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Rutland County Council

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Members of Rutland County Council District Council are hereby summoned to attend the **TWO HUNDRED AND SEVENTY EIGHTH MEETING OF THE COUNCIL** to be held in the Council Chamber at Catmose, Oakham on **17 December 2018 commencing at 7.00 pm.** The business to be transacted at the meeting is specified in the Agenda set out below.

Prior to the commencement of the meeting, the Chairman will offer the opportunity for those present to join him in prayers.

Recording of Council Meetings: Any member of the public may film, audio-record, take photographs and use social media to report the proceedings of any meeting that is open to the public. A protocol on this facility is available at www.rutland.gov.uk/haveyoursay

Helen Briggs
Chief Executive

A G E N D A

1) APOLOGIES

To receive any apologies from Members.

2) CHAIRMAN'S ANNOUNCEMENTS

To receive any announcements by the Chairman.

3) ANNOUNCEMENTS FROM THE LEADER, MEMBERS OF THE CABINET OR THE HEAD OF PAID SERVICE

To receive any announcements by the Leader, members of the Cabinet or the Head of Paid Service.

4) DECLARATIONS OF INTEREST

In accordance with the Regulations, Members are invited to declare any disclosable interests under the Code of Conduct and the nature of those interests in respect of items on this Agenda and/or indicate if Section 106 of the Local Government Finance Act 1992 applies to them.

5) MINUTES OF PREVIOUS MEETING

To confirm the Minutes of the 277th meeting of the Rutland County Council District Council held on 12 November 2018.

6) PETITIONS, DEPUTATIONS AND QUESTIONS FROM MEMBERS OF THE PUBLIC

To receive any petitions, deputations or questions received from members of the public in accordance with the provisions of Procedure Rule 28. The total time allowed for this is 30 minutes. Petitions, deputations and questions will be dealt with in the order in which they are received and any which are not considered within the time limit shall receive a written response after the meeting.

7) QUESTIONS FROM MEMBERS OF THE COUNCIL

To receive any questions submitted from Members of the Council in accordance with the provisions of Procedure Rules 30 and 30A.

8) REFERRAL OF COMMITTEE DECISIONS TO THE COUNCIL

To determine matters where a decision taken by a Committee has been referred to the Council in accordance with the provisions of Procedure Rule 110.

9) CALL-IN OF DECISIONS FROM CABINET MEETINGS DURING THE PERIOD FROM 12 November to 14 December 2018 (INCLUSIVE)

To determine matters where a decision taken by the Cabinet has been referred to Council by the call-in procedure of Scrutiny Panels, as a result of the decision being deemed to be outside the Council's policy framework by the Monitoring Officer or not wholly in accordance with the budget by the Section 151 Officer, in accordance with the provisions of Procedure Rules 206 and 207.

10) REPORT FROM THE CABINET (Pages 5 - 50)

To receive Report No. 236/2018 from the Cabinet on recommendations referred to the Council for determination and to note the Key Decisions taken at its meetings held on 20 November 2018.

11) REPORTS FROM COMMITTEES OF THE COUNCIL

a. To receive reports from Committees on matters which require Council approval because the Committee does not have the delegated authority to act on the Council's behalf.

b. To receive reports from Council Committees on any other matters and to receive questions and answers on any of those reports.

12) REPORTS FROM SCRUTINY COMMISSION / SCRUTINY PANELS

To receive the reports from the Scrutiny Commission / Scrutiny Panels on any matters and to receive questions and answers on any of those reports.

a) <u>Oakham Town Task and Finish Group Final Report</u> <u>(Pages 51 - 148)</u>

To receive Report No. 241/2018

b) **Poverty Review** (Pages 149 - 210)

To receive Report No. 237/2018

13) JOINT ARRANGEMENTS AND EXTERNAL ORGANISATIONS

To receive reports about and receive questions and answers on the business of any joint arrangements or external organisations.

14) NOTICES OF MOTION

To consider any Notices of Motion submitted by Members of the Council in accordance with Procedure Rule 34 in the order in which they are recorded as having been received.

15) LEAVE OF ABSENCE (Pages 211 - 216)

To receive Report No. 238/2018 from the Chief Executive

N.B. The appendix to the report is confidential pursuant to Paragraph 1 of Part 1 of Schedule 12A of the Local Government Act 1972, as it contains Information relating to an individual.

16) EXCLUSION OF THE PUBLIC AND PRESS

Council is recommended to determine whether the public and press be excluded from the meeting in accordance with Section 100(A)(4) of the Local Government Act 1972, as amended, and in accordance with the Access to Information provisions of Procedure Rule 239, as the following item of business is likely to involve the disclosure of exempt information as defined in Paragraph 3 and 4 of Part 1 of Schedule 12A of the Act.

Paragraph 3: Information relating to the financial or business affairs of any particular person (including the authority holding that information).

Paragraph 4: Information relating to any consultations or negotiations, or contemplated consultations or negotiations, in connection with any labour relations matter arising between the authority or a Minister of the Crown and employees of, or office holders under, the authority.

17) SENIOR MANAGEMENT STRUCTURE (Pages 217 - 222)

To receive Report No. 230/2018 from the Chief Executive

18) ANY URGENT BUSINESS

To receive items of urgent business which have been previously notified to the person presiding.

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TO: MEMBERS OF THE COUNCIL
Mr K Bool – Chairman of the Council
Mr J Dale – Vice-Chairman of the Council

Mr R Alderman	Mr I Arnold
Mr G Brown	Mr N Begy
Mr E Baines	Mr O Bird
Ms R Burkitt	Mr B Callaghan
Mr G Conde	Mr W Cross
Mr R Foster	Mrs J Fox
Mr R Gale	Mr O Hemsley
Mr J Lammie	Mr A Lowe
Mr A Mann	Mr M Oxley
Mr C Parsons	Mrs L Stephenson
Miss G Waller	Mr A Walters
Mr D Wilby	

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THE COUNCIL'S STRATEGIC AIMS
Sustainable Growth
Safeguarding
Reaching our Full Potential
Sound Financial and Workforce Planning

Report No: 236/2018
PUBLIC REPORT

COUNCIL

17 December 2018

CABINET RECOMMENDATIONS TO COUNCIL

Report of the Cabinet

Strategic Aim:	All	
Exempt Information	No	
Cabinet Member(s) Responsible:	N/A	
Contact Officer(s):	Natasha Taylor, Governance Manager	01572 720991 ntaylor@rutland.gov.uk
Ward Councillors	N/A	

DECISION RECOMMENDATIONS

1. That Council notes the Key Decisions made by Cabinet since the publication of the agenda for the previous ordinary meeting of the Council on 12 November 2018, as detailed in Appendix A to this report.

2. That Council approves the recommendation from Cabinet:

   a) To keep the Green Waste charge at £35 for 2019/20, reduce the discounted fee to £26 and delegate authority to the Director for Places to set this fee annually subject to the fee not increasing beyond this amount (see appendix 3, para 3.9.3-3.9.4 of Report No. 193/2018)

   b) To fund £85k from prudential borrowing on investigation works to determine future property maintenance requirements on Council owned assets.

   12 November 2018
   Decision No. 438
   Report No. 193/2018
   QUARTER 2 FINANCE MANAGEMENT REPORT
   (Report appended for information - Appendix B & B1)

1 PURPOSE OF THE REPORT

1.1 To consider the recommendations of Cabinet since the publication of the agenda for the previous ordinary meeting of the Council on 12 November 2018.

1.2 To report to Council the Key Decisions made by Cabinet since the publication of the agenda for the previous ordinary meeting of the Council on 12 November 2018, as detailed in Appendix A to this report.

2 BACKGROUND AND MAIN CONSIDERATIONS

2.1 To consider the recommendations of Cabinet since the publication of the agenda for the previous ordinary meeting of the Council on 12 November 2018.

2.2 The Key Decisions Listed in Appendix A have already been taken and can be found in the Cabinet Record of Decisions for the meeting of 20 November 2018.

3 CONSULTATION

3.1 As outlined in Report No. 193/2018.

3.2 Consultation for key decisions is included in the reports for the meetings of Cabinet referred to in Appendix A.

4 ALTERNATIVE OPTIONS

4.1 The only other option would be to not receive the Cabinet's report to Council. However Procedure Rule 246.3 of the Constitution requires the submission of the report.

5 FINANCIAL IMPLICATIONS

5.1 Any financial implications are outlined in Report No. 193/2018, or contained in the reports referred to in Appendix A.

6 LEGAL AND GOVERNANCE CONSIDERATIONS

6.1 As outlined in Report No. 193/2018.

6.2 The Key Decisions listed in Appendix A have already been taken and the record is for Council's information only.

7 EQUALITY IMPACT ASSESSMENT

7.1 As outlined in Report No. 193/2018, or contained in the reports referred to in Appendix A.

8 COMMUNITY SAFETY IMPLICATIONS

8.1 Any Community Safety implications are outlined in Report No. 193/2018, or contained in the reports referred to in Appendix A.

9 HEALTH AND WELLBEING IMPLICATIONS

9.1 Any Health and Wellbeing implications are outlined in Report No. 193/2018, or contained in the reports referred to in Appendix A.

