

### Corporate Plan Evidence Base

South Derbyshire Changing for the better

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## Our District

South Derbyshire is a largely rural District which covers an area of approximately 340 sq km and, according to the Office for National Statistics (ONS), more than 98,000 people now call it home.

The area pulls in upwards of two million visitors a year. Popular attractions like Sharpe's Pottery Museum in Swadlincote and Calke Abbey at Ticknall show how its history has been embraced to help create a prosperous tomorrow.

The drive to improve leisure facilities and increase people's participation in physical activity has continued with the completion of a £600,000 investment at Green Bank Leisure Centre in Swadlincote. This saw a 30-cycle spin studio installed, an upgrade of the fitness changing area and a modernised café, reception, crèche and meeting room.

With inactivity and obesity posing a nationwide challenge, increasing the opportunities for those of all ages and abilities to get active needs to remain on our agenda.

A £547,000 restoration project at Swadlincote's Eureka Park has been completed, while work started on three new Council housing developments; in Linton, Overseal and Swadlincote. These are the first Council-owned housing developments for a generation.

Easy access to jobs, services and facilities via a range of methods, including public transport, will be vital as the number of residents currently relying on the car to travel to work is higher than the county or national average.

Swadlincote is the commercial and administrative centre for South Derbyshire and is defined as a Sub-Regional Centre in the Regional Plan. The population of Swadlincote stood at 27,855 in June 2009, around 30% of the District's total. The population increase from 2001 to 2011 has been 23%.

Public bodies own a considerable amount of land in the town centre. Many are seeking to renew ageing facilities, consolidate activities and reduce operating costs. Provision of public services could be provided in a joined-up way in state-of-the-art shared buildings that would free up land for sale or reinvestment.

The recent growth of Swadlincote's market has enlivened the High Street and highlighted the importance of creating vibrant, people-friendly places. Future developments will aim to spread this life to new areas of the town centre.

Away from Swadlincote, the District is scattered with a network of villages of varying sizes. The largest is Hilton, which has seen major expansion in recent years through the redevelopment of previously developed (brownfield) land at the former Ministry of Defence depot.

The Hilton area has a population of just over 9,000, with the village itself accounting for around 6,700 of this figure in 2009. Since 2001, Hilton has seen a rapid increase in population of 72%. As a result of this growth it is now the second largest settlement in South Derbyshire. Up to 40% of the Hilton area residents travel into Derby City for work.

By contrast, the north west part of this area grew by only 7% in the same period. The area is split by the A50 and generally has good links into the wider strategic road network. Hilton's growth has been mainly to the east and south of the historic core around Main Street, although this area has been much altered as a result of post-war growth.

Melbourne, an important historic small town, is the second largest rural settlement in the District, providing for local shopping, recreation and employment. There has been growth in this area with the number of dwellings having increased by 8.7% from 2001 to 2011 (2,067 to 2,247) and the number of people increasing by 10.8% (4,578 to 5,074) over the same period.

Other villages such as Etwall, Hatton and Willington similarly have a central role, albeit on a smaller scale. Considerable efforts have been made to conserve the character of the villages and a number of them, such as Repton, Ticknall and Melbourne, are of particular historic value.

These villages are attractive places to live and important for tourism. In addition to housing affordability, the provision and retention of existing shops, jobs, leisure facilities and other day-to-day services have started to be addressed but will require more attention in planning for the future.

Willington has seen a number of new housing developments and the building of a new health centre to serve the growing population. New build is also taking place in Repton, with affordable housing an important part of the mix in this premium-priced location.

The development of Mercia Marina, situated between Willington and Findern, has increased the number of residents in the area and the Extra Service Area on the A38 and A50 interchange has increased traffic volumes.

Permission has been granted for a new gas-fired power station on the site of the former power station at Willington and for a gas pipeline. Away from the villages, 1,200 new homes are permitted in this area immediately adjacent to Derby City at Highfields Farm.

### The Economy

Business continues to boom in South Derbyshire with multinational companies such as JCB, Bison, Nestle and Toyota Motor Manufacturing UK all having bases in the District.

### Key statistics

South Derbyshire boasts 3,500 business enterprises, up from 3,100 in 2013, resulting in record numbers of people in work. In April 2015 there were just 494 unemployed people in the District, representing 0.8% of the population aged 16 to 64 and significantly below the national average (1.9%).

Of the 3,500 businesses, 83% are micro (0-9 employees); 13% small (10-49); 3% medium (50-249); 1% large (250+). The large companies number 15 in total. 9.6% of residents are self-employed (GB 10.1%)

The +2% growth in the number of businesses in 2010-14 compares to a GB figure of +6%.

More than 8.5 million trees contributed to The National Forest's woodland cover rising from 6% to 20% - offering potential to grow new sectors in the woodland, leisure and visitor economy.

The tables below provide the most up-to-date employment data available.

### Employment and unemployment (Apr 2014-Mar 2015)

	South Derbyshire (numbers)	South Derbyshire (%)	East Midlands (%)	Great Britain (%)
		All people		
Economically active	51,300	83.5	77.6	77.4
In employment	49,900	81.1	73.4	72.7
Employees	44,100	71.5	64.0	62.2
Self employed	5,800	9.6	9.0	10.1
Unemployed (model-based)	1,900	3.7	5.3	6.0
		Males		
Economically active	26,100	82.8	83.1	83.0
In employment	25,000	79.2	78.5	77.8
Employees	22,000	69.5	65.8	63.7
Self employed	#	#	12.3	13.7
Unemployed	#	#	5.4	6.1

		Females			
Economically active	25,200	84.3	72.1	72.0	
In employment	24,800	83.0	68.3	67.7	
Employees	22,000	73.5	62.2	60.8	
Self employed	#	#	5.7	6.5	
Unemployed	ļ	ļ	5.2	5.8	
Source: ONS annual population survey # Sample size too small for reliable estimate (see definitions) ! Estimate is not available (see definitions) † - numbers are for those aged 16 and over, % are for those aged 16-64 § - numbers and % are for those aged 16 and over. % is a proportion of economically active					

When these figures were released in summer 2015 the report stated that just under a quarter (24.4%) of Derbyshire's unemployment claimants had been out of work for more than a year, a lower proportion than the same time in the previous year (27.7%), and less than the 27.6% for England.

It also said that since the end of 2013, after a period of rising long-term unemployment, there had been a slight downwards trend.

Analysis by District highlighted that South Derbyshire was contributing most to the changes county-wide. All Districts had shown a decrease in the number of people who have been unemployed for more than a year in the last 12 months, but the greatest annual percentage decline was shown by South Derbyshire (-60%).

