particularly on children, young people and vulnerable adults, promoting equality of opportunity, good health, support, safety and guidance.” The City of Opportunity’s objectives include:

- improve health and well-being, narrowing the gap between deprived and more affluent communities
- promote community safety and confidence by reducing crime and fear of crime.

City of Opportunity also has strong links to each of the other “cities”, as health and personal well-being is linked to the prosperity, culture and environmental well-being of Derby. An example of how this measure would contribute to the other “cities” objectives is within the City of Prosperity objective to “stimulate and sustain the climate for investment in Derby’s economy” by supporting its action to develop and implement a city centre management programme.

Crime and health were ranked first and second, out of 21 in importance respectively in the recent ‘liveability’ public survey, and first and seventh out of 21 in services that need improving. This is clearly an important issue for the people of Derby.

Healthy, safe and independent communities are key to delivering the ODPM/LGA shared priorities of safer and stronger communities, healthier communities and contribute to the delivery of the Children and young people priority. This is clearly identified in Appendix B.

In contributing to the healthy, safe and independent communities, the LPSA will have a direct impact on the delivery of the Council’s objective of “protecting and supporting people – through social, education, housing and health care services working together to protect vulnerable adults and children reduce health inequalities and help people live independent lives in the way they choose.”

The LPSA will concentrate on health issues of vulnerable groups and independent living, and managing crime and fear of crime in the city centre and the surrounding neighbourhoods. It will work to improve the health and attendance of the Council’s workforce and those of other organisations and reduce barriers to employment among disadvantaged groups. The more specific outcome measures will cover:

- increase independence and quality of life for older people and people with chronic physical ill health
- increase independence and social inclusion for disabled people
- making the city centre a safer place to visit and work in by reducing violence and anti-social behaviour
- reducing fear of crime and antisocial behaviour within local communities
- improve the health and attendance of the workforce
- improving opportunities of employment and quality of life through money management and debt management

Target area 4 – increase independence and quality of life for older people and people with chronic physical ill health

Proposed measures for improvement:

- reduction in the number of admissions to hospital
- rate of admission to long term care.

Activities will focus on:

- development of an integrated health, housing and social care outreach and crisis intervention team and support to prevent avoidable attendance at hospital
- preventing necessary attendance at hospital becoming a route to dependant care
- develop and implement a critical incident reporting system to support needs profiling and planning for this user group
- develop services and choice of options for managing crisis care including extending application of direct payments.

Rationale

More proactive management of vulnerable older people will not only improve their quality of life but also improve treatment of others by freeing up resources. Evercare survey of participating Primary Care Trusts – 2003 – indicated that 3% of people aged over 65 responsible for 65% of unplanned hospital admissions for over 65s. Only 24 % of these people were on active District Nursing caseloads, and 35% known to Social Services.

In addressing this area, the LPSA will seek to link to the development of a single assessment process for older people, including the joining up of services to address housing and external environmental concerns. This area has potential for considerable impact on the quality of life for the target groups, while promoting independence. The Council is already addressing the need to provide more intensive homecare through its response to the recent Joint Review, including through the development of an older people's strategy and a Best Value review of homecare for older people. The Council is also seeking to improve community based support and befriending opportunity through its Invest to Save bid.

Partnership working

As implied in the rationale this measure will be underpinned by working in partnership in a multi-agency environment. This will include working across council departments as well as external partners in housing, health, police and community groups. The involvement of the PCT is expected to be significant.

Target area 5 – increase independence and social inclusion for disabled people

Proposed measures for improvement:

- reduction in use of residential / nursing care
- reduction in incidence of breakdown in care
- increase in take up of mainstream and inclusive service opportunities for this group

Activities will focus on:

- increased use of supported accommodation and other community options to reduce residential / nursing care for adults with learning disabilities
- intervening early in potential breakdown in carer support by re-focusing and investing in community support, giving enhanced respite care
- development of community services that are inclusive
- building a culture in partnership in professional and carers that supports a care pathway from birth to adulthood, which emphasises social inclusion rather than institutional care.

Rationale

Derby has approximately 2640 children with disabilities, 943 children with statements of special educational need, and between 650 and 1060 people with severe learning difficulties. Addressing this area will link to addressing Valuing People imperatives, especially inclusion, and devising a strategic partnership approach to deal with whole-system cost pressures. The benefits for the target group will be considerable, offering improved life chances and independence and social inclusion, which itself will have citizenship implications for wider communities within Derby so that they recognise the contribution people with learning disabilities can make.