10 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

10.1 That Council notes the report and considers the recommendations from Cabinet in order to ensure the procedure rules in the Constitution are followed.

11 BACKGROUND PAPERS

11.1 Cabinet Record of Decisions: 20 November 2018

12 APPENDICES

12.1 Appendix A - Key Decisions Made by Cabinet since the Previous Ordinary Meeting of the Council.

12.2 Appendix B – Quarter 2 Finance Management Report (Report No. 193/2018)

A Large Print or Braille Version of this Report is available upon request – Contact 01572 722577.

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Appendix A
Report No. 236/2018

Council
17 December 2018

Key decisions made by the Cabinet since the publication of the Agenda for the Meeting of the Council on 12 November 2018. These decisions have already been taken and this record is for Council's information only:

Date	Key Decision No.	Title	Decision
20 November 2018	435	**DIGITAL RUTLAND: LOCAL FULL FIBRE NETWORKS FUNDING BID**	Cabinet: 1) **NOTED** the opportunity to bid for Central Government (DCMS) Local Full Fibre Networks Funding. 2) **APPROVED** commitment of existing revenue budget to further support bid development as outlined. 3) **APPROVED** Council Capital match funding to the bid as outlined in Exempt Appendix A. 4) **DELEGATED** to the Chief Executive in consultation with the Portfolio Holder the authority to sign a Grant Agreement with DCMS subject to a successful bid outcome, project assurance and value for money assessments. 5) **NOTED** that further reports will be brought to Cabinet for approval.
12 November 2018	436	**ENFORCEMENT POLICY – LITTERING FROM VEHICLES**	Cabinet: 1) **APPROVED** the adoption of the Littering from Vehicles Enforcement Policy included in appendix A of the Report. 2) Attributed a value of £150 to the Penalty notice for a contravention of the 'Littering from Vehicles Outside London (Keepers: Civil Penalties) Regulations 2018'

Date	Key Decision No.	Title	Decision
12 November 2018	437	**MID-YEAR TREASURY MANAGEMENT REPORT**	1) Cabinet **NOTED** the contents of the report and Appendix A of report No. 197/2018
12 November 2018	438	**QUARTER 2 FINANCE MANAGEMENT REPORT**	Cabinet: 1) **NOTED** the 2018/19 revenue and capital outturn position as at Quarter 2 (Appendix A, section 1 and section 2) 2) **RECOMMENDED TO COUNCIL** to keep the Green Waste charge at £35 for 2019/20, reduced the discounted fee to £26 and delegated authority to the Director for Places to set this fee annually subject to the fee not increasing beyond this amount (see appendix 3, para 3.9.3-3.9.4) 3) **NOTED** the intention to use the earmarked social care reserve to fund additional Disabled Facilities spending should the existing spending projection hold true. 4) **APPROVED** use of the Winter Care funding of £135k received from Government to meet cost pressures. 5) **RECOMMENDED TO COUNCIL** to fund £85k from prudential borrowing on investigation works to determine future property maintenance requirements on Council owned assets.

Date	Key Decision No.	Title	Decision
12 November 2018	439	**SAFEGUARDING THROUGH EDUCATION**	1) Cabinet **NOTED** the actions and priorities for Safeguarding through Education identified within the report.

Report No: 193/2018
PUBLIC REPORT

CABINET

20 November 2018

QUARTER 2 FINANCIAL MANAGEMENT REPORT

Report of the Director for Resources

Strategic Aim:	Sound Financial Planning	
Key Decision: Yes	Forward Plan Reference: FP/070618	
Exempt Information	No	
Cabinet Member(s) Responsible:	Councillor Gordon Brown, Deputy Leader and Portfolio Holder for Corporate Finance	
Contact Officer(s):	Saverio Della Rocca, Director for Resources	Tel: 01572 758159 sdrocca@rutland.gov.uk
	Andrew Merry, Finance Manager	Tel: 01572 758152 amerry@rutland.gov.uk
Ward Councillors	N/A	

DECISION RECOMMENDATIONS
That Cabinet: a) Notes the 2018/19 revenue and capital outturn position as at Quarter 2 (Appendix A, section 1 and section 2). b) Recommends to Council to keep the Green Waste charge at £35 for 2019/20, reduces the discounted fee to £26 and delegates authority to the Director for Places to set this fee annually subject to the fee not increasing beyond this amount (see Appendix A para 3.9.3 – 3.9.4). c) Notes the intention to use the earmarked social care reserve to fund additional Disabled Facilities spending should the existing spending projection hold true. d) Approves use of the Winter Care funding of £135k received from Government to meet cost pressures. e) Recommends to Council to fund £85k from prudential borrowing on investigation works to determine future property maintenance requirements on Council owned assets.

1 PURPOSE OF THE REPORT

1.1 To inform Cabinet and all members of the full year forecast position as at Quarter 2 for 2018/19 and to alert them to issues that may impact on the Medium Term Financial Plan to enable them to maintain sound financial management of the Council's operations.

1.2 The detailed report is included at Appendix A and gives an update on:

- Revenue Budget (section 1)
- Capital budget (section 2)
- Corporate finance updates (section 3)
- Debts and treasury matters (section 4)

2 BACKGROUND AND MAIN CONSIDERATIONS

2.1 Revenue and Capital position

2.1.1 The Council approved its 2018/19 revenue budget in February 2018. Since the budget was approved, Cabinet has approved further budget changes as detailed in Appendix A (section 1.1).

2.1.2 The Q2 revenue position is that the Council is forecasting a surplus of £267k compared to a budgeted deficit of £89k. This is a positive position in light of the continued financial gap projected by the Medium Term Financial Plan in future years.

2.1.3 The Council's Directorate budgets are just over £1m underspent – much of this relates to demand-led areas (e.g. social care, transport) where need is unpredictable so savings will be held to fund future costs when it materialises. Green Waste income is also higher than expected and will contribute to meeting overheads. As registration for 19/20 will begin shortly, Cabinet is asked to approve no change to the main fee for next year. Details of key movements are included in Appendix A, section 1.3.

2.1.4 Where functional forecasts are projected to be more than £25k over budget, an explanation can be found in Appendix H. There is no request for additional budget in any area at Quarter 2 to enable the Council to keep clear visibility of where pressures exist. Moreover, all overspends can be contained with overall Directorate budgets at present.

2.1.5 The Council has been notified that it will receive £135k of winter pressures funding for adult social care aimed at reducing delayed transfers of care. It is proposed that this funding will be included in the Adult social care budget.

2.1.6 The Council is also investigating future property maintenance requirements on Council owned assets and is asking for £85k from prudential borrowing to find investigation/design works.

2.1.7 The capital budget has changed as per Appendix A, section 2.2 with various small schemes added and the inclusion of the Integrated Transport capital programme as approved by Cabinet.

2.1.8 Capital updates are given in Appendix A, section 2.2.

2.2 Beyond 18/19

2.2.1 The MTFP was updated as part of the budget setting process, then further updated in the outturn report (Report 83/2018). It is being updated again and will be presented at Budget Setting. The gap for 20/21 could be between £1m - £2m

2.2.2 In Appendix A, section 3 various updates are given on matters that could impact our financial future. In brief:

- Social Care: Green paper still awaited;
- Fairer Funding - work in progress but impact for Council will not be known for 12 months but additional funding not expected;
- New Homes Bonus funding – will be less in 19/20 than expected but more in years after due to timing of house building and occupation of properties;
- Business rates retention – work in progress and implications not known. Further consultation expected;
- Local Government Finance Settlement – response submitted and awaiting Government view. It is possible that funding we anticipated losing may be retained.

3 CONSULTATION

3.1 Formal consultation is not required for any decisions being sought in this report. Internal consultation has been undertaken with officers to assess the impact of the forecast on the budget in future years.

4 ALTERNATIVE OPTIONS

4.1 Cabinet are requested to approve the use of winter pressures funding. Cabinet can choose to reject this request but this is not advised as the Council will be required to report on how funding has been spent.

4.2 The Council is also investigating future property maintenance requirements on Council owned assets and is asking for £85k from prudential borrowing to find investigation/design works. Cabinet could choose to use reserves to fund this work.

5 FINANCIAL IMPLICATIONS

5.1 The report highlights the impact of the forecast on the MTFP. General Fund balances will increase by c£0.267m compared to the decrease of £0.089m budgeted for if all recommendations are approved.

6 LEGAL AND GOVERNANCE CONSIDERATIONS

6.1 Where Directors wish to increase a functional budget by over £100k OR they anticipate that the overall Directorate budget is likely to be overspent (there is no de-minimis level) they must seek approval in advance from Cabinet or Council for a virement to cover any increase.

6.2 There is one function, Waste Management, within the Places Directorate that falls into this category but no specific request has been made because this can be contained within the overall Directorate budget.

6.3 There are no other legal implications arising from this report.

7 DATA PROTECTION IMPLICATIONS

7.1 A Data Protection Impact Assessment (DPIA) has not been completed because there are no service, policy or organisational changes being proposed.

8 EQUALITY IMPACT ASSESSMENT

8.1 An Equality Impact Assessment (EqIA) has not been completed because there are no service, policy or organisational changes being proposed.