In recent years, significant inward investment has taken place on business parks at Dove Valley and Hilton in the north of the District and Tetron Point at Swadlincote. Further development on these sites is expected to see this continue.

Much employment growth over the plan period is expected to take place outside the traditional industrial uses, shifting towards sectors such as health and social care, as well as tourism and leisure. Office-based employment is also expanding nationally and the Council is seeking to grow this element of the local economy.

The table below shows the most up-to-date information available regarding occupations:

### Employment by occupation (Apr 2014-Mar 2015)

	South Derbyshire	South Derbyshire	East Midlands	Great Britain
	(numbers)	(%)	(%)	(%)
Soc 2010 major group 1-3	17,800	35.6	40.5	44.3

Managers, directors and senior officials	5,300	10.6	10.1	10.3
Professional occupations	6,400	12.9	17.6	19.7
Associate professional and technical	6,000	12.1	12.6	14.1
Soc 2010 major group 4-5	12,300	24.8	22.0	21.4
Administrative and secretarial	8,100	16.3	10.6	10.6
Skilled trades occupations	4,200	8.4	11.3	10.7

### Employment by occupation (Apr 2014-Mar 2015)

	South Derbyshire (numbers)	South Derbyshire (%)	East Midlands (%)	Great Britain (%)
Soc 2010 major group 6-7	10,800	21.7	16.9	17.1
Caring, leisure and other service occupations	6,300	12.6	9.3	9.2
Sales and customer service occupations	4,500	9.1	7.6	7.8
Soc 2010 major group 8-9	8,900	17.9	20.7	17.2

Process plant and machine operatives	4,900	9.9	7.9	6.3
Elementary occupations	4,000	8.0	12.6	10.9
	Notes: Nu	ONS annual population Imbers and % are for the Portion of all persons in	nose of 16+	

A particular challenge that needs to be faced is ensuring we have a potential workforce with suitable skills, an issue already identified as being of concern.

As shown by the figures below, the local workforce is largely low-skilled and the proportion with no qualifications is above average. The presence of further education institutions in Derby, Burton and, more recently, in Swadlincote may present an opportunity to address this.

### Qualifications (Jan 2014-Dec 2014)

Individual levels	South Derbyshire (level)	South Derbyshire (%)	East Midlands (%)	Great Britain (%)
NVQ4 and above	17,900	30.0	30.9	36.0
NVQ3 and above	31,600	53.0	53.3	56.7
NVQ2 and above	46,200	77.5	71.4	73.3
NVQ1 and above	54,000	90.6	84.7	85.0
Other qualifications	#	#	6.0	6.2
No qualifications	#	#	9.3	8.8
Source: ONS annual population survey # Sample size too small for reliable estimate (see definitions)				

 # Sample size too small for reliable estimate (see definitions)
Notes: For an explanation of the qualification levels see the definitions section. Numbers and % are for those of aged 16-64
% is a proportion of resident population of area aged 16-64

### South Derbyshire Economic Development Statement

The South Derbyshire Economic Development Statement sets out the following vision: "To promote greater economic wellbeing in South Derbyshire, in order that it becomes a healthier, more prosperous and safer place to live with better jobs and prospects for local people and businesses."

This will be implemented through three key objectives and the realisation of ambitions:

### 1. Raising Productivity

To enable people and business in South Derbyshire to become more competitive and innovative.

Ambition 1: Raising skills levels, promoting a learning culture and improving training facilities. Ambition 2: Attracting new inward investment and encouraging reinvestment by businesses. Ambition 3: Developing tourism and the woodland economy, maximising the potential of The National Forest to address rural issues.

Ambition 4: Providing business support and innovation assistance in key growth sectors.

### 2. Ensuring Sustainability

To provide the infrastructure for businesses and communities to thrive in South Derbyshire.

Ambition 5: Improving accessibility to opportunities, particularly employment and training. Ambition 6: Providing sites and premises for future employment needs, coordinating provision with transport and other infrastructure.

Ambition 7: Continuing the revival of Swadlincote town centre as a service centre and focus for the community and visitors.

### 3. Achieving equality

To help all people in South Derbyshire to realise their full potential.

Ambition 8: Overcoming employability barriers to entering the workforce, particularly amongst people facing multiple challenges.

Ambition 9: Raising aspirations and expectations, particularly amongst young people.

The Council will contribute to the objectives set out for tourism in The National Forest Strategy and Vision and Action Plan for Sustainable Tourism in The National Forest (2009).

Work to update our Economic Development Strategy is currently under way with consultation on four themes – Infrastructure for Economic Growth, Business Support, Access to Finance, Innovation and Employment, Skills. Some of these are more or less the same as the previous strategy while others introduce new ideas and, therefore, potentially new streams of work.

Facts relating to each have been set out and issues relating to them identified. Partners and members of the business community have been invited to say if they agree or disagree with the issues raised and if they feel there are others that need to be taken into account. A further question goes on to ask how those responding think these issues should be tackled and by whom.

### Tourism

Over the last decade the tourism sector has become a major industry within South Derbyshire, and official statistics show it is growing much more rapidly than elsewhere in Derbyshire or the East Midlands.

The National Forest is not only providing leisure, environmental and recreational facilities for local people, it also presents a unique opportunity to grow a new tourism destination, as now recognised by the national tourist body VisitEngland.

More than 8.5 million trees contribute to The National Forest, with woodland cover forecast to increase from 6% to 20%. This offers considerable potential to grow new business sectors and boost the visitor economy.

Recognising the importance of tourism we, in partnership with Sharpe's Pottery Museum in Swadlincote, opened the first ever Tourist Information Centre in South Derbyshire, which is already exceeding targets for numbers of visitors. It has the latest electronic information and booking systems and a touch-screen information kiosk.

The most recent figures show that more than 2,200 people are employed by tourism and related businesses within the District and more than 3.7m visitors spent £139.3m in the area in 2009. In almost every key indicator, tourism growth in South Derbyshire 2003-2009 was much stronger than the average performance for tourism in Derbyshire and the East Midlands. In particular:

- Employment supported by tourism 2003-09 (+9%) increased at more than twice the East Midlands rate (+4%) and three times the rate across Derbyshire (+3%).
- Overnight trips increased by 34% compared to a rise of 12% across Derbyshire as a whole.
- The increase in day visitor trips (+2%) was double the region (+1%) and compares very favourably with Derbyshire (-3%).
- Spend by all visitors within South Derbyshire, comparing 2008 to 2009 (+6%), was the highest of any District in Derbyshire, double the figure for Derbyshire as a whole (+3%) and six times the figure for the East Midlands (+1%).

### **Communities**

We recognise that carefully considered growth is at the heart of achieving the social and economic well-being of communities.