Partnership working

Working in partnership in a multi-agency environment with input from Social Services, Education, Health, Housing, also Supporting People will be required.

Target area 6 – making the city centre a safer place to visit and work in by reducing violence and anti-social behaviour

Proposed measures for improvement:

- reduction in incidences of assault and criminal damage in city centre
- reduction in incidence of anti-social behaviour in city centre
- reduction in number of accident and emergency admissions as a result of violence, alcohol or drug misuse
- reduction in alcohol related crime and anti-social behaviour
- reduction in level of drug misuse in city centre
- increase in number of license premises participating in responsible drinking and responsible management initiatives.

Activities will focus on:

- improve the management of licensed premises to reduce drug and alcohol abuse within the city centre
- promote responsible drinking

- reduce the incidences of violence and anti-social behaviour through management of the 'public realm' including CCTV and city centre wardens
- developing responsible behaviour in the city centre
- reducing rough sleeping in the city centre.

Rationale

Derby's city centre, as with many cities, experiences high level of crime and disorder, particularly at weekends and at night. Violent crime and assaults are unacceptably high and not declining. These are matters of increasing public and Government concern. Key indicators such as assaults in the city centre - a BVPI - numbers of ambulance call-outs, admissions into Accident and Emergency, incidents of anti-social behaviour, criminal damage and increase in street litter/damage, demonstrate that safety is problematic.

Detailed crime data purely for the city centre is soon to be supplied regularly by the Police and it is proposed that the Council also sets up a co-ordinated database of anti-social behaviour for the city centre. Discussions are also being held with the Hospital Trust on data from accident and emergency units.

There has been an increase in daytime problems such as aggressive begging, retail shop theft, criminal damage and intimidating and anti-social behaviours. An improvement in city centre security will help underpin community cohesion

Partnership working

This project will stretch current activity, which is focused on crime reduction, to adopt a multi-faceted approach to improving city centre safety. Key partners in the project are:

- Derby Community Safety Partnership – Anti-Social Behaviour Team, Drug and Alcohol Action Team and Youth Crime Prevention Team.
- Derbyshire Police
- Derby City Council – Environmental Health and Development and Cultural Services
- Derby PCTs
- Derbyshire Ambulance Service
- Derby Acute Hospitals Trust – A&E Department
- Derby Business Crime Partnership
- Derby Fire and Rescue Service.

Target area 7 – reducing fear of crime and antisocial behaviour within local communities

Proposed measures for improvement:

- increasing the number of residents involved in defining and resolving local community safety problems
 - reduction in fear of crime
 - reduction in antisocial behaviour
 - reduction of prosecutions for underage sales
 - number of young people who have an identity card as a percentage of young people – based on a target age group
- } as measured through local ongoing qualitative and quantitative surveys

Activities will focus on:

- focused problem solving activity on the key issues of anti-social and criminal behaviour committed by young people, particularly related to alcohol and drugs in order to reduce levels of fear within local communities
- implementation of Neighbourhood safety Panels, in partnership with the local Police, in order to define and prioritise key community safety issues
- Delivery of Neighbourhood safety action plans
- Development of coordinated uniformed warden schemes in high risk localities
- reduction in sales to young people by the introduction and maintenance of a proof of age card scheme and improved information and advice to retailers, including promoting the prevention of underage sales of:
 - Alcohol
 - Tobacco
 - Butane & Solvents
 - Fireworks
 - Video & DVDs
 - Knives
 - B.B. Guns – although subject to age restrictions these replica guns are of concern to the Police.

Rationale

National and local research findings demonstrate that the provision of local problem solving and information giving structures is the effective method of reducing fear of crime. Whilst crime has decreased significantly over recent years, levels of fear and concern about crime have increased to a point where crime is seen to be the most critical factor in people's quality of life. Detailed audits demonstrate however, that local people hold a wide definition of crime, from concern about environmental damage (broken street lights, graffiti etc.) to fear of 'gangs' of local young people and high levels of worry about becoming a victim of burglary, violence or sexual attack.

Work in the New Deal area has been very successful in addressing fear of crime; the good practice developed will be taken forward into other neighbourhoods with the city.

Anti-social behaviour is often linked to alcohol and drug abuse and young people are particularly vulnerable to the effects of these substances. There are strict age limits on the sale of these goods, but businesses can have difficulty in determining legitimate purchasers. A proof of age scheme will help them do this.