9 COMMUNITY SAFETY IMPLICATIONS

9.1 There are no community safety implications.

10 HEALTH AND WELLBEING IMPLICATIONS

10.1 There are no health and wellbeing implications.

11 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

11.1 The Q2 position is broadly as expected and is positive in light of the Medium Term financial outlook.

12 BACKGROUND PAPERS

12.1 None

13 APPENDICES

Appendix A: Q2 Budget Report
Appendix B: Approved Budget Changes
Appendix C: Reconciliation of Directorate Budgets
Appendix D: Virements
Appendix E: People Directorate
Appendix F: Places Directorate

Appendix G: Resources Directorate
Appendix H: Adverse Variances over £25k
Appendix I: Detailed Capital Programme

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Appendix A. Q2 Budget Report 2018/19

1 REVENUE MONITORING

1.1 The Budget – what is the current budget?

1.1.1 The current budget is that approved by Council/Cabinet as shown in the Quarter 1 Financial Management Report on 21st August 2018 (report No. 135/2018) and subsequently amended following changes made by Cabinet/Council as set out in Appendix B and summarised in the table below.

Reconciliation of approved budget to current budget	**£000**	**£000**
Approved Net Cost of Services (135/2018)		**37,679**
Changes already approved (as listed in Appendix B) (£37,679k to £37,947k)		268
Changes in this quarter for approval by Cabinet/Council (as listed in Appendix B)		140
Current Net Cost of Services		**38,087**
Approved (Surplus)/Deficit (147/2017)	**139**	
Changes in this quarter – grant income	(50)	
Current (Surplus)/Deficit	**89**	

1.2 Overall Position – are we on track to achieve budget?

1.2.1 The table in para 1.2.2 sets out the Council's forecast revenue outturn for 31 March 2019 as at the end of September (Quarter 2). The Q2 revenue position is that the Council is forecasting a surplus of £267k compared to a budgeted deficit of £89k. The Council is in overall terms £356k under budget, a change of £251k since Q1.

1.2.2 The Revenue budget position at Q2 is as follows:

	Ref	Budget (Report 135/2018) £000	Revised Budget £000	Q1 Forecast Outturn £000	Q2 Forecast Outturn £000	Latest Forecast Year End Variance £000
People		18,284	18,687	17,454	18,129	(558)
Places		12,269	12,313	12,118	12,257	(56)
Resources		6,921	6,882	6,717	6,485	(397)
Directorate Totals	A,B,C	**37,474**	**37,882**	**36,289**	**36,871**	**(1,011)**
Pay Inflation		21	21	0	0	(21)
Social Care Contingency		184	184	0	0	(184)
Net Cost of Services		**37,679**	**38,087**	**36,289**	**36,871**	**(1,216)**
Appropriations		(2,241)	(2,241)	(2,241)	(2,241)	0
Capital Financing		1,644	1,644	1,644	1,644	0
Interest Receivable	D	(210)	(210)	(240)	(240)	(30)
Net Operating Expenditure		**36,872**	**37,280**	**35,452**	**36,034**	**(1,246)**
Financing		(34,610)	(34,795)	(34,615)	(34,800)	(5)
Transfers to/(from) reserves	A,E,F	(2,123)	(2,421)	(853)	(1,526)	895
Revenue Contribution to Capital	E	0	25	0	25	0
(Surplus)/Deficit	**A**	**139**	**89**	**(16)**	**(267)**	**(356)**
General Fund 1 April 2018		**(8,978)**	**(8,978)**	**(8,978)**	**(8,978)**	**0**
General Fund 31 March 2019		**(8,839)**	**(8,889)**	**(8,994)**	**(9,245)**	**(356)**

1.2.3 The key points to note are:

A The budget has been changed to reflect the additional use of earmarked reserves and the receipt of additional grant funding as detailed in Appendices B and C. The main change is the use of £268k of Better Care Fund reserve as approved by the Partnership Board. Confirmation of school improvement grant funding of £50k (assumed to be £0 in the approved budget) serves to reduce the current budget deficit;

B At Directorate level, the net position is an under spend of just over £1m which is only £174k different to Q1. The key underspends relate to lower needs in children's services, transport and financial support; ring fenced budgets (public health and BCF); and resources underspends from staffing and ROPE.

C There are 7 functional areas where forecast overspends are more than £25k over budget. As highlighted at Q1, the main emerging pressure that could impact beyond 2018/19 relates to waste management. Details are given in para 1.3.6

D Income received on investments has continued to be better than predicted and it is anticipated that this will be over achieved by £30k.

E The Chief Executive has approved the use of £25k from the Invest to Save reserve to fund capital works for the King Centre Phase 2B (see para 2.2.1).

F At Q1 it was proposed to transfer any underspends in demand led areas to reserves as the Medium Term Financial Plan shows anticipated growth requirements in these services. The underspends reported at Q2 are £622k (including the social care contingency)

1.3 Directorate spend – what's the latest position at directorate level?

1.3.1 A full analysis of Directorate performance in respect of each function is provided in the accompanying Budget Excel file which is available on the Council website at:

http://www.rutland.gov.uk/council_and_democracy/council_budgets_and_spending.aspx

People Directorate

1.3.2 The People Directorate is forecast to be £558k under budget. The forecast variance is £272k less than the £830k variance estimated at Q1.

1.3.3 Within the Directorate forecast there are some significant over and under spends as follows:

(i) An underspend on the Better Care Fund of £115k (a slight increase of £5k on Q1). The Better Care Fund is a ringfenced grant and any under spend will be transferred to reserves at year end for use in future years. The forecast under spend is due to delays in the start of some schemes;

(ii) Directorate Management costs are forecast to be underspent by £45k due to staff vacancies;

(iii) The underspend on Adult Social Care of £46k is a decrease on that estimated at Q1 of £295k. This is mainly due to an increase in spend on Residential and Nursing (£297k) as a result of additional high cost placements in both Older People and Learning Disabilities along with a reduction in income from the loss of nine substantial contributors;

(iv) The Learning and Skills forecast underspend has increased by £39k from that reported at Q1. The underspend is as a result of staff vacancies; and

(v) The Childrens services forecast underspend is £311k mainly as a result of reductions in requirements for Fostering services as children have been able to return home and an expensive care package for Children with Disabilities which is no longer required.

Resources Directorate

1.3.4 The Resources Directorate is forecasting to be £397k under budget. A movement of £193k from the £204k estimated at Q1.

1.3.5 The main underspends are as follows:

- All expenditure on the ROPE project continues to be funded from external sources (grant, MOD) other than c£20k for work needed to access LEP growth funding. This leaves an £80k underspend on ROPE. At Q1, the ROPE budget was forecast to be spent in full;

- There is a £40k under spend on the HR policy budget (this is likely to be reduced next year);

- There are some savings on the Apprenticeship Levy (£22k – the levy reduces when staff costs are lower through vacancies) and Pension costs (£15k);

- Business support is underspent by £63k through staff savings including amalgamation of two posts following departure of the Business Support Manager;

- There are vacancy savings in Revenues and Benefits of c70k (this has increased since Q1 and will lead to a reduction in the team of 1 FTE in 19/20);

- There is one management team post currently vacant which will not be replaced in the near future giving a c£66k saving. The Q1 forecast assumed the post would be filled which is now not the case;

- The only area where there is potential overspend (currently estimated at £50k) is Legal. This budget is unpredictable and costs associated with additional local planning advice and tribunal claims may cause a pressure. Delivery of legal services has been under review and we have agreed to employ a Solicitor from the budget set aside for Peterborough. This post is expected to better manage the Peterborough contract to keep costs low, improve service responsiveness and deliver additional legal advice in house.

Places Directorate

1.3.6 Whilst in overall terms, the Places Directorate is under budget by £56k, the carry forward of underspends from some functions into the next financial year of £170k results in an actual overspend of £114k. The key movements in forecast are as follows:

(i) Waste Management overspend of £138k has not changed since reported at Q1, and is due to waste disposal costs for disposals of paint and other chemicals plus a fall in market price of recyclables in mixed paper and cardboards;

(ii) Commercial Properties £53k overspend (as reported at Q1), is due to loss of income as a result of a number of void properties at Oakham Enterprise Park;

(iii) Development control is currently forecasting a loss of Planning Application income £43k against budget based on the number and complexity of planning applications received to date;

(iv) There has been an increase of £55k in the underspend on Commissioned Transport (now £99k) due to reduced demand;

(v) Surpluses in Planning Policy are mainly due to vacancy management and costs incurred in respect of the production of the Local Plan rolling over into the following financial year;

(vi) The Directorate Management forecast underspend has reduced since that reported at Q1 by £25k. The Directorate Management budget included £123k for the Places Directorate restructure and at Q1 was not forecast to be spent this financial year. Since Q1 costs have been incurred for recruiting to a new Deputy Director post.

Dedicated Schools Grant (DSG)

1.3.7 The Dedicated Schools Grant as a whole is forecast to be over spent by £275k, this is an increase on that forecast at Q1 of £29k. The reasons for the over spends are detailed below.