As planned further housing is built we will ensure the highest possible quality of design and help to combat climate change through efficient use of energy and water. Equally, easy access to jobs, services and facilities by means of travel including public transport will be vital.

The right amount and types of housing will need to be provided in the future to meet people's requirements. House prices remain unaffordable for some and recent house price rises are likely to increase the number of people unable to afford to buy or rent a home in the District.

Our evidence indicates that there is a shortfall of 400 affordable homes per year. This is a major challenge for the District. We must work closely with all of our partners to build capacity and take a strong strategic housing lead. As one of the fastest-growing districts in England and Wales, we have an opportunity to work with our partners to ensure there is a balance of all housing tenures and property sizes across our communities to meet the needs of people from all ages and income groups.

It is vital that across our work we consider both the new and existing supply of housing and the impacts they have on our services and their delivery.

#### How much development should we plan for?

Following the Coalition Government's announcement of its intention to abolish the East Midlands Regional Plan in July 2010, the three authorities (Amber Valley, Derby City, South Derbyshire) in the Derby Housing Market Area (HMA) had to reconsider housing needs.

This will be planned for through the Local Plan – parts 1 and 2. A large amount of work has been undertaken to establish what the housing requirement is for the Derby HMA, including two considerations through Local Plan examinations.

The most recent evidence, agreed as the most appropriate by the Local Plan inspector, splits housing needs as follows:

Local Authority	Target
Amber Valley	9,700
Derby City	11,000
South Derbyshire	12,600
Total	33,300

Derby isn't able to meet all of its needs, meaning 5,388 homes have to be split between Amber Valley Borough Council and South Derbyshire District Council.

In South Derbyshire, sites for 12,600 properties need to be found. Many already have permission but new sites are required.

The following broad options for locations have been assessed:

Derby urban area - physically adjacent to the City - reflecting the availability of deliverable development options. Key sites in the area include Wragley Way (1,950 homes), Highfields Farm, Littleover (1,200 homes) and Boulton Moor (1,058 homes).

Swadlincote urban area - there is a need to accommodate growth in the Swadlincote urban area to support the continuing revival of the town and achieve regeneration on brownfield land at Woodville. Key sites in the area include north of William Nadin Way (400 homes), land in the area of Church Street/Bridge Street (400 homes) and Broomy Farm (400 homes).

Villages - strategic development in key villages has been identified where this would deliver distinct benefits to the communities concerned. Key sites have been identified in Hatton, Hilton, Repton, Aston and Etwall.

Information on the Local Plan Part 1 can be found at http://www.southderbys.gov.uk/planning\_and\_building\_control/planning\_policy/local\_plan/local\_plan\_part1/def ault.asp.

Details on the consultation for the Local Plan Part 2 are available at http://www.southderbys.gov.uk/planning\_and\_building\_control/planning\_policy/local\_plan/local\_plan\_part2/def ault.asp?VD=localplanpart2.

#### Conservation Areas

A conservation area is of special architectural or historic importance, the character of which it is desirable to preserve or enhance. There are 22 conservation areas in South Derbyshire, each with a unique identity and style that we want to protect from indiscriminate change.

This does not mean that every detail and feature of the area should be preserved, as it is the character of the area that is important. For this reason any development in conservation areas, including extensions and modifications of existing buildings as well as the construction of new buildings, must be done in a way that complements the aesthetic qualities of the area.

Further information on conservation areas can be found at http://www.southderbys.gov.uk/planning\_and\_building\_control/conservation\_and\_heritage/conservation\_areas/.

### Housing Strategy 2016 - 2021

Our Housing Strategy 2016-2021 sets out the Council's vision and aims for housing for the next five years. It will also identify the key challenges in delivering new homes and housing-related services across all tenures and what the Council intends to do to support growth and improve housing outcomes for local people. Through initial consultation three key strategic priorities have been identified:

- improving access to and supply of housing
- well-maintained, safer, greener homes
- enabling people to live independently.

The opportunity for all to occupy decent housing is an essential social objective. In common with other areas throughout the country, however, people are increasingly unable to secure adequate accommodation for themselves and their families in South Derbyshire. This arises largely as a result of strong increases in property prices and a diminishing stock of local authority rented accommodation.

#### Infrastructure

To facilitate both housing and economic development, it is vital that infrastructure is developed to support it.

Priority infrastructure developments have been identified, including a new River Trent crossing at Walton, relief for the Clock Island in Woodville and the creation of an integrated transport link serving new housing and employment sites to the south of the city of Derby.

However, we face issues in encouraging progression of these, such as limited public investment in infrastructure, including transport. Others include poor highway maintenance (roads and paths), congestion at key junctions (bottlenecks) within the urban areas and a lack of access to sustainable modes of transport such as buses, cycling and walking throughout the District.

### Public transport

The need to ensure availability of public transport is equally as important in the rural areas as in other parts of the District. With this in mind, Derbyshire County Council is reviewing its policy on transport in the face of £157m cuts to its budget.

As part of its decision-making it is asking for people to comment on community transport proposals to take effect from July 2016 that say:

- Every community, town and village gets one "shopping bus" service a week to a nearby town centre or supermarket
- That the £2 flat rate Gold Card fare is increased from £2 to £3
- Council funding for Active travel services to healthcare appointments is withdrawn, meaning that, unless other sources of funding can be found, these journeys may stop.

If community transport is reduced or lost this could potentially impact on our aims, including assisting people to stay in their own homes for as long as possible.

## **Population**

The most up-to-date population figures and the breakdown in terms of age and gender are shown in the tables below.

Total population (2014)					
South DerbyshireEast MidlandsGreat Britain(numbers)(numbers)(numbers)					
All people	98,400	4,637,400	62,756,300		
Males	48,600	2,288,100	30,890,900		
Females	49,700	2,349,400	31,865,400		

Source: ONS mid-year population estimates

Population aged 16-64 (2014)				
	South Derbyshire (numbers)	South Derbyshire (%)	East Midlands (%)	Great Britain (%)
All people aged 16-64	62,500	63.5	63.0	63.5
Males aged 16-64	31,000	63.8	63.7	64.3
Females aged 16-64	31,500	63.4	62.4	62.8

Source: ONS mid-year population estimates

The new housing will, of course, bring new residents. The table below shows anticipated population growth.

	Population 2013	Population 2028	Change in population	% change
	100,100	100.000		7.7%
Amber Valley	123,498	133,002	9,504	7.7%
Derby	251,423	276,302	24,879	9.9%
South Derbyshire	97,075	111,933	14,858	15.3%
Derby HMA	471,996	521,237	49,241	10.4%
East Midlands	4,593,900	5,025,000	431,100	9.4%
England	53,843,600	59,459,300	5,615,700	10.4%

This growth will mean more income as we seek to provide services to additional people and to meet their needs in terms of sustainable planning.