Derby City Council has received a Blueprint research grant from the ODPM that has helped it to introduce and promote a proof of age scheme. This will run out in March 2005 and the proposed target will enable the council to sustain this scheme and widen its reach across the city and include other items within its scope, such as solvents and knives. It will also provide the business education necessary to underpin the scheme.

Partnerships

The Council will work with young people, retailers, parents and schools, the Police and through the Community Safety Partnership.

Derby Community Safety Partnership has already begun to explore possible solutions to this problem, working in partnership with Derby Police, Chaddesden New Deal for Communities (NDC), Area and Neighbourhood Team, and supported by Government Office East Midlands – GOEM - and Crime Concern. A pilot project, evaluated by Crime Concern, found that the development of a local 'problem solving' approach to community safety, is most effective, with residents working in partnership with local police beat officers; an enhanced community guardian/neighbourhood watch service, and supported by clear local information that demonstrate levels of crime, disorder and local action.

Target area 8 - Improve the health and attendance of the workforce

Proposed measures for improvement:

Type A measures - indicators that will be measured for the pilot of 300 employees selected from the participating organisations.

- proportion or number that stop smoking
- improvement in adverse blood pressure and cholesterol levels

Type B measures - indicators that will be measured for the all of the workforce of the participating organisations

- days lost to sickness
- leavers through ill health
- redeployments through ill health

Activities will focus on:

A pilot of 300 employees selected from Derby City Council, Derby Hospitals NHS Foundation Trust and a major private sector organisation. The project will monitor the impact of health improvement initiatives on the pilot group using Type A measures. The pilot group will represent the demographic make-up of the employee population including a representation of ethnic minority groups and disabled workers. The project will also monitor the impact of all the organisations' health and attendance strategies on all the workforce using Type B measures .

The health improvement initiatives will be based on the concept of 'corporate wellness':

- smoke free environment and practices;
- obesity;
- blood pressure and cholesterol levels;
- healthy heart;
- physical activity

and development and sharing of good practice across the participating organisations.

Rationale

Derby City Council and Derby Hospitals NHS Foundation Trust have 11,000 and 6,000 employees respectively. This significant workforce means that any actions we take to improve their health will have a positive effect on the local community, particularly in terms of health advice and promotion of healthy life styles. By developing educational, preventative and

activity based initiatives that focus on addressing known causes of major illnesses and diseases, the project will contribute to the health and wellbeing of the employees and their families. This will also provide the opportunity to develop health improvement initiatives that drive efficiency gains across a diverse range of organisations. For example, by reducing the average number of days sickness for each employee within the Council's workforce by one day each year we will make a significant contribution to making available additional resources worth £650,000 a year.

Extending the project to include a major employer within the private sector will increase the number of employees as well as facilitating cross fertilisation of ideas and good practice. The Council would consider entering an 'Explorer partnership' if this will help take forward the objectives of this target area and develop good practice within available resources.

Partnership working

We propose to work closely together with the PCTs and a major private sector employer, on health promotion, attendance, health and safety, stress management and other occupational health issues. In piloting the principles of 'corporate wellness' we can test initiatives and identify good practice across the three different sectors, which can then be rolled out across the city through the Derby City Partnership. This area of work has strong support from the Regional Director of Public Health for the East Midlands.

Target area 9 - improving opportunities for employment and quality of life by reviewing financial barriers to employment and inclusion

Proposed measures for improvement:

- people entering employment following debt advice
- new entitlements generated
- number of people receiving debt advice
- number of payment arrangements agreed with creditors.

Activities will focus on:

- getting more people in employment through the removal of financial barriers to work
- reduction in severe indebtedness through advice services.

Rationale

Better debt advice has been identified as a priority need in the Derby Community Legal Services Partnership strategic plan. Consumer debt is at near record levels and Citizen's Advice Bureaux report an increase in enquires nationally. Locally, there has been an increase in referrals to the City Council's Money Advice service and similar trends are reported by other local advice providers. The Government's Social Exclusion Unit has highlighted debt as a barrier to work.

Within the Council, improved access to advice services to address debt difficulties should lead to the more responsible and efficient collection of Council Tax and other charges.

Partnership working

Referrals from JobCentre+ and referrals from other Council depts.