1.3.8 The High Needs budget is showing a forecast overspend of £215k – any over spend is recovered from Schools in future years. This forecast is based on the pupils currently in the system with an EHC plan and an identified placement with costs. It does not include the outstanding EHC assessments for pupils where the outcome of the assessment is not yet known. At Q2, there are 10 outstanding assessments including 2 new requests received in July. A low cost estimate for these 10 cases (based on a cost of £8.5k per child) is £85k of additional cost.

1.3.9 The Early Years Block is forecast to be overspent by £27k for the financial year. The overspend is due to the numbers of 2 year olds being claimed for being higher than the numbers recorded on the January Census.

1.4 High Risk/Pressure Areas

1.4.1 Whilst many forecasts can change quickly particularly those in demand-led areas (children's and adult social care, fostering and adoption, homelessness for example), the position at Quarter 2 is as follows:

Directorate	Within budget?	Ceilings>25k overspent?		Ceilings>£25k underspent?		Requests for budget changes?
		Q1	Q2	Q1	Q2	
Places	Yes	2	4	4*	3*	No
Resources	Yes	1	0	5*	4*	No
People	Yes	2**	3**	9*	9*	No

***Note:** Only underspends included where Directorates are not currently proposing to carry forward unused budget to next year

** In the People Directorate, individual functions (e.g Direct Payments) may be overspent with corresponding underspends elsewhere as part of the strategy to manage needs within overall Adult Social Care budget.

1.4.2 Where functional forecasts are projected to be more than £25k over budget (listed in the table below) a detailed explanation of the current position is included in Appendix H.

Function	Amount Overspent	Further Detail Appendix H
Peoples		
ASC Community Inclusion	£28,000	H1
ASC Direct Payments	£73,000	H2
ASC Residential & Nursing	£36,000	H3
Places		
Waste Management	£138,000	H4
Commercial Properties	£52,000	H5
Development Control	£47,000	H6

2 CAPITAL PROGRAMME

2.1 Overall Programme – are we on track to achieve our approved capital budget?

2.1.1 The following table sets out the position against the Capital Programme as at the end of September 2018, including the total approved project budget, estimated outturn to the end of the projects and variances against budget.

	Total Project Budget	Prior Years Outturn (A)	Estimated Future Outturn (B)	Total Project Outturn (A+B)	Total Project Variance
	£000	**£000**	**£000**	**£000**	**£000**
Approved Projects					
Commercialisation	13,096	6	13,090	13,097	1
Asset Management Requirement	7,512	525	6,987	7,512	0
Strategic Aims and Priorities	7,644	4,412	3,332	7,744	100
Total	**28,252**	**4,943**	**23,409**	**28,353**	**101**
Financed By:					
Grant	(12,208)	(3,558)	(8,650)	(12,208)	0
Prudential Borrowing	(13,279)	(582)	(12,697)	(13,279)	0
Capital Receipts	(1,632)	(143)	(1,488)	(1,632)	0
Revenue Contributions	(299)	(274)	(25)	(299)	0
Developers Contributions	(834)	(386)	(448)	(834)	0
Additional Revenue Contribution (Para 2.3.2)	0	0	(101)	(101)	(101)
Total Financing	**(28,252)**	**(4,943)**	**(23,409)**	**(28,353)**	**(101)**

2.2 Approved programme – Are there changes to the approved programme?

2.2.1 The approved capital programme was £27.415m as per the 2018/19 Quarter 1 Budget Monitoring Report (Report No: 135/2018). The net change to the capital programme is £837k, therefore giving a revised capital programme of £28.252m

	Project	Amount £000	Amount £000
Approved Capital Programme (Q1 Budget Monitoring Report: 135/2018)			**27,415**
Approvals Since Q1			
Strategic Aims & Priorities	Devolved Formula Capital – Increase on Estimated Funding (Ring Fenced)	9	
Strategic Aims & Priorities	S106 – Third party payment – Oakham Scout Group (Delegated approval)	12	
Strategic Aims & Priorities	S106 – Third party Payment – Great Casterton School (Delegated approval)	43	
Asset Management Requirements	Integrated Transport (Report No: 141/2018)	760	
Commercialisation	The King Centre, Greetham and Cottesmore Labs, Phase 2b (Delegated Approval)	25	
Total Approvals Since Q1			**849**
Re-profiling (see 2.3.5)			
Asset Management Requirements	ITB – Accident Cluster Site, Wireless Hill (Replaced with Report No 141/2018)	(14)	
Asset Management Requirements	ITB – Traffic Calming, Cottesmore (Replaced with Report No 141/2018)	(81)	
Asset Management Requirements	ITB – Safety Scheme, A1621 South Luffenham (Replaced with Report No 141/2018)	(2)	
Total Re-profiling			**(97)**
New Capital Programme – Requesting Approval			
Asset Management Requirements	Future Maintenance Requirements	85	
Total New Capital Programme – Requesting Approval			**85**
Total Adjustments to Capital Programme			**837**
Revised Capital Programme 2018/19			**28,252**

2.2.2 Appendix I includes a detailed breakdown of the capital projects and current forecast and a full list of additions and withdrawals.

2.3 Project progress – What is the current progress on major capital projects?

2.3.1 Highways (Report 16/2018) - Currently no delays are expected on any of the highways capital projects.

2.3.2 Disabled Facilities Grant - In October 2017 the Council introduced the Health and Prevention Grant Pilot, to support disabled and vulnerable clients to live independently and reduce the need for acute care. In 2017/18 the new scheme allowed the council to make additional revenue savings held t in the ASC reserve to support additional demand. The temporary demand is currently forecast at around £100k funding for this will come from either the Adult Social Care Reserve or Winter pressures funding (Council has received c£135k). Demand has been inflated at the start of the pilot as service users who would not qualify for support under DFG applications have been targeted, since April 2018 the average number of HAPs application has reduced to an average of 2 per month compared with 8 at the start of the pilot. It is anticipated that the pilot will support the Medium Term Financial Plan with the predicted growth requirements within Adult Social Care, along with future revenue savings.

2.3.3 Oakham Enterprise Park Phase 2a - A feasibility study for the project has been submitted by Gleeds. Further updates on the future of the project are expected in the coming months.

2.3.4 St Georges Barracks Officers Mess - Initial site valuation and feasibility studies are expected to be completed in 2018/19. All remaining works will be completed in future years if the scheme proceeds.

2.3.5 Integrated Transport Block (141/2018) - A new capital allocation of £760k was approved in September 2018. Various schemes shown separately in the existing capital programme are included in this figure.

2.3.6 Future maintenance requirements – the Council is required to fund investigation of future maintenance requirements for its assets e.g. Catmose. An amount of £85k is sought to fund this initial work.

2.4 Unallocated funding – what are we holding?

2.4.1 Currently the Council is holding capital funds that have not yet been committed to a project. A breakdown of the funds held is shown in the table below.

Uncommitted Funding Held	**Opening Balance 2018/19**	**Grant Awarded**	**Capital Financing 2018/19**	**Uncommitted Funding**
	£000	**£000**	**£000**	**£000**
Adult Social Care	(255)	0	0	(255)
Basic Needs	(3,072)	0	3,072	0
Capital Maintenance	(1,130)	(192)	440	(881)
Highways	(1,974)	(2,274)	3,369	(879)
Schools Targeted Capital	(149)	(211)	359	0
Miscellaneous	0	(808)	766	(42)
Total				**(2,028)**
Developer Contributions	(3,045)	(977)	248	(3,774)
Oakham North Agreement	(2,290)	(551)	200	(2,641)
Capital Receipts	(1,215)	(273)	1,488	0
Total Uncommitted Funding Available				**(8,443)**

3 CORPORATE FINANCE UPDATES

3.1 MTFP – what changes have there been since the budget was approved?

3.1.1 The MTFP presents a position based on various assumptions and estimates about variables that are predominantly outside the control of the Council. The Council's experience is that these can change over time and sometimes quite significantly. The MTFP is updated regularly to take account of government decisions, ministerial announcements and other information which means that assumptions need to be revisited.

3.1.2 The MTFP was updated as part of the outturn in May 2018 (83/2018). The Finance team are working to revisit all MTFP assumptions. In particular the following assumptions are being considered:

- Housing growth (linked to the Local Plan) and impact on council tax but also revenue costs;
- Government funding;
- Business Rates retention and funding of some grants into Business Rates;
- Council tax income projections;
- New Homes Bonus; and
- Service growth and demand for social care.

3.1.3 Various models have been derived, all of which indicate that the Council could have a financial gap of between £500k - £2.5m over the next few years. The MTFP will be presented at budget setting.

3.2 Social care: Green Paper

3.2.1 In May 2018, we set out the scope of the Green Paper into Social Care. A Department of Health and Social Care spokesperson has confirmed that in the autumn (the original plan was to publish in the summer) the plans to reform adult social care will be announced alongside the long-term plan for the NHS, so the challenge of our growing ageing population can be addressed.

3.2.2 At a hearing of the economic affairs committee in the House of Lords on Tuesday (11 September), the Chancellor of the Exchequer Phillip Hammond said the green paper would set out several proposals to reflect different ways of delivering and funding the gap. The Council will continue to monitor the position to assess the impact.

