

**SOUTH STAFFORDSHIRE COUNCIL**

**OVERVIEW AND SCRUTINY COMMITTEE – 25 JULY 2023**

**SOUTH STAFFORDSHIRE PLACE NARRATIVE 2023**

**REPORT OF THE CORPORATE POLICY MANAGER**

**LEAD CABINET MEMBER – COUNCILLOR ROGER LEES, LEADER OF THE COUNCIL**

**PART A – SUMMARY REPORT**

**1. SUMMARY OF PROPOSALS**

- 1.1 This report presents the Place Narrative 2023 for members information. This is the second Place Narrative – the first was produced in 2020. The Narrative will be complemented by a Locality Profiles statistical document. These will be used for consultation and engagement with a range of stakeholders including our communities to shape the next Council Plan to be published in 2024.

**2. SUMMARY IMPACT ASSESSMENT**

POLICY/COMMUNITY IMPACT	Do these proposals contribute to specific Council Plan objectives?	
	No	The Place Narrative is a key document contributing to the development of the next Council Plan, to be published in 2024+
	Has an Equality Impact Assessment (EqIA) been completed?	
	No	This report is not proposing any specific decisions or policy changes as the Narrative is intended to be used as part of the stakeholder engagement which will be undertaken in the development of the new Council Plan for 2024+.
	Has a Data Protection Impact Assessment been completed?	
	No	There are no specific data requirements associated with the Place Narrative.
SCRUTINY POWERS APPLICABLE	No	Information report to Overview and Scrutiny Committee
KEY DECISION	No	
TARGET COMPLETION/ DELIVERY DATE	Details – The Place Narrative will be used for stakeholder engagement in the Autumn 2023.	

FINANCIAL IMPACT	No	
LEGAL ISSUES	No	
OTHER IMPACTS, RISKS & OPPORTUNITIES including climate impacts and health impacts if applicable	None	
IMPACT ON SPECIFIC WARDS	No	

## **PART B – ADDITIONAL INFORMATION**

### 3 INFORMATION

- 3.1 The Place Narrative presents key issues in the district and is designed to encourage participation in the process of identifying key priorities for South Staffordshire for the Council Plan to be published in 2024. It is the second Place Narrative for South Staffordshire – the first was published in 2020. We have achieved progress against the priorities set out in 2020 and these are detailed in an appendix to this report.
- 3.2 The Narrative draws on information from the Census 2021 and other sources and sets out how, in recent years, the national, international, and local context has changed with ongoing health, well-being and economic challenges.
- 3.3 Since we produced our last Place Narrative in 2020 much has changed. We have had the global pandemic, there is the war in Ukraine, the impact of the growth in refugee numbers and the increase in the cost of living.
- 3.4 A complementary Locality Profiles statistical document will be published alongside the Narrative.
- 3.5 The Narrative and Profiles will be used during consultation and engagement activity to be undertaken with stakeholders across the district. This will involve a variety of methods including local and District wide events, social media activity promoting the document and consulting on specific aspects of the Narrative as well as formal structured surveys.

### 4 IMPACT ASSESSMENT – ADDITIONAL INFORMATION

- 4.1 Further details of any impacts as necessary.

None

### 5. PREVIOUS MINUTES

5.1 N/A

6. BACKGROUND PAPERS

South Staffordshire, Unspoilt by Progress (Place Narrative 2020)

**7. RECOMMENDATIONS**

7.1 Overview and Scrutiny Committee is asked to note the Place Narrative.

Report prepared by: Kevin Hubery, Corporate Policy Manager

Appendix 1 – South Staffordshire Place Narrative 2023

**Separate document**

Appendix 2 – Progress on 2020 Place Narrative priorities

2020 Priorities	Progress
The approach to plan well for the future of South Staffordshire is through a robust Local Plan which has gone through the full consultation process. This is required to avoid ad hoc unplanned development which occurs without infrastructure delivered.	The current review of the local plan continues this approach.
Ageing population and access to transport and the voluntary and community sector to provide support to access a wide variety of services	Voluntary organisations have continued to provide these services in some villages and parishes
Investment into the centrally located Council headquarters, benefiting residents with access to public services on one site	Since the production of our last Place Narrative the Codsall Community Hub project has been completed.
Focus on ensuring younger residents have the skills to meet local businesses future needs	South Staffordshire’s employers links with schools have been particularly important in addressing this, with a specific focus on raising the aspirations of our young people and connecting local people with new and emerging opportunities.
IT buddies will be offering computer skills free to residents	This programme was popular and successful until it was disrupted by the pandemic. The shift online for accessing services has continued to grow.
Broadband connectivity 92% which is 3% below target and something to continue to improve	Nowhere in South Staffordshire is unable to receive broadband – although “decent” connectivity is not available in some areas. 93.9% of South Staffordshire now has Superfast availability compared to 95.9% of the UK and 96.4% of the West Midlands. Average download speeds and availability of gigabit remain significantly below national and West Midlands levels.

<p>To support health and delay or prevention of diseases continued investment in the Council's leisure centres and a range of outreach health and wellbeing programmes</p>	<p>A range of programmes designed to keep people active and support good health include formal leisure and sports activities - including Gentle Exercise and Forward to Health, backed by substantial investment in local Leisure Centres. Volunteer led activities such as Walking for Health and South Staffordshire's Cycling Scheme are also popular.</p>
<p>Committed to continue to be a district that is dementia friendly</p>	<p>A long term programme of being Dementia Friendly are still very much part of our agenda including work with parishes, community groups and local businesses to promote Dementia awareness. As part of our design for the Community Hub we ensured that the facilities were Dementia Friendly.</p>
<p>South Staffordshire Community Lottery, committed to continue its support for local voluntary organisations who assist people and place.</p>	<p>The South Staffordshire Community Lottery, launched in 2017, raises money for local organisations. Over 270,000 tickets have been sold and over £160,000 raised. The Lottery has benefitted almost 80 good causes, with funding from the lottery used to invest in community groups.</p>