PRIORITY FOR IMPROVEMENT: TO CREATE DIVERSE, ATTRACTIVE AND HEALTHY ENVIRONMENT

Environment City aims balance the priorities of profit, people and planet, which sometimes conflict, to develop lasting solutions to many of the problems faced. The Community Plan sets out some of the challenges for the Environment City, including how we heat our homes, manage our waste, run our factories and travel through our city and its surrounding countryside. The objectives of Environment City include to:

- develop an integrated transport system for Derby, which balances the need for economic activity, personal safety and environmental sustainability
- plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives
- promote and develop effective ways to raise awareness and increase people's understanding of environmental issues
- promote the benefits of energy conservation and increase the use of renewable forms of energy.

Environment City also has strong links to each of the other "cities", as it is linked to the prosperity, culture and environmental well-being of Derby. An example of how this measure would contribute to the other "cities" objectives is within the Cultural City objective to "contribute to regeneration and prosperity by improving Derby's cultural facilities and supporting creative industries" by supporting its action to promote conservation to preserve and enhance Derby's built and natural heritage.

Clean streets and public transport were ranked third and fifth, out of 21 in importance respectively, in the recent 'liveability' public survey, and fourth and sixth out of 21 in services that need improving. This priority for improvement area is clearly an important area for focus for the people of Derby.

In contributing to the creation of diverse, attractive and healthy environment, the LPSA will have a direct impact on the delivery of the Council's objective to "a healthy environment – with reduced water, air and land pollution levels through encouraging people to cut waste, use public transport more and recycle more." Increased re-cycling remains a priority for the Council, but we are already tackling this through the roll-out of the 'Rethink Rubbish' twin bin re-cycling scheme, building on the success of the pilot introduced through LPSA1.

The priorities for improvement within the LPSA will concentrate on the street scene and better use of, and improved access to public transport and encouraging other alternatives to the car. This will complement the initiatives taken to improve the public realm under the priority of 'Healthy, safe and independent communities'. The more specific outcome measures will cover:

- improving the long-term health of children and young people and helping to tackle congestion through the use of school transport plans
- make the city a brighter, safer place to walk about
- improving travel choices by improving the quality and accessibility of bus services, particularly on key routes
- making parks and public spaces safer and more attractive places to visit and to promote community involvement.

Target area 10 – improving the long-term health of children and young people and helping to tackle congestion through the use of school transport plans

Proposed measures for improvement:

- increase number of schools adopting travel plans
- increase number of pupils participating in school travel plans
- increase number of pupils walking, cycling, using public transport, or car-sharing to travel to school

Activities will focus on:

developing, promoting and implementing school travel plans which will include.

- walking, cycling public transport and car-sharing initiatives;
- educational, travel awareness and school policy measures; and
- involvement of head teachers, governors, parents and pupils.

Rationale

The Department of Transport School travel strategies and plans: a best practice guide for local authorities states

‘There is a sharply upward trend in car use for the journey to school. Since 1985/86, the proportion of children travelling to school by car has increased from 16% to 29%. That means children are getting less exercise, and have less opportunity to learn about their local neighbourhood and about travelling independently, particularly by public transport.’

It goes on to state

‘School travel plans are not only concerned with transport. Issues of health, safety, environment, education and social equity are also important.’

In developing, promoting and implementing schools plans we will, as part of this LPSA be contributing to improving children and young people’s health and well being into the future.

Vehicles being used to take children to and from schools contribute to congestion and are regularly highlighted in local consultation exercises as a problem. The introduction of school travel plans will help tackle congestion and make young people more aware of travel choices for the future.

Partnership working

Close involvement of schools, parents and transport providers will be required.

Target area 11 - make the city a brighter, safer place to walk about

Proposed measures for improvement:

- reduction in accidents occurring during the hours of darkness
- reduction in street lamp faults
- improved street cleansing standards – BVPI 199
- improve public perception of the street scene and reduction in fear of crime

Activities will focus on:

- management of street cleaning, including setting higher standards for the service
- enhanced enforcement and prevention activity against litter, fly tipping and graffiti
- management of street lighting, including seeking to enhance the service through the PFI contract which is currently under negotiation.

Rationale

The recent survey shows the Derby people regard clean streets as one of the most important factors in making somewhere a good place to live. The LGA and ODPM have recognised the importance of the appearance of people's living environment in contributing to sustainable communities and safety.

Partnership working

The street cleaning service is subject to a competitive tender at the current time that will provide a range of service options, and improvements will be delivered in partnership following this. The PFI agreement will also be based in partnership working.