3.3 Local Government Finance Settlement Consultation

3.3.1 The Government issued the 2019/20 Local Government Finance Settlement consultation paper in July 2018. The headlines from this paper and the likely impact are considered below:

- The four-year settlement offer is confirmed for 2019/20. For those authorities who did not accept the offer (Rutland did accept it), there is still the outside chance that changes could be made to their funding. The 4-year offer included:

  a) Revenue Support Grant;

  b) Business rates tariff and top-up payments;

  c) Rural Services Delivery Grant; and

  d) Transition Grant (this grant was only payable in 2016/17 and 2017/18).

- A final round of adjustments will be made to top-ups and tariffs in 2019/20 in respect of the 2017 revaluation. There will be no change in methodology from that used to adjust top-ups and tariffs in 2017/18 and 2018/19.

- MHCLG reminds us that the national baseline for New Home Bonus might be increased from 0.4% in 2019-20. Where the baseline is set in 2019/20 will depend entirely on actual housing growth (CTB1 October 2018). However, if growth remains the same as it was in the 2017 CTB1, then the national baseline ought to remain at 0.4%. Any increase in the baseline will cause a financial loss to the Council.

- There are no changes to the limits on council tax increases in 2019-20, although they are still subject to confirmation in the provisional settlement.

- Options for dealing with 'negative' RSG are set out in the paper. The Council has 'negative' RSG so will effectively pay £950k to Government from its government funding. One of the options being looked at is to simply not to make the tariff adjustments that are required for negative RSG to take effect. This would be a big boost to Council funding should it materialise.

3.4 Fair Funding

3.4.1 The fair funding review will set new baseline funding allocations for local authorities by delivering an up-to-date assessment of their relative needs and resources, using the best available evidence.

3.4.2 The fair funding review comprise three elements:

- Needs assessment - this will focus on how the structure of the needs assessment will take shape, including its approach to the Foundation Formula and service specific formulas.

- Relative resources - on implementation, a local authority's share of the quantum available for redistribution at Local Government Finance Settlements (LGFS) will depend on an assessment of: a. its relative funding need to deliver public services; b. as well as its local revenue raising capacity to meet these costs - or relative resources; c. any requirement for fixed-term transitional adjustments. The latest view is that the relative resources assessment will focus on council tax rather than other income. It will also use 'notional' rather than actual council tax. This is likely to work against those councils who have not increased council tax and favour Rutland.

- Transitional arrangements - how the move to a new model of funding will be managed.

3.4.3 The Government first consultation closed at the end of March 2018 and as yet there has been no response although updates from the working group confirm that the focus is on the distribution of funding not the amount of funding needed.

3.4.4 The timetable for the review indicates further consultation will take place later this year and an initial view of allocations will not be made until September/October 2019.

3.5 Business rates retention

3.5.1 There appears to be a growing consensus across local government and with MHCLG officials that the current Business Rate Retention System (BRRS) is too complicated and transfers too much risk to local government. Two local Councils have co-authored a paper on a potential design for a simplified system to deliver the following objectives:

- Operate within the existing primary legislation. There will not be an opportunity to change the current system through legislation before 2020. Primary legislation currently requires there to be tariffs and top-ups set for each local authority.

- Ensure that the system remains "localised" and that the proceeds from the system are funding local services.

- Rewards growth in business rates.

- Continues to support the devolution agenda and the agreements that have been reached about the use and control of business rates income within devolution agreements.

3.5.2 The proposal in the paper is essentially that an authority's Business Rate Baseline (BRB) will be set each year so that it matches its business rate income. There will be no above-baseline growth, and no losses either. Each authority will receive a top-up or tariff calculated using this annually updated BRB. It means that the income each authority retains from the BRRS will equal its Baseline Funding Level (BFL). The practicalities of this proposal are:

- A provisional business rate baseline (and therefore top-up or tariff) will be determined based on each authority's NNDR1.
- The NNDR1 will be submitted earlier than is currently the case (possibly September rather the end of January) so that the revised top-ups and tariffs can be published in the provisional settlement.
- Following the publication of the NNDR3 for each financial year, the top-up or tariff will be adjusted to take into account the outturn (i.e. collection fund surplus or deficit).
- Each authority would have an SFA allocation that is determined by the Fair Funding Review. The SFA would be used to determine the BFL for each authority, and would remain unchanged for, say, 5 years or until there is another funding review.
- There would be no requirement to apply indexation to the top-ups or tariffs (or BFL or BRB) because they would be set each year with reference to budgeted or actual business rates income.

3.5.3 This approach would suit Rutland and protect the Council from losses on appeals etc. It would also mean that growth proceeds would be shared amongst all authorities not just in the area where it was generated.

3.5.4 Future consultation is likely early next year.

3.6 New Homes Bonus – latest position?

3.6.1 The NHB is a scheme aimed at encouraging local authorities to grant planning permission for the building of new houses, in return for additional revenue. It is based on the net increase in the number of dwellings (additions less demolitions), with extra bonus for affordable homes, empty homes brought back into use and local authority owned and managed gypsy site pitches. Each additional property attracts a grant equivalent to the national average council tax for that Band (approx. £1,590 for a Band D property). An additional £350 is received for each affordable home.

3.6.2 In terms of latest performance, the NHB allocation for 2019/20 is based on performance achieved between October 2017 and September 2018.

New Homes Bonus (Council Tax Band)	Start position CTB1 Oct 2017	Actual CTB1 Oct 2018	Movement from base
A	1,596	1,644	48
B	4,574	4,654	80
C	3,115	3,176	61
D	2,489	2,497	8
E	2,286	2,311	25
F	1,616	1,634	18
G	1,261	1,274	13
H	149	150	1
Properties	***17,086***	***17,340***	***254***
Empty Homes	127	183	(56)
Movement			198

3.6.3 The target in the MTFP was a movement in base of 252 properties which would have contributed £291,850. The 198 properties the base has moved will contribute £192,740.

3.6.4 The growth in new properties of 254 is broadly in line with the target in the MTFP of 252. NHB is paid on the number of band D equivalent properties; when the growth is converted to band D equivalents NHB will be received for 237 properties. This is due to a conversion rate of 93% as there are more properties built at below band D (189 of the 254 properties are band A to band C)

3.6.5 The overall underperformance can be attributed to an increase in the number of empty homes of 56. Empty homes are classified as properties being empty for more than 6 months, an increase in the number of empty homes reduces the amount of NHB paid.

3.6.6 Empty homes have historically been around 180, the number of empty homes was lower than usual in October 2017 as 36 long empty properties at Beckworth Court were demolished. Also there are currently 27 new builds at 3 sites where the properties have been completed by the builder but they are not yet occupied.

3.6.7 The long term MTFP position will be updated as part of the budget setting process.

3.7 School Funding – what changes are emerging?

3.7.1 The Government has announced indicative allocations for the Schools, High Needs and Central Schools Services blocks for 2019/20.

3.7.2 The indicative budget allocation for the schools block for 2019/20 is £23.057m compared to 2018/19 of £22.969m (an increase of £0.088m) equating to an increase of 0.4%. This figure is calculated using the October 2017 census data. The National Funding Formula sets the Primary and Secondary units of funding for each authority based on last years census data and these will be used to calculate the funding received by the authority for 2019/20.

3.7.3 The indicative allocation for high needs for 2019/20 is £3.733m compared to 2018/19 of £3.690m (an increase of £0.04m) equating to an increase of 1.1%. This funding has been adjusted for the latest information on the numbers of pupils being imported/exported and changes in these numbers will impact the level of funding received by the authority.

3.7.4 The current level of spending on high needs is £3.856m in 2018/19 and therefore the allocation for 2019/20 is likely to be insufficient to cover costs next year. The authority has the opportunity to again transfer up to 0.5% of the school block (approximately £0.115m) to the high needs block for one year. If agreed, this transfer is for one year only and will automatically transfer back to the schools block the following year

3.7.5 Local Authorities can also apply to the Secretary of State for a disapplication of the funding formula to allow a greater than 0.5% transfer between the blocks. However, whilst we are still working on local arrangements, we do not believe this is an appropriate action.

3.7.6 The provisional allocation for the Central Schools Services block (CSSB) is £0.161m for 2019/20 compared to £0.163m in 2018/19 (a reduction of £2k) equating to a 1.2% reduction in funding.

3.7.7 The CSSB pays for the following services:

- Admissions Service
- Nationally agreed copyright licence fees
- The Local Authorities Statutory responsibilities (previously covered by the Education Services Grant)

3.7.8 There has not been an announcement on the Early Years allocations for 2019/20. This is not anticipated until December.

3.8 Business Rates Forecast – what is the latest position?

3.8.1 The Council's budgeted position on Business Rates is £4.763m. The amount of rates budgeted comprises actual rates retained net of the levy (£151k, payable because the Council has achieved an actual outturn above its baseline) and tariff (£1.012m). The rates retained figure also includes compensation from DCLG (in the form of section 31 grants) for rates foregone due (c£387k) for implementation of Government policy e.g. small business rate relief.

3.8.2 The current position is showing that we would be in a surplus position for Income we will receive in 2018/19 of £150k. The main reason for the surplus is that we are receiving additional s31 grants than budgeted.