### Equality and diversity

More than 6% of South Derbyshire's population is not White British. This demographic is higher than the Derbyshire average and it is important to recognise needs specific to different races and cultures. The Council is committed to advancing equality and celebrating diversity within South Derbyshire.

There are significant inequalities within South Derbyshire by gender, level of deprivation and ethnicity. For example, men in the least deprived areas of South Derbyshire can expect to live almost 10 years longer than those in the most deprived areas (with women there is a six-year difference).

We have a duty to encourage and promote equality as an employer, in the provision of services and carrying out public functions. We recognise the importance of our employees in achieving the Council's aims and their role in continuing to provide high-quality, prudent, customerfocused services. We aim to create an environment in which all people are able to give their best - one that is free from discrimination, victimisation and bullying, where everyone feels valued and motivated, and where decisions are based on merit.

#### Our commitment

We want all our communities, whether large or small, rural or urban, to be strong places with a sense of togetherness and belonging. We will foster high aspirations, independence and personal responsibility.

We will support every citizen and employee in realising their full potential to be able to exercise genuine choice and control over their lives and participate fully in community life.

To support our commitment we will comply and embrace good practice, including carrying out our public duties to promote equality and diversity. When planning our actions and initiatives it is important that we bear this in mind.

### Environment

### Flood risk

One environmental aspect of South Derbyshire that has to be taken account of is the fact that a number of significant rivers which are liable to flooding flow through it.

Considerable work to minimise the risks has been done in recent years to great success.

The National Planning Policy Framework (NPPF) requires local planning authorities to appraise the risk of flooding in their areas by undertaking a Strategic Flood Risk Assessment (SFRA). The aim is to avoid inappropriate development and to direct development away from areas at the highest risk.

South Derbyshire's SFRA is available at:

http://www.south-derbys.gov.uk/Images/South%20Derbyshire%20Level%201%20SFRA%20-%20Final\_07\_11\_08\_tcm21-104313.pdf

### Environmental Management System

South Derbyshire District Council is committed to minimising the environmental impact of its work. This commitment has been underlined through maintaining our certification to prestigious environmental standard ISO 14001. Recent improvement work has seen us achieve the revised ISO 14001:2015 standard, making us one of the first organisations internationally to do so. A new structure for managing our environmental impact is in place at all of our major sites:

- Civic Offices
- Darklands Road Depot
- Green Bank and Etwall Leisure Centres
- Rosliston Forestry Centre

The ISO 14001 standard demonstrates that we have an Environmental Management System (EMS) in place to ensure continual improvement of our environmental performance.

The principle is simple, in that we must identify and assess all the areas of our work which can have an impact on the environment, then ensure that measures are in place to address them. In practice this means documenting methods of assessing impacts, measuring key environmental aspects and checking that current processes are appropriate.

All of this work is externally verified as a green seal of approval. The implementation of an EMS brings real benefits, including:

- Identification of our many impacts on the environment.
- Reduction of negative impacts and maximising the positive effects of our activities.
- Ensuring all environmental laws and regulations are identified and complied with.
- Financial savings, through materials, waste, energy and water reductions and avoiding the costs of fines, and effective management of our activities.

- Independent verification of environmental performance and annual reporting to ensure the public know how well we are doing.
- Commitment to long-term process of year on year environmental improvements.

This document (among others) serves to determine interested parties, as well as their needs and expectations, that are relevant to the EMS.

### Climate Change

While we and our partners continue to reduce carbon emissions we recognise that there will be unavoidable climate change in the future.

We have worked with our partners and Climate East Midlands to research the impacts of climate change and identify what can be done to reduce the effect of extreme weather events on residents, businesses and local authority services.

In January 2013 an adaptation action plan was adopted. The plan was developed following a series of service-based risk assessments and local climate impact profiles (LCLIPs). South Derbyshire has continued to work collaboratively with Derbyshire County Council to develop a Climate Change Charter for the county, the focus being on resilience and ensuring communities and public services are prepared for the impacts of a changing climate.

Further information can be found at http://www.climate-em.org.uk/local-action/derbyshire and http://www.derbyshire.gov.uk/environment/climate\_change/default.asp.

### Waste Strategy to 2026

Derbyshire and Derby City's revised Joint Municipal Waste Management Strategy, 'Dealing with Derbyshire's Waste', sets out a vision and framework to help manage waste sustainably for Derby City and Derbyshire up to 2026.

http://www.derbyshire.gov.uk/environment/rubbish\_waste/waste\_strategy/

Building upon the considerable progress made in recent years, the strategy includes priorities for action over the next five years and provides a framework for how the county's borough and district councils will work to:

- reduce the amount of waste produced
- reuse, recycle and compost as much material as possible
- find the most sustainable solutions to deal with any waste produced.

The revised strategy retains a recycling and composting target of 55 per cent by 2020. This target remains challenging and exceeds the Government's target of 50 per cent.

The role of district and borough councils is fundamental to the delivery of the strategy. Ten individual Council Waste Action Plans, including one for South Derbyshire, have been developed to support the strategy.

The South Derbyshire plan details activities for the next five years which will help communities and the Council itself to prevent waste, increase reuse and to recycle and compost more. The plans will be subject to an annual review to monitor progress.

### **Existing services**

In South Derbyshire mixed garden and food waste is collected in a brown wheeled bin for the majority of properties and general waste is collected in a grey wheeled bin.

In October 2013 the Council introduced the 'Easy Green Recycling Scheme' service which provided a kerbside recycling collection for household plastics and cardboard in addition to the materials collected in the previous green box service. Residents have a green bin for glass, cans, plastics, aerosols and foil; an inner caddy inside the green bin for paper/card and a red sack for household textiles.

The standard bin size is 240 litres and householders can opt for smaller or larger sizes in certain circumstances. All services are collected on alternate weeks throughout the year.

The Council supports waste prevention, reduction and reuse initiatives. This includes working with the DWP to promote a range of initiatives such as home composting, food waste reduction (the Love Food Hate Waste campaign), furniture and textile reuse and real nappies.

### Crime and disorder

The Council has a statutory duty to work to reduce crime and disorder through its role as a member of the Safer South Derbyshire Partnership, the support team for which is based in the Civic Offices in Swadlincote.

The Safer South Derbyshire Partnership is the local Community Safety Partnership (CSP) for the South Derbyshire District. It is a statutory Partnership that was formed as part of the Crime and Disorder Act in 1998.

South Derbyshire is a low crime area. Between 2011 and 2013 there was a year on year decrease in total crime in South Derbyshire. During 2014 there was a small increase in total crime in the District of 1.3%, which equates to 42 more crimes.