Target area 12 – improve travel choices by improving the quality and accessibility of bus services, particularly on key routes

Proposed measures for improvement:

- improve delivery of services standards including provision of improved infrastructure; accessible kerbs, stops, shelters, low floor buses, cleaner, greener buses, customer care
- minimise effects on bus service reliability in areas of the city where there are plans for major re-developments and roadworks
- improve bus service reliability on routes programmed for bus priority measures, especially Quality Bus Partnership routes
- improve bus service information and its accessibility to all existing and new users
- improve public perception of bus services

- improve profile of 'TravelWise' travel awareness campaign aimed at raising awareness and informing choice
- increased use of park and ride provision – subject to funding approval
- increase accessibility to bus services in areas with poor provision – subject to funding approval

Activities will focus on:

- continuing to deliver infrastructure and service improvements through the Local Transport Plan and in partnership with bus operators
- working with bus operators to maintain and improve reliability of bus services, especially on Quality Bus Partnership routes
- give priority to implementation of the Council's Bus Information Strategy, working with bus operators and the County Council
- continue to develop, with operators, real time information points on selected bus routes
- extending the Council's TravelWise' travel awareness campaign to include more public transport promotional activities
- development and implementation of a park and ride scheme to be based on Derby City Hospital – this is subject to funding approval

Rationale

The Government White Paper – New Deal for Transport states

'Three in ten homes in Britain don't have a car - some thirteen million people. The advantages of owning a car aren't available to them. Even in homes with a car it is not always available to everyone.'

The governments consultation on integrated transport policy in 1997 identified there was general agreement by local authorities and transport professionals that carefully aimed education and awareness campaigns could be effective ways of changing people's attitudes about cars and could make using public transport or cycling or walking more acceptable alternatives.

It also stated

'People said they want more choice on whether to use their cars and more reliable journeys when they do; they want a better public transport system and one that doesn't let them down; they want better protection for the environment and they want less pollution because they are worried about their health.'

Derby City Council and developers are currently undertaking some very large long term projects, such as Connecting Derby, Riverlights which will include a new state of the art bus station, and the Westfield extension to the main shopping centre, which will have new bus priorities on the inner ring road. These will have a short term negative impact on travelling in the city but will deliver long term benefits in improved access, reliability and the provision of information. This LPSA project will help counter balance some of that impact in the short term and contribute to delivering increased use of public transport in the longer term.

This additional Park and Ride scheme, subject to funding, would service the new City Hospital which is being built away from the city centre in the Mickleover area. This is an area of housing development and population growth and the service will improve access to a key facility and the city centre itself to both car owners and those who don't have access to private transport. It is proposed to work in partnership with the hospital to increase use of this service by including a service to and from the hospital for non-car users, including hospital staff and visitors.

Partnership working

Close working relationships already exist between the city council and developers who are working to bring bus infrastructure improvements to the city. This includes Metroholst and Westfield Shopping Towns Ltd

The effective delivery of a new park and ride will require the commitment and close involvement of the Derby and Greater Derby PCT and bus operators.

Target area 13 – making parks and public spaces safer and more attractive places to visit and to promote community involvement

Proposed measures for improvement:

- reduction of incidence anti-social behaviour in parks and open spaces, within the catchment area of these parks and open spaces
- reduction of accident in parks and open spaces, and subsequent claims arising from users of play areas
- improved standards of public play areas
- increased involvement of friends of parks groups

Activities will focus on:

- Play areas across the city, in particular where facilities are poor or there is a low level of provision
- Increasing the number of play areas which meet the LEAP – local equipped play areas - standard for quality of provision
- Increasing the involvement of community groups such as Friends of Parks.

Rationale

Play facilities are located in District Parks and Neighbourhood Parks. The Local Plan defines the catchment areas of these as 1200 metres for District Parks and 400 metres for Neighbourhood Parks.

Provision of play facilities enables children and young people to have outlets for recreation time. Enabling children and young people to play helps them to develop social skills and provides a focus for their activities that can otherwise lead to anti-social behaviour. The Best Value Satisfaction Survey – Quality of Life in this Area – Liveability Issues identified Parks and Open Spaces as the sixth most important issue that contributes to a good quality of life.