3.8.3 The MTFP has not been adjusted for this position because it is too early to assess the impact on 19/20 as overall rates retained will depend on perspective for growth, potential for appeals next year and eligible discounts. The position for 2018/19 has not been adjusted as any surplus will reduce the drawdown from the Business Rates earmarked reserve.

3.9 Other updates

3.9.1 **Collection Fund** - Council Tax represents 60% of the total income the Council receives, and even slight fluctuations can have a significant impact on the General Fund balance. For that reason the position on Council Tax is monitored closely. There are a variety of movements that can affect the Council Tax Collection Fund Balance, including additional Council Tax Support claims; fluctuations in the council tax base (e.g. number of properties the Council bills); and write offs.

3.9.2 The current deficit is c£25k which would be paid in 2019/20. This deficit has arisen due to the Valuation Office Agency (VOA) re-banding a whole street of 15 properties from Band B to Band A properties, with back dating (7 years). The current deficit is not included in the current MTFP as we expect this position to improve during the remainder of the year due to expected housing growth.

3.9.3 **Fees and charges: Green Waste** - The Green Waste service is on target to break even this year. With income projections higher than expected at £408k, both direct and indirect costs of providing the service are likely to be covered. The Revenue Account cost centre shows a forecast of £100,000 which covers the payback to the Invest to Save Reserve of £26,000 and general overheads and management costs which are shown elsewhere.

3.9.4 Given the current position, it is proposed that the Green Waste charge remains the same for 2019/20 at £35.00 and that no inflationary increase is applied. As promotion for the Scheme begins early in Quarter 3, Cabinet is being asked to recommend that Council set the fee at this level at the earliest possible opportunity. Reducing the discounted Green Waste charge for those in receipt of local Council Tax support to £26.00, instead of the current £26.25 is largely a tidying up exercise. This will also facilitate such subscriptions being able to be paid in two instalments, where individual circumstances may cause difficulties. In 2018/19, there were less than 100 bin subscriptions in total with Local Council Tax Support.

3.9.5 **LEADER funding** – In July, Cabinet agreed to use Council finances to support community organisations that had successfully applied for LEADER grant funding but required assistance in bridging the period between confirmation of grant award and completion of the works being funded. Two projects have been given Council support subject to them securing LEADER funding (the LEADER programme is now closed for applications):

- The restoration and maintenance of Clipsham Yew Tree Avenue.
- Reordering of St Peter's Church, Barrowden

4 FINANCIAL PERFORMANCE

4.1 Debtors – are we recovering our debts?

4.1.1 The Council's aged debt position shows an increase in debts outstanding from the previous quarter. The main reason for the increase is down to an increase in debt with East Leicestershire and Rutland CCG. See 4.1.2 for further details.

Aged debt	**Q1 £000**	**Q2 £000**
0-30 days	845	679
31-60 days	449	259
61-90 days	73	356
> 91 days	347	510
Deferred Payments	53	125
Total	**1,767**	**1,929**
By Directorate		
Corporate	671	562
People	625	801
Places	440	551
Resources	31	15
Total	**1,767**	**1,929**
By Recovery Rating		
Red	70	80
Amber	330	555
Green	1,367	1,294
Total	**1,767**	**1,929**

4.1.2 East Leicestershire and Rutland CCG has debt outstanding with the Council of £652k. Over the last 2 years we have been working closely with the CCG to reduce the oldest outstanding debt which is highlighted by the reduction of debt over 6 months old by £48k from last year. Of the £273k debt bought forward from last year £128k has been collected to date.

4.1.3 A meeting was held recently with the CCG where a new process has been agreed which will expedite the payment of invoices and work towards clearing the debt. An update on the impact of this new process will be provided at Q3.

4.2 Investment Income – is our return on investments as expected?

4.2.1 In the second quarter, the Council's average interest rate received on investments has been 0.75% on an average investment balance of £35,747k, which is an increase from the 0.66% in 2017/18. The increase is due to interest rates improving following the increase of the Bank Rate on 2 August 2018 from 0.50% to 0.75%.

4.2.2 Although the achieved is above what we achieved last year, the rate is below the 6 month LIBOR interest rate - the average interest rate at which a selection of banks in London are prepared to lend to one another in British pounds with a maturity of 6 months – of 0.90%.

4.2.3 The Council's average interest rate achieved is below LIBOR due to the rate rise in August being unexpected. All information suggested a rate rise was expected in November and the Council's investment strategy was geared towards this. The Council is outperforming budget by c£30k with the rate of return in line with other councils performance.

4.2.4 The table below shows our current investments as at 30 September 2018.

Investment Number	**Amount Invested**	**Interest Rate**	**Date Invested**	**Maturity Date**	**Number of Days**
Banks - UK					
1	1,000,000	0.75%	27-Apr-18	29-Oct-18	185
2	2,000,000	0.70%	15-May-18	15-Nov-18	184
3	2,000,000	1.21%	29-Mar-18	28-Mar-19	364
4	3,000,000	1.01%	05-Jun-18	04-Jun-19	364
5	1,000,000	1.05%	28-Jun-18	27-Jun-19	364
6	2,000,000	1.25%	06-Sep-18	05-Sep-19	364
7	3,603,103	0.65%	Instant Access		
Building Societies					
8	1,000,000	0.73%	03-Apr-18	03-Oct-18	183
9	1,000,000	0.82%	12-Apr-18	12-Oct-18	183
10	1,000,000	0.81%	27-Apr-18	29-Oct-18	185
11	3,000,000	0.71%	08-May-18	08-Nov-18	184
12	1,000,000	0.70%	19-Jun-18	18-Dec-18	182
13	1,000,000	0.78%	04-Jul-18	04-Jan-19	184
14	2,000,000	0.80%	08-Aug-18	08-Feb-19	184
Local Authorities					
15	5,000,000	0.85%	17-Apr-18	17-Oct-18	183
16	5,000,000	0.70%	19-Apr-18	19-Oct-18	183
Total	**34,603,103**				

Appendix B. Approved Budget Changes

This Appendix shows changes to the budget. In accordance with FPR's, Cabinet can approve virements in any functional budget of up to £250k in any one year to a cumulative value of £500k across all functions. Changes above £500k must be approved by Council on a recommendation from Cabinet. For the purposes of the rules, Cabinet is allowed to use earmarked reserves (approved by Council) in an unlimited way as long as they are used for their intended purpose and is allowed to carry forward unused budget from one period to the next so use of these reserves are not counted against the delegated limit for functional budget changes and are therefore shown separately (Cabinet Other).

Description	Source of Funding	Net Cost of Services £000	Capital Financing £000	Funding £000	Transfer to/(from) Reserves £000	Spend on Capital £'000	(Surplus)/ Deficit £000	Cabinet* £500k Limit £000	Cabinet Other £000	Council £000	Ch Exec. s151 Officer £000
Changes already made											
Approved Budget (43/2018)		**36,644**	**(807)**	**(34,542)**	**(1,215)**	**0**	**80**				
Approved Budget at Q1 (135/2018)		**37,679**	**(807)**	**(34,610)**	**(2,123)**	**0**	**139**	**0**	**1,211**	**0**	**100**
Better Care Fund **(i)**	ER	268			(268)		0		268		
The King Centre Phase 2B **(ii)**	ER				(25)	25	0				25
Approved Budget at Q2		**37,947**	**(807)**	**(34,610)**	**(2,416)**	**25**	**139**	**0**	**1,479**	**0**	**125**
Changes awaiting approval											
Sustainable Drainage **(iii)**	ER	5			(5)		0		5		
Winter pressures funding **(iv)**		135		(135)			0	135			
School improvement grant **(v)**				(50)			(50)				50
Approved Budget at Q2		**38,087**	**(807)**	**(34,795)**	**(2,421)**	**25**	**89**	**135**	**1,484**	**0**	**175**

(i) The Partnership Board have approved the use of £268k of returned funding to increase the BCF programme in 2018/19.
(ii) The commercial property board approved the conversion and subdivision to two suites to let to commercial tenants to generate additional income
(iii) Funding to cover works associated with Rutland Flood Risk Management plan undertaken by Peterborough City Council.
(iv) Winter pressures funding received targeted at reducing delayed transfers of care
(v) School improvement grant funding confirmed

Appendix C. Reconciliation of Directorate budgets

This Appendix shows the changes to individual Directorate budgets and in accordance with Financial Procedure Rules identifies movement of budgets between directorates.

	Approved Budget 2018/19 £'000	**Budget at Q1 2018/19 £000**	**Better Care Fund £000 (i)**	**Coroner £000 (ii)**	**Sustainable Drainage £000 (iii)**	**ASC Winter Pressures £'000 (iv)**	**Budget At Q2 2017/18 £000**
People	**18,136**	**18,284**	268			135	**18,687**
Places	**12,033**	**12,269**		39	5		**12,313**
Resources	**5,906**	**6,921**		(39)			**6,882**
Pay Inflation	**384**	**21**					**21**
Social Care Contingency	**184**	**184**					**184**
Net Cost of Services	**36,643**	**37,679**	**268**	**0**	**5**	**135**	**38,087**

(i) At the end of 2017/18, £268k underspend funding was returned to the CCG with the agreement that it would be given back in 2018/19. The Partnership Board have approved the use of this returned funding to increase the BCF programme in 2018/19
(ii) Transfer the management of the Coroner Service
(iii) Funding to cover works associated with Rutland Flood Risk Management plan undertaken by Peterborough City Council.
(iv) The Council has received funding from Government to meet Winter Care cost pressures.