However, according to ONS in the year ending June 2015, the crime rate in South Derbyshire was lower than the average crime rate across similar areas. The total number of crimes per 1,000 residents over a 12-month period to the end of June 2015 was 33. In its most similar group, South Derbyshire was lowest by a considerable margin. Staffordshire Moorlands was next closest with 36 per 1,000 residents while worst in the in the group was Breckland with 48.

Looking at the next two years, nationally there is a new approach to crime that involves a shift of power from central Government to local communities. MORI Surveys, our local Citizen Panel Surveys, the Police Have Your Say Survey and feedback from community forums, alongside identified national issues, have informed the priorities for the Community Safety Agreement 2014 -17.

Using the data and statistics in the 2014 Strategic Assessment, listening to our communities and analysing the annual Derbyshire Strategic Threat and Risk Assessment, the Partnership has identified the following areas as priorities for the next two years:

- Anti-Social Behaviour
- Domestic Abuse/Serious Sexual Violence
- Community Focus
- Alcohol-related harm and Substance Misuse
- Acquisitive Crime and Offender Management

There are other partnerships and strategies that link into the work of the Safer South Derbyshire Partnership and provide accountability for its work.

Key among these is the Derbyshire Police and Crime Commissioner (PCC). The partnership plan works to complement the Police and Crime Plan 2012-2017 prepared by the PCC. The PCC replaced the Police Authority under the Police Reform and Social Responsibility Act 2011 and was elected in November 2012. The PCC role is designed to hold the police force to account and to bring communities and the police closer together. This includes the work of the Community Safety Partnerships across Derbyshire. The PCC holds the community safety funding previously allocated by the Home Office, as well as the police budget. PCC elections are due again in May 2016 and the current PCC has stated he will not stand for reelection. A change in the post-holder and increasing pressure on police budgets could be a risk to partnership funding.

Changes in powers available to the partnership and its members have been effected by the Antisocial Behaviour, Crime and Policing Act 2014: Reform of Anti-social Behaviour Powers. This offers new tools for those working to reduce crime and disorder which could be used in South Derbyshire.

### <u>Health</u>

Key health issues for South Derbyshire and Derbyshire identified in the Derbyshire Health and Wellbeing Strategy 2012 - 2015 are:

- Ageing population
- Wide variations in health status such as life expectancy
- Rural deprivation and related problems accessing high quality care

According to Public Health England's Health Profile 2015, the health of people in South Derbyshire is varied compared with the England average. Deprivation is lower than average, although about 13% (2,400) children live in poverty. Life expectancy for both men and women is similar to the England average.

### Living longer

Life expectancy is 5.2 years lower for men and 8.5 years lower for women in the most deprived areas of South Derbyshire than in the least deprived areas.

### Child health

In Year Six, 18% (181) of children are classified as obese. The rate of alcohol-specific hospital stays among those under 18 was 39.2<sup>\*</sup>. This represents eight stays per year. Levels of GCSE attainment and smoking at time of delivery are worse than the English average.

### Adult health

In 2012, 22.2% of adults were classified as obese. The rate of alcohol-related harm hospital stays was 629\*. Self-harm hospital stays was 216.6, while smoking-related deaths was 277\*. Estimated levels of adult excess weight are worse than the England average. Rates of sexually transmitted infections and TB are better than average. Rates of violent crime, long-term unemployment, drug misuse and early deaths from cardiovascular diseases are better than average.

### Local priorities

Priorities include smoking in pregnancy, reducing inequality in life expectancy and healthy life expectancy, as well as increasing breastfeeding. For information see www.derbyshire.gov.uk or http://observatory.derbyshire.gov.uk/

Before looking at local priorities and work to address them, it is useful to consider the District in a national context. The table below, from Public Health England's Health Profile 2015 for South Derbyshire, shows where we stand on a wide range of indicators in comparison with England as a whole. As the red dot indicators show, the three in which we score worst are GCSEs achieved, smoking during pregnancy and excess weight in adults.

\* Rate per 100,000 population

Signi	ficantly worse than England average			Regional average <sup>^</sup>		England Average			
Nots	ignificantly different from England average			England Worst		Carlos Carlos	CARLES AND INCOMENTS		Englar Best
) Signi	ficantly better than England average			WOISE		25th Percentile		75th Percentile	Dest
Domair	Indicator	Local No Per Year	Local value	Eng value	Eng worst	reicentile	England Range	rercondie	Eng
				6100					
communities	2 Children in poverty (under 16s)	1,649	1.7	20.4	83.8			0	0.0
		2,360	13.0	19.2	37.9			0	5.8
mm	3 Statutory homelessness	76	1.9	2.3	12.5				
Our co	4 GCSE achieved (5A*-C inc. Eng & Maths)†	435	51.0	56.8	35.4				79.9
Ő	5 Violent crime (violence offences)	624	6.5	11.1	27.8	S. C. J. W.			2.8
	6 Long term unemployment	152	2.4	7.1	23.5			0	0.9
0.0	7 Smoking status at time of delivery	159	15.1	12.0	27.5	State Street			1.
sople	8 Breastfeeding initiation	n/a	-	73.9					
young people's health	9 Obese children (Year 6)	181	18.0	19.1	27.1	- Color		and the second	9.
your	10 Alcohol-specific hospital stays (under 18)†	8.3	39.2	40.1	105.8		Ó		11.
	11 Under 18 conceptions	42	23.5	24.3	44.0	Children and	Ö		7.
€₽	12 Smoking prevalence	n/a	14.8	18.4	30.0	and the second	-	0	9.
festy	13 Percentage of physically active adults	286	58.7	56.0	43.5	Training of			69.
Adults' health and lifestyle	14 Obese adults	n/a	22.2	23.0	35.2	1.52 20		12131.36	11.3
A w	15 Excess weight in adults	161	68.4	63.8	75.9		• •		45.
	16 Incidence of malignant melanomat	15.0	18.1	18.4	38.0		<b>O</b>	C. Statement	4.
lth	17 Hospital stays for self-harm	210	216.6	203.2	682.7	in the same	Q		60.
r hea	18 Hospital stays for alcohol related harm†	589	629	645	1231	CONTRACT OF			36
bood	19 Prevalence of opiate and/or crack use	371	5.9	8.4	25.0		0	131.1	1.
and	20 Recorded diabetes	4,252	6.3	6.2	9.0	1947	<b>O</b>	No. IN LOOM	3.
Disease and poor health	21 Incidence of TB†	3.7	3.8	14.8	113.7		KO		0.
Dise	22 New STI (exc Chlamydia aged under 25)	434	691	832	3269	S LAND			17
	23 Hip fractures in people aged 65 and over	69	462	580	838	Carlot Art	4	0	35
£	24 Excess winter deaths (three year)	36.8	14.7	17.4	34.3	-			3.
death	25 Life expectancy at birth (Male)	n/a	79.7	79.4	74.3	Trading Street		in terminal	83.
of	26 Life expectancy at birth (Female)	n/a	82.7	83.1	80.0	parate and	04		86.
Life expectancy and causes	27 Infant mortality	4	3.6	4.0	7.6	1			1.
	28 Smoking related deaths	132	276.7	288.7	471.6		10		167
	29 Suicide rate	6		8.8					107
	30 Under 75 mortality rate: cardiovascular	52	65.1	78.2	137.0	Indiana a la			07
edxe									37
ife e	31 Under 75 mortality rate: cancer	121	148.0	144.4	202.9		0		104