However, the overall condition of our play areas is poor. At the end of 2003/04, out of 59 play areas, 3 of these met LEAP standards. The Council committed £200,000 of its capital programme in 2004/05 to improve this. This money has been targeted at the most popular play areas, which tend to be those in relatively good condition, and there will be ten play areas meeting LEAP standards by the end of 2004/05. At present, if an item of play equipment becomes damaged and cannot be economically repaired, the item is removed. There are designated play areas that do not at present have any play equipment left.

We need to significantly improve provision and want to do so in a way that helps us tackle anti-social behaviour and builds on our work with community groups. The proposal is city-wide and priority will be given to areas where play facilities are poor or there is low level of provision.

Partnership Working

When we are planning to refurbish a play area, the Parks Service works closely with other Council services such as the Youth Service, Community and Play as well as the Police. Extensive consultation takes place with the local community and community groups can become established such as Friends of Parks Groups, leading to much greater involvement in the development and running of the local park and any play areas it contains.

DERBY CITY PARTNERSHIP - OBJECTIVES FOR EACH CITY

Taken for the 2020 Vision, Derby's Community Strategy 2003-06

City of Learning

1. Raise levels of achievement at all stages of learning and for all ages and groups in the city
2. Encourage individuals and groups to take up learning opportunities, particularly those who have been unrepresented in the past
3. Communicate the benefits and value that learning brings to individuals, organisations and communities
4. Harness the strengths of a range of partners to develop and sustain high quality learning opportunities

City of Opportunity

1. Promote social inclusion, by reducing poverty and financial exclusion
2. Improve health and well-being, narrowing the gap between deprived and more affluent communities
3. Enable vulnerable children to achieve their full potential
4. Enable vulnerable adults to live the independent lives they choose
5. Promote community safety and confidence by reducing crime and the fear of crime.

Cultural City

1. Improve the quality of life by promoting continuous improvement in all cultural activities
2. Promote inclusion of all our communities and celebrate diversity, while improving cultural provision in certain neighbourhoods
3. Contribute to regeneration and prosperity by improving Derby's cultural facilities and support creative industries.

Environment City

1. Develop an integrated transport system for Derby, which balances the need for economic activity, personal safety and environmental sustainability
2. Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration activities
3. Make sure all our natural resources are managed in an environmentally sound way
4. Promote and develop effective ways to raise awareness and increase people's understanding of environmental issues
5. Protect and enhance the city's natural heritage and make sure people have the opportunity to enjoy it
6. Promote the benefits of energy conservation and increase the use of renewable forms of energy.

Prosperous City

1. Improve, increase and maintain the employment and skills of the Derby workforce
2. Stimulate and sustain the climate for investment in Derby's economy
3. Help to create and sustain enterprise and innovation.

Supporting Derby's communities – A shared commitment to regeneration

1. Deliver Derby's Neighbourhood Renewal Strategy
2. Deliver Derby City Partnership's Government and European regeneration schemes on time and on target
3. Deliver the Derwent New Deal for Communities programme
4. Maximise Derby's access to future regeneration funding and the effectiveness of its delivery
5. Develop Derby's approach to community cohesion.

Appendix B

The links between DCP's priorities within the Community Plan, the ODPM/LGA shared priorities, and the Council's Corporate Plan objectives

2003-06 Community Strategy priority	Shared priority area issues – ODPM / LGA	Council objective
A stimulating and high quality learning environment	<p>Children and Young People</p> <ul style="list-style-type: none"> • Enabling every child to achieve their full potential • Promoting the development and welfare of children from vulnerable groups • Ensuring that all children receive high quality, integrated services appropriate to their needs 	Education – responding to needs throughout life
Healthy, safe and independent communities	<p>Safer and stronger communities</p> <ul style="list-style-type: none"> • Crime reduction and prevention • Antisocial behaviour • Drug and substance misuse • Civil renewal and Active citizenship • Community cohesion, race equality and addressing disadvantage • Making people safer <p>Healthier communities</p> <ul style="list-style-type: none"> • Older people - Active life • Older people - better quality services • Inequalities - engaging with communities and individuals • Inequalities - prevention and treatment • Inequalities - underlying determinants <p>Children and Young People</p> <ul style="list-style-type: none"> • Promoting the development and welfare of children from vulnerable groups 	<p>Strong and positive neighbourhoods</p> <p>Protecting and supporting people</p>
A lively and energetic cultural life	Sustainable communities – promoting economic vitality	Wide range of retail, commercial, cultural and leisure activities