Appendix D. Virements

This Appendix shows virements made within Directorate budgets in accordance with para 4.10 of the Financial Procedure Rules by Directors and the Chief Executive/Section 151 Officer.

Function	Current Ceiling	Revised	Movement	Reason
Chief Executive	243,000	234,000	(£9,000)	Transfer of budget to fund additional project work.
Accountancy and Finance	686,300	695,300	£9,000	
Communications	216,400	188,970	(£27,430)	Transfer of budget to cover additional work in Information Administration
Customer Services	321,700	349,130	£27,430	
Communications	188,970	178,970	(£10,000)	Transfer of £10,000 to cover costs associated with customer improvement work
Customer Services	349,130	359,130	£10,000	
Corporate Costs	175,900	169,900	(£6,000)	Transfer Standards of Conduct budget to Legal and Governance function
Legal and Governance	490,900	496,900	£6,000	
Corporate Costs	169,900	161,500	(£8,400)	Transfer Stationery budget to Business Support function
Business Support	941,500	949,900	£8,400	
Business Support	949,900	930,800	(£19,100)	Transfer Blue Badge Administration to Customer Services
Customer Services	359,130	378,230	£19,100	
Lighting, Barriers and Traffic Signals	139,400	127,400	(£12,000)	Transfer from Barriers where less work has been required, to fund works currently focused around Minor Repairs.
Road Maintenance	664,200	676,200	£12,000	

Appendix E. People Budget Monitoring Summary

Function	Outturn 2017/18 £'000	Approved Budget £'000	Revised Budget £'000	Q1 Forecast £'000	Q2 Forecast £'000	Q2 Variance to budget £'000
Directorate Management Costs	1,632	1,466	1,661	1,650	1,616	(45)
Business Intelligence	133	139	142	130	133	(9)
Crime Prevention	256	257	258	245	254	(5)
Contract Savings	(60)	0	0	0	0	0
Total Directorate Costs	**1,962**	**1,862**	**2,061**	**2,024**	**2,003**	**(58)**
Public Health	7	266	295	295	313	18
BCF Programme Support	142	106	135	99	106	(29)
BCF Unified Prevention	246	335	393	258	392	(1)
BCF Holistic Management of Health & Wellbeing	931	906	1,165	971	1,077	(88)
BCF Hospital Flows	1,015	1,043	1,043	1,031	1,046	3
Adults and Health (Ringfenced)	**2,342**	**2,656**	**3,031**	**2,653**	**2,934**	**(97)**
Non BCF Contract and Procurement	551	571	575	538	548	(27)
ASC Community Inclusion	905	824	842	881	870	28
ASC Prevention and Safeguarding	126	164	164	167	187	24
ASC Prevention and Safeguarding - Staffing	457	410	332	322	324	(8)
ASC Housing	119	128	131	97	121	(10)
ASC Support and Review - Daycare	199	218	218	211	224	6
ASC Support and Review - Direct Payments	618	667	667	780	741	73
ASC Support and Review - Homecare	1,621	1,803	1,849	1,803	1,817	(33)
ASC Community Income	(293)	(275)	(275)	(265)	(291)	(16)
ASC Support and Review – Other	278	294	429	298	398	(31)
ASC Support and Review - Residential & Nursing	2,756	2,633	2,733	2,472	2,768	36
ASC Support and Review – Staffing	609	563	443	438	437	(6)

Function	Outturn 2017/18 £'000	Approved Budget £'000	Revised Budget £'000	Q1 Forecast £'000	Q2 Forecast £'000	Q2 Variance to budget £'000
ASC Hospital and Reablement	513	546	447	349	368	(80)
Adults and Health (Non Ringfenced)	**8,459**	**8,545**	**8,555**	**8,091**	**8,509**	**(46)**
Safeguarding	171	201	220	170	215	(5)
Referral, Assessment and Intervention Service	206	239	198	201	203	5
Permanency and Protection Service	510	475	423	395	394	(29)
Fostering, Adoption and Care Leaver Service	1,743	1,720	1,618	1,462	1,416	(202)
Early Intervention - Targeted Intervention	1,300	1,355	1,353	1,251	1,313	(40)
Early Intervention - SEND & Inclusion	294	239	343	338	326	(17)
Early Intervention - Universal and Partnership	373	388	375	369	353	(22)
Childrens	**4,597**	**4,615**	**4,531**	**4,184**	**4,220**	**(311)**
Schools and Early Years	375	458	509	502	463	(46)
Rutland Adult Learning and Skills Service (RALSS)	36	0	0	0	0	0
Learning and Skills	**411**	**458**	**509**	**502**	**462**	**(46)**
Total People - GF (Ringfenced)	**2,342**	**2,656**	**3,031**	**2,653**	**2,934**	**(97)**
Total People – GF (Non Ringfenced)	**15,428**	**15,480**	**15,656**	**14,801**	**15,195**	**(461)**
Total People (Excluding DSG)	**17,770**	**18,136**	**18,687**	**17,454**	**18,129**	**(558)**
Schools Dedicated Schools Grant (DSG)	(12)	0	0	246	275	275
Total People (Including DSG)	**17,758**	**18,136**	**18,687**	**17,700**	**18,403**	**(283)**

Appendix F. Places Budget Monitoring Summary

Function	Outturn 2017/18 £'000	Approved Budget £'000	Revised Budget £'000	Q1 Forecast £'000	Q2 Forecast £'000	Q2 Variance to budget £'000
Directorate Management Costs	224	332	329	202	227	(102)
Directorate Management Costs	**224**	**332**	**329**	**202**	**227**	**(102)**
Development Control	333	153	167	175	214	47
Drainage & Structures	172	195	200	197	201	1
Emergency Planning	30	30	30	32	32	2
Environmental Maintenance	1,099	1,096	1,088	1,095	1,105	17
Forestry Maintenance	100	119	119	119	116	(4)
Highways Capital Charges	1,530	1,532	1,532	1,532	1,532	0
Highways Management	176	157	170	89	186	16
Commissioned Transport	1,455	1,558	1,573	1,530	1,475	(99)
Lights Barriers Traffic Signals	101	139	127	121	127	0
Parking	(332)	(339)	(334)	(353)	(350)	(16)
Pool Cars & Car Hire	92	101	101	102	102	1
Public Protection	385	396	417	416	418	1
Public Rights of Way	82	94	94	92	93	(1)
Public Transport	732	751	826	795	835	9
Road Maintenance	953	618	676	680	692	16
Transport Management	447	393	331	406	325	(7)
Waste Management	2,544	2,196	2,197	2,333	2,335	138
Winter Maintenance	326	273	273	273	273	0
Environment, Planning and Transport	**10,225**	**9,462**	**9,589**	**9,633**	**9,708**	**120**

Function	Outturn 2017/18 £'000	Approved Budget £'000	Revised Budget £'000	Q1 Forecast £'000	Q2 Forecast £'000	Q2 Variance to budget £'000
Planning Policy	354	419	426	431	351	(75)
Tourism	4	23	23	17	15	(8)
Health & Safety	28	38	38	33	9	(30)
Property Services	1,066	995	1,013	1,005	1,037	24
Building Control	(34)	(49)	(49)	(31)	(36)	13
Commercial & Industrial Properties	(227)	(293)	(292)	(265)	(240)	52
Economic Development	193	184	208	143	151	(57)
Culture & Registration Services	141	87	102	99	103	1
Libraries	495	446	527	510	532	6
Museum Services	386	373	380	376	388	8
Sports & Leisure Services	11	17	19	5	12	(7)
Development and Economy	**2,418**	**2,240**	**2,396**	**2,323**	**2,321**	**(74)**
Total Places	**12,866**	**12,033**	**12,313**	**12,157**	**12,257**	**(56)**

Appendix G. Resources Budget Monitoring Summary

Function	Outturn 2017/18 £'000	Approved Budget £'000	Revised Budget £'000	Q1 Forecast £'000	Q2 Forecast £'000	Q2 Variance to Budget £'000
Chief Executives Office	130	276	459	446	341	(118)
Direct Management Cost	305	293	299	258	277	(22)
Communications	135	183	179	179	179	0
Corporate Costs	189	215	162	143	139	(22)
Pensions	230	220	220	205	205	(15)
Audit Services	165	169	169	170	170	1
Insurance	244	250	250	250	250	1
Accountancy & Finance	648	633	695	682	696	1
Information Technology	1,263	1,380	1,386	1,385	1,378	(9)
Business Support Services	484	512	931	877	868	(63)
Members Services	182	211	211	211	211	1
Customer Services Team	290	271	378	357	347	(32)
Elections	57	89	90	77	81	(10)
Legal & Governance	517	337	497	536	476	(20)
Human Resources	484	457	474	483	498	24
Revenues & Benefits	335	402	433	394	337	(96)
Financial Support	23	50	50	23	33	(17)
Total Resources Directorate	**5,680**	**5,947**	**6,882**	**6,678**	**6,485**	**(395)**

Appendix H. Adverse variances over £25k

This Annex shows requests for increases in budget ceilings where existing forecasts predict that budgets will be overspent or an explanation of the current position.