#### Indicator notes

1 % people in this area living in 20% most deprived areas in England, 2013 2 % children (under 16) in families receiving means-tested benefits & low income, 2012 3 Crude rate per 1,000 households, 2013/14 4 % key stage 4, 2013/14 5 Recorded violence against the person crimes, crude rate per 1,000 population, 2013/14 6 Crude rate per 1,000 population aged 16-64, 2014 7 % of women who smoke at time of delivery, 2013/14 8 % of all mothers who breastfeed their babies in the first 48hrs after delivery, 2013/14 9 % school children in Year 6 (age 10-11), 2013/14 10 Persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population, 2011/12 to 2013/14 (pooled) 11 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 2013 12 % adults aged 18 and over who smoke, 2013 13 % adults achieving at least 150 mins physical activity per week, 2013 14 % adults classified as obese, Active People Survey 2012 15 % adults classified as overweight or obese, Active People Survey 2012 16 Directly age standardised rate per 100,000 population, aged under 75, 2010-12 17 Directly age sex standardised rate per 100,000 obese, Active People Survey 2012 to Directly age standardised rate per 100,000 population, 2013/14 18 The number of admissions involving an alcohol-related primary diagnosis or an alcohol-related external cause, directly age standardised rate per 100,000 population, 2013/14 19 Estimated users of opiate and/or crack cocaine aged 15-64, crude rate per 1,000 population, 2011/12 20 % people on GP registers with a recorded diagnosis of diabetes 2013/14 21 Crude rate per 100,000 population, 2011-13, local number per year figure is the average count 22 All new STI diagnoses (excluding Chlamydia under age 25), crude rate per 100,000 population, 2013 23 Directly age and sex standardised rate of emergency admissions, per 100,000 population aged 65 and over, 2013/14 24 Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths aged 65 and over, 2015 14 24 hallo of extended on hore writer dealers) to average non-writer dealers to average non-writer dealers of average non-writer dea Directly age standardised mortality rate from suicide and injury of undetermined intent per 100,000 population, 2011-13 30 Directly age standardised rate per 100,000 population aged under 75, 2011-13 31 Directly age standardised rate per 100,000 population aged under 75, 2011-13 32 Rate per 100,000 population, 2011-13 † Indicator has had methodological changes so is not directly comparable with previously released values.

^ "Regional" refers to the former government regions.

### South Derbyshire Health and Wellbeing Plan

Health in South Derbyshire is similar and/or better than England averages.

Key successes include:

- Over the last 10 years the rates of death from all causes and rates of early deaths from heart disease, strokes and cancer have all reduced and are close to the England average
- Life expectancy is similar to Derbyshire and England averages
- Deprivation levels are low and the proportion of children living in poverty is lower than the average for England, as is free school meal eligibility
- Percentage of those economically active/available to work is the highest in Derbyshire; long-term unemployment is the lowest in the county
- Rate of adults educated to degree level is better than Derbyshire average
- Rates of incapacity benefits for mental illness, new cases of tuberculosis and hospital stays for alcohol-related harm are better than the England average.

#### JSNA 2012/13 health data

However, some communities are living with poorer health outcomes compared to others in the District.

Challenges to health indicate a level of inequality within some communities. These need specific focus in the locality plan, with identified solutions to address them and support improvement of health and reduction of inequalities for residents.

As a result of research, statistical indicators and public consultation, priorities and actions are identified in the South Derbyshire Health and Wellbeing Plan 2013 - 2016, as shown below:

Derbyshire County Council Health and Wellbeing Priorities	Derbyshire County Council health inequalities strategy	South Derbyshire Health and Wellbeing key priorities
1. Improve health and wellbeing in the early years	Reduce and mitigate child poverty	Reducing health inequalities within families and young people living in the urban core
2. Promote healthy lifestyles	Increase financial inclusion	Supporting healt <mark>h of older</mark> people in their own home
3. Improve mental and emotional health	Affordable warmth	Supporting individuals and families living in rural areas experiencing health inequality (rural isolation, deprivation)
4. Improve the health and wellbeing of older people	Supporting employment for vulnerable groups	
5. Promote the independence of people with long-term conditions and their carers		

### Sport and healthy activity

As pointed out earlier, estimated levels of adult excess weight in South Derbyshire are worse than the England average. This, coupled with the facts provided by Sport England Active People 8 survey, shows that:

- The estimated annual cost associated with physical inactivity in Derbyshire is £15.4m
- The percentage of adults in Derbyshire who are inactive is 29.5%
- The percentage of adults in South Derbyshire who want to do more sport is 61.6%

This underlines the importance of us working with partners to provide facilities and services that encourage and enable the residents of South Derbyshire to get and remain active.

According to Active People 8, the top few sports that the Derbyshire population want to do, but are currently seen as latent demand, are cycling, athletics, mountaineering, swimming, fitness and conditioning.

### South Derbyshire Sport and Health Strategy 2011 - 2016

The South Derbyshire Sport and Health Strategy 2011 - 2016 provides the strategic framework for sports and health activity by bringing together the aims, objectives and targets of all key partners who form South Derbyshire Sport.

Facts already highlighted, particularly that the District has both an ageing population and a higher than average population of young people, alongside a substantial rural population, all provide challenges to the services provided.

The strategy sets out targets for sports and health activity which are grouped beneath four main themes:

### Volunteering and participation (adults)

Specific targets include:

- Achieving a 1% point increase in the recommended adult participation of 3 x 30 minutes (from 2005 baseline of 20.9%).
- Seeing a 5% increase in participation rates of those aged 50+ through the delivery of formal exercise and recreational activity programmes.

### Volunteering and participation (young people)

Specific targets include:

- Creating sustainable outreach clubs within at least five village locations.
- A 40% reduction in calls related to anti-social behaviour in all locations where outreach activities are provided to address behavioural concerns.