2003-06 Community Strategy priority	Shared priority area issues – ODPM / LGA	Council objective
A diverse, attractive and healthy environment	Sustainable communities and Transport – transforming the local environment <ul style="list-style-type: none"> • Waste cleaning and recycling • Management of the physical environment • Accessibility • Managing externalities 	A healthy environment
A prosperous, vibrant and successful economy	Sustainable communities – promoting economic vitality <ul style="list-style-type: none"> • Regulating and enabling economic vitality • Supporting people into work 	Job opportunities
A shared commitment to regeneration	<ul style="list-style-type: none"> • Extending quality and choice in the housing market 	Strong and positive neighbourhoods Integrated, cost effective services

EXTRACTS FROM THE 2003-04 BEST VALUE SATISFACTION SURVEY – QUALITY OF LIFE IN THIS AREA – ‘LIVEABILITY’ ISSUES

The Quality Of Life in This Area

- 5.1 The following table shows the most important issues perceived by respondents in making somewhere a good place to live:

Aspect of life	No of Responses	%
1. Low level of crime	749	67.8%
2. Health services	448	40.5%
3. Clean streets	437	39.5%
4. Shopping facilities	402	36.4%
5. Public transport	369	33.4%
6. Parks and open spaces	360	32.6%
7. Affordable decent housing	355	32.1%
8. Education provision	307	27.8%
8. Road and pavement repairs	307	27.8%
9. Low level of traffic congestion	261	23.6%
10. Activities for teenagers	236	21.4%
11. Job prospects	232	21.0%
12. Access to nature	185	16.7%
13. Low level of pollution	181	16.4%
14. Community activities	171	15.5%
15. Cultural facilities	163	14.8%
16. Facilities for young	144	13.0%
16. Wage levels and cost of living	144	13.0%
18. Sports and leisure facilities	103	9.3%
19. Race relations	88	8.0%
20. No answer / None / Don't know	43	4.0%
21. Other	25	2.3%

- 5.2 These can be divided into five groups:



Group 1: over 50%

Low level of crime



Group 2: over 30%

health services, clean streets, shopping facilities, public transport, parks and open spaces, affordable decent housing

- **Group 3: 20-30%**
Education provision, road and pavement repairs, low level of traffic congestion, activities for teenagers, job prospects
- **Group 4: 10-20%**
Access to nature, low level of pollution, community activities, cultural facilities, facilities for young, wage levels and cost of living
- **Group 5: Less than 10%**
Sports and leisure facilities, race relations

5.3 The “other” most stated issue is ‘adequate policing’ with 4 responses.

2 Factors that need improving

5.4 The following table shows the results overall in terms of the quality of life factors which residents felt needed improving:

Aspect of life	No of Responses	%
1. Level of crime	598	54.1%
2. Road and pavement repairs	459	41.5%
3. Activities for teenagers	383	34.7%
4. Clean streets	372	33.7%
5. Level of traffic congestion	282	25.5%
6. Public transport	266	24.1%
7. Health services	203	18.4%
8. Facilities for young children	189	17.1%
9. Level of pollution	185	16.7%
10. Affordable decent housing	181	16.4%
11. Parks and open spaces	174	15.7%
12. Community activities	169	15.3%
13. Job prospects	166	15.0%
14. Shopping facilities	164	14.8%
15. Education provision	143	12.9%
16. Wage levels and cost of living	136	12.3%
17. Cultural facilities	131	11.9%
18. Sports and leisure facilities	123	11.1%
19. Race relations	85	7.7%
20. No answer / Don't know /	67	6.1%

Aspect of life	No of Responses	%
None		
21. Access to nature	54	4.9%
22. Other	30	2.7%

5.5 These can be divided into 3 groups:

- **Group 1: over 20%:**
Level of crime, road and pavement repairs, activities for teenagers, clean streets, level of traffic congestion, public transport.
- **Group 2: 13 – 20%**
Health services, facilities for young, level of pollution, affordable decent housing, parks and open spaces, community activities, job prospects, shopping facilities.
- **Group 3: Under 12%**
Education provision, wage levels and cost of living, cultural facilities, sports and leisure facilities, race relations, access to nature

5.6 The “other” most stated issue is street parking with 6 responses, followed by adequate policing with 5 responses.

5.7 By plotting importance against improvement it is possible to identify possible priority areas for action. The chart below displays the ten most important quality of life factors in terms of their need for improvement as indicated by respondents. Clearly, crime is an important factor which respondents felt needed improvement.