### Facilities

Specific targets include:

- Having a facilities strategy in place by 2011 outlining priorities for the next 10 years in terms of facility infrastructure development and management.
- Agreeing, costing and where applicable implementing the facilities strategy in relation to new and upgrading of facilities by 2016.

A facilities strategy was being researched and written at the time of going to press.

#### Outcomes

From when the Sport and Health strategy was launched, from 2011 up to the 2014/5 year end, the following were achieved:

- 102,900 sports development/Get Active participations
- 30,230 play participations
- 54 coach education courses
- 210 sports passes allocated and 196 grants given through South Derbyshire Sport (up to and including February and August 2015).

## **Financial Position**

Following the Government's Spending Review and Autumn Statement, which was published in November 2015, it was confirmed that there would be reductions in core funding for local councils.

The provisional financial settlement was announced on 17 December 2015. This provided actual figures for 2016/17, together with provisional allocations for three further years 2017/18 to 2019/20. The provisional allocations are based on national control totals, which form part of the Government's budget and financial plan to the end of the current Parliament in 2020.

Budget savings of up to £1.5m will need to be made by South Derbyshire District Council over the spending period in order for the minimum level of General Reserves to be sustained and for the longer-term budget deficit to be reduced.

Out of the 383 local authorities affected by this settlement, the Council ranks as the 45th in terms of loss of resources over the spending period.

Our General Fund continues to show a budget surplus for 2015/16 and 2016/17 based on current projections. A deficit is then forecast from 2017/18, but this becomes acute in 2018/19 as Revenue Support Grant falls out completely and the proposed reductions in New Homes Bonus Payments take effect.

### Future Funding of the New Homes Bonus (NHB)

Proposals for the allocation of NHB after 2016/17 were published alongside the main Financial Settlement. The Government has confirmed that the NHB will stay 'indefinitely' but is proposing changes to its future allocation.

The figures for NHB are based on the current calculation methodology, but scaled back on a prorata basis to illustrate the likely effect of Government proposals to reduce amounts paid nationally. Effectively, the Government intends to top slice NHB allocations to fund an additional £800m nationally for adult social care from 2018/19.

In the Council's case, the provisional allocations for 2018/19 and 2019/20 of £1.8m and £1.7m respectively are approximately £1m less in each year compared to that which would be paid if the Council was to benefit in full from local growth.

### Tackling Benefit fraud

In January 2015 South Derbyshire District Council secured £176,000 from the Government to help with its counter-fraud work.

The money covers two years of staffing and research costs to help clamp down on Council Tax, business rates and housing fraud. South Derbyshire's bid for the funding was one of only 52 successful ones from across the UK.

The work is initially focusing on people claiming Council Tax relief when they aren't entitled to it, addressing those who get empty property relief when the properties are inhabited and sharing data about tenancy fraud with other organisations.

The research completed, hardware purchased and relationships built as a result of the work was expected to help sustain activity beyond the funding period.

Among ways the money has already been used is to introduce new software technology with a view to identifying credit data in order to detect households where there is likely to have been a recent change in circumstances.

This means that those correctly claiming Benefits and discounts are easily identifiable and further action can be taken against those claiming fraudulently.

Types of council tax fraud include failing to register to pay, making a false application for a discount or exemption and failing to report a change of circumstances.

Benefit fraud can mean a failure to declare work or income, not notifying the Council that a partner lives at an address or falsified tenancies.

The value of detected fraud since April 2009 in South Derbyshire is £1,014,861, and the authority is determined to recoup even more cash dishonestly claimed from the public purse.

### Workforce and premises

On the 31 March 2015 South Derbyshire District Council (SDDC) had a headcount of 280 employees. The workforce is mainly composed of permanent employees. This group comprises 92% of all employees (257 in total). This is a slightly lower than 2014's percentage of 93%.

	Employees	% Workforce
Permanent	257	92
Temporary	23	8
Totals	280	100

#### Workforce composition by service

Service Area	Unit	Full Time Perm	Full Time Temp	Part Time Perm	Part Time Temp	Total
	Economic Development	3				3
Chief Executive Directorate	Electoral Services	1	3			4
	Legal and Democratic	9				9
		13	3			16
	Communities	1	1	1		3
	Cultural Services	8	3	2	3	16
	Development/ Building Control	15	2	1		18
Community & Planning Services	Performance and Administration	5		3	1	9
	Planning Policy	5	2	1		8
	Sport and Health	3	2		3	8
	Other	1				1
			10	8	7	63
	Client Services	3		1		4
Finance and	Corporate Asset Management	6		1		7
Corporate Services	Corporate Services	2		2		4
	Finance Unit	9				9
	Other	1				1
		21		4		25

	Direct Services Unit	63	1	6		70
	Environmental Health and Enforcement Unit	11		4		15
Housing &	Housing Asset	10		11		21
Environmental Services	Housing Operations	44	2	6		52
	Performance & Business	6		4		10
	Strategic Housing	5		1		6
	Other Housing & Environmental	1				1
		140	3	32		175
	Management	1				1
		213	16	44	7	280

### Key Findings

The largest number of temporary staff is in the Directorate of Community and Planning Services due to some posts being subject to funding arrangements.

All employees in Finance and Corporate Services are employed on permanent contracts.

Housing and Environmental Services is the largest Directorate, with 175 employees. This equates to 63% of the workforce.

The largest individual service area is Direct Services. This has 70 employees, which equates to a quarter (25%) of the total workforce. Other large units include Housing Operations (52 staff) and Housing Asset (21 staff).

The largest group of part-time employees work in the Directorate of Housing and Environmental Services (with 32 employees). 15 part-time employees work within the Directorate of Community and Planning Services, four in the Directorate of Finance and Corporate Services. 18.2% (51) employees work on a part-time basis. Most (44, or 86%), however, are employed on a permanent basis.

### Northgate Public Services

South Derbyshire District Council is five years into a seven-year partnership with Northgate Public Services (NPS).

This innovative working relationship is designed to improve public services, deliver extra value for money for residents and create economic opportunities for the region.

Over the life of the partnership Northgate guarantees to make savings of £2.1 million for the Council. It is also providing a £1.9 million upgrade to the Council's IT systems and services.

The partnership includes a risk-reward scheme where the cost of introducing new initiatives to transform services will only be paid out of cashable savings.

Northgate delivers the Council's Corporate Services, which includes Procurement, Human Resources, Payroll, Policy, Communications, Revenues, Benefits and Customer Services along with IT and Business Improvement as part of the Midlands Regional Business Centre.

The Council remains responsible for service delivery, with Elected Members continuing to set priorities while scrutinising the partnership.

#### Workforce base

Council services are predominantly managed from one administrative building. There is no alternative building to accommodate an IT facility which is crucial to enable many services to operate.

The relationship with NPS is helping reduce the potential risk this presents, and other mitigating actions have been identified. These include maintaining relationships with other agencies and partners to secure alternative accommodation on a reciprocal basis if required and possibly taking advantage of spare capacity in the private sector market, although this would depend on timing.

The waste and cleansing team and operations are currently based at and managed from the Depot on Darklands Road in Swadlincote, but planning permission was granted in 2011 for a new, energy efficient depot on William Nadin Way.

## Channel shift

### Background

The way in which the world does business is changing. Here in South Derbyshire, the fact that Customer Services staff regularly experience high customer volumes – and consequently long waiting times – in the Civic Offices is a clear sign that we must change too. Face-to-face contact is expensive, time-consuming and, set against a national Government agenda of improved accessibility to services through a digital inclusion strategy, standing still is not an option.

Research shows:

- In November 2014, 2,087 transactions were recorded at the Civic Offices, with 955 of these cash payments, 716 cheque payments and 416 card payments.
- In the second half of 2014, Customer Services staff were typically handling between 6,000 and 7,000 face-to-face contacts each month, with an average handling time of seven minutes per customer.
- Socitm (the research and best practice body for local government) reports that face-toface transactions on average cost councils £8.56, phone transactions £2.68 and web transactions 17p.
- Most face-to-face customers are from the DE11 postcode, i.e. the Swadlincote urban core. This is an area that has a high concentration of council-owned homes and is in close proximity to the Civic Offices.
- A Digital Analytics Platform (DAP) analysis has discovered that 37% of people surveyed said they were more than happy to use the internet to access services.
- Payment machines can process payments in just 52 seconds.

In recent months Northgate Public Services, working with South Derbyshire District Council, has been gathering, processing and analysing information as part of a wide-reaching Channel Shift Strategy that will not only provide customers with the means to self-serve, but positively encourage them to do so. It will provide people with services in the ways they choose to use them. The ultimate aim is to get customers online, not in line.

### Delivering the message

Through a wide-reaching and engaging campaign, our aim is to let people know about how the transition to self-service will be achieved, about why decisions have been made and how they will affect everyone. We want to effectively:

- Increase the take-up of Direct Debit and online payments.
- Achieve a smooth transition to self-service, helping people to help themselves.
- Enhance customer satisfaction by reducing waiting times and providing helping hands to overcome inevitable human resistance to change.
- Educate and inform customers about the rationale for the change and contextualise it within the national Government framework.
- Continue to provide the traditional ways of contacting the Council for those who feel unable to use self-service, and for those with the most complex needs.

A range of measures have already been – or are in the process of being – introduced and/or modified as the push towards self-service gathers pace. They are:

The Council's website: More than 31,000 web sessions are currently taking place each month. This has increased by 35% since August 2010. The goal is to provide accessible services to residents 365 days a year, and this is possible through the website. Recent data established that 40% of all contacts handled by Customer Services concern Council Tax and Benefits enquiries. To address this the current website homepage was reviewed to include two buttons which link to Council Tax and Benefits landing pages, literally 'channel shifting' people away from the Civic Offices by allowing them to more easily access the information they need online. Plans are also in hand to develop a Council Tax e-bill, which will allow people to hover over its sections to get clear information on how to fill it in and advice on what action they need to take. The Council's website as a whole is being reviewed and revamped with a view to launching in late 2016.

**E-claims**: electronic forms for residents to claim Council Tax and Housing Benefit are soon to be made available on the Council's website, with the ultimate aim that paper forms will eventually be replaced completely by this digital option. The forms are 'intelligent' in that they respond to answers given by residents, asking for them to provide evidence based on their responses. Not only will these forms provide more in-depth information straight into our systems quickly, but they will reduce the need for manual inputting by staff.

**Payment machines**: feedback from customers using the Civic Offices has repeatedly thrown up the same message: "We're fed up of queuing and the long waiting times when paying bills." To help combat this issue the Council implemented two payment machines. The machines deal with council tax, housing rent and licensing payments and are capable of processing them in just 52 seconds, accepting cash and cards as well as issuing receipts.

Keep it Clean smartphone app: A mobile app, titled Keep it Clean, is being developed to put responsibility for reporting fly-tipping, graffiti, dog fouling, littering and much more besides at the fingertips of residents. Initial drafts have been drawn up and are being modified in a bid to strike a balance between being educational and instantaneous. Conscientious members of the community can submit a photograph of the problem, with location services helping officers to identify exactly where it is situated, as well as a description and contact details. The art of the app is in its simplicity, and it will allow residents to report straight into Council systems.

**Social solving**: a 'Media Forum' has recently been established to act directly on the insight that an on-going Digital Analytics Platform (DAP) analysis of the South Derbyshire customer base is affording us. One suggested course of action is to examine 'social solving' as a way of allowing residents to find their own answers by consulting others with prior knowledge and experience. One avenue being explored is 'Conversocial', which manages the flow of customer service inquiries and discussions on social media channels. Only if a query cannot be answered through these channels is it referred to a customer service advisor.

**Barclays Pingit**: a smartphone/tablet app that allows customers to pay more easily and quickly online, without the need to enter bank card details. It is supporting an increase in self-service payments, reducing processing costs and facilitating immediate payments.

All platforms are continuously monitored and evaluated to identify any patterns that may help us to connect with residents even more effectively.

#### References

The following Strategies, Policies and Reports are among the key ones that fed into and/or informed this document:

- A Vision and Action Plan for Sustainable Tourism in The National Forest
- 'Dealing with Derbyshire's Waste' Derbyshire and Derby City's revised Joint Municipal Waste Management Strategy 2013 - 2026
- Derbyshire Health and Wellbeing Strategy 2012 2015
- Derbyshire Observatory report June 2015
- Derbyshire Quilt 2014
- Government's Spending Review and Autumn Statement, November 2015
- ONS mid-year population estimates
- Over to you... 2014 A survey about policing and crime for people in Derbyshire
- Public Health England's Health Profile 2015 for South Derbyshire
- Safer South Derbyshire Partnership Plan 2014 2017
- South Derbyshire Economic Development Statement
- South Derbyshire Economic Development Strategy 2016 consultation questionnaire
- South Derbyshire Housing Strategy 2016 2021
- South Derbyshire Preferred Growth Strategy
- South Derbyshire Sport and Health Strategy 2011 2016
- South Derbyshire Strategic Flood Risk Assessment (SFRA)
- Sport England Active People 8 survey
- South Derbyshire Medium Term Financial Report October 2015
- Waste Action Plan for South Derbyshire 2013 2026