Ref	Function	Reason for Overspend
H1	**ASC Community Inclusion** Budget £842k Forecast £870k	The overspend is as a result of an increased need to support service users with end-of-life care with some cases requiring 24 hour care. This has resulted in increased staffing costs to cover the additional needs requirement.
H2	**ASC Direct Payments** Budget £667k Forecast £741k	The overspend in Direct Payments is due to increased costs for some service users and an increase in the total number of packages (20 additional packages since time of setting budget) as a result of the promotional work undertaken by the Directorate to encourage individuals to take personal responsibility for their own provision which has the benefit of reducing requirements for Homecare and Residential Care (reduction of 10 packages since time of setting budget).
H3	**ASC Residential & Nursing** Budget £2,733k Forecast £2,768k	The increase in residential costs is as a result of additional high cost placements in Older People and Learning Disabilities not known about at time of setting budget. There has also been a significant reduction in anticipated income due to the loss of nine substantial contributors estimated at £235k per annum.
H4	**Waste Management** Budget £2,197k Forecast £2,335k	There is an overspend on Waste Disposal of circa £200k, the majority of which is due to the cost of disposal of paint and other chemicals which has been costing £2k per tonne. The balance of the overspend comes from the additional cost of handling recycling. Our agreement with the contractor is that we share the gain or pain on movements in the market price when they “sell on” the waste materials. There has been a significant decline in the mixed paper and cardboard markets with prices falling from £25 per tonne to £0. The overspend on the function is reduced because of the increased take up of the new green waste service resulting in over achievement of income, although this will only offset overhead costs.

Ref	Function	Reason for Overspend
H5	**Commercial Properties** Budget (£292k) Forecast (£240k)	The reason for the overspend is as a result of a number of void properties at Oakham Enterprise Park resulting in loss of income. In particular, Unit 4 which has a target rent of c£39k. Since Q2 net costs have increased by £24k, due to repairs and being and funding of an Oakham Enterprise Park Surveyor post.
H6	**Development Control** Budget £167k Forecast £214k	Development control is currently forecasting a loss of Planning Application income £43k against budget due to the number and complexity of planning applications received during the year to date being on trend with applications received in 2017/18 which was also a low application year. This has been partly mitigated by £10k be vacancy management. Land Charges income is also forecast £12k below budget.

Appendix I. Detailed Capital Programme

Project Description	Approved Budget Outturn	Approved since Outturn	Approved since Q1	Total Project Budget	Prior Year Outturn	Estimated Future Year Outturn	Estimated Project Outturn	Project Over/ (Under) Spend
	£000	**£000**	**£000**	**£000**	**£000**	**£000**	**£000**	**£000**
Oakham Enterprise Park	2,206	0	0	2,206	6	2,200	2,206	0
St Georges - Officers Mess	850	0	0	850	0	850	850	0
Investment Properties	10,000	0	0	10,000	0	10,000	10,000	0
The King Centre, Empingham & Ketton	0	14	0	14	0	15	16	1
The King Centre, Greetham & Cottesmore	0	0	25	25	0	25	25	0
Total Commercialisation Capital Programme	**13,056**	**14**	**25**	**13,095**	**6**	**13,090**	**13,097**	**1**
Schools Maintenance	455	0	0	455	85	370	455	0
Oakham C of E (Single Storey)	651	0	0	651	10	641	651	0
Catmose College - Phase 2	130	0	0	130	0	130	130	0
Catmose College - Phase 3	1,950	0	0	1,950	0	1,950	1,950	0
Uppingham C of E (Add- 30 places)	200	0	0	200	1	199	200	0
Barleythorpe Primary Contribution	200	0	0	200	0	200	200	0
P3 - English Martyrs - Inc Capacity	133	0	0	133	130	3	133	0
Highways Capital Projects	2,409	0	0	2,409	0	2,409	2,409	0
Integrated Transport Block	202	0	663	865	0	865	865	0
Barleythorpe Road Car Park	0	6	0	6	0	6	6	0
Oakham Town Centre	428	0	0	428	299	129	428	0
Future Maintenance Requirements	0	0	85	85	0	85	85	0
Total Asset Management Requirements Capital	**6,758**	**6**	**748**	**7,512**	**525**	**6,987**	**7,512**	**0**
Devolved Formula Capital	18	0	9	27	0	27	27	0

Project Description	Approved Budget Outturn	Approved since Outturn	Approved since Q1	Total Project Budget	Prior Year Outturn	Estimated Future Year Outturn	Estimated Project Outturn	Project Over/ (Under) Spend
	£000	£000	£000	£000	£000	£000	£000	£000
Healthy Pupil Capital Grants	0	5	0	5	0	5	5	0
Disabled Facilities Grants	221	0	0	221	0	321	321	100
Transforming Care	394	(394)	0	0	0	0	0	0
Autism Innovation	19	0	0	19	15	4	18	0
Kendrew - Nursery Provision	10	0	0	10	0	10	10	0
SEND	700	116	0	816	0	816	816	0
Rutland Hub - Feasibility Study	40	(40)	0	0	0	0	0	0
Greetham Play Area	28	0	0	28	28	0	28	0
Greetham Heating System	12	0	0	12	0	12	12	0
Sports Grants	500	0	0	500	343	157	500	0
Oakham Castle Restoration	2,400	0	0	2,400	1,927	473	2,400	0
Digital Rutland	2,378	0	0	2,378	2,068	310	2,378	0
Digital Rutland Phase 3	905	0	0	905	0	905	905	0
Planning Software (Idox)	50	0	0	50	25	25	50	0
S106 – Third Party payment	0	0	55	55	0	55	55	0
Oakham Market Town Trade Stall	14	0	0	14	0	14	14	0
IT Project	205	0	0	205	6	199	205	0
Total Strategic Aims and Priorities Capital	**7,893**	**(312)**	**64**	**7,644**	**4,412**	**3,332**	**7,744**	**100**
Total Capital Programme	**27,707**	**(292)**	**837**	**28,252**	**4,944**	**23,409**	**28,353**	**101**

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Agenda Item 12a

Report No: 241/2018
PUBLIC REPORT

COUNCIL

17 December 2018

OAKHAM TOWN TASK AND FINISH GROUP FINAL REPORT

Report of the Strategic Director for Places

Strategic Aim:	Reaching our Full Potential	
Exempt Information	No	
Cabinet Member(s) Responsible:	Mr O Hemsley, Leader and Portfolio Holder for Rutland One Public Estate & Growth, Tourism & Economic Development, Resources (other than Finance)	
Contact Officer(s):	Steve Ingram, Strategic Director for Places	01572 720 singram@rutland.gov.uk
	Natasha Taylor, Governance Team Manager	01572 720991 ntaylor@rutland.gov.uk
Ward Councillors	Mr R Alderman - Oakham South West Mr O Bird – Oakham South West Mr B Callaghan – Oakham South East Mr J Dale – Oakham North East Mr R Gale – Oakham North West Mr A Mann – Oakham North West Mr A Lowe – Oakham South East Mr A Walters – Oakham North East	

DECISION RECOMMENDATIONS

That Council:

1. Thanks the Task and Finish Group for its work and recommendations on the Town Centre
2. Agrees in principle to establish a Partnership Board (independent of the Council) to take forward the Town Centre work subject to a future report following the consultation in recommendation 3
3. Delegates authority to the Director of Place to consult the groups represented on the Task and Finish group to seek agreement to participate in a Partnership Board
4. Approves initial funding of £2,000 for the Partnership Board
5. Notes the comments on potential deliverability of proposals (section 5)

1 PURPOSE OF THE REPORT

1.1 To receive the final Report of the Oakham Town Task and Finish Group along with accompanying evidence which has been referred to Council following consideration at the Growth, Infrastructure and Resources Scrutiny Panel on 15 November 2018.

1.2 To seek agreement in principle to establish a Partnership Board (independent of the Council) to take forward the Town Centre work.

1.3 To seek authority to consult the groups represented on the Task and Finish group to request agreement to participate in a Partnership Board, independent of the Council, to take the work forward.

1.4 To support some initial work on the Town Centre to be funded from General Fund reserves.

2 BACKGROUND AND MAIN CONSIDERATIONS

2.1 RCC Full Council resolved to set up a Task and Finish Group to consider the future regeneration of Oakham Town at its meeting on 15 January 2018.

2.2 The composition and terms of reference for the group were agreed by the Growth, Infrastructure and Resources Scrutiny Panel at meetings on 15 February 2018 and 22 March 2018 respectively. The Terms of Reference are attached at Appendix C.

2.3 A website page was created to provide updates and information on the work of the group, including a link to the terms of reference, and can be found at:

https://www.rutland.gov.uk/my-council/council-news/update-from-the-chair-of-oakham-task-and-finish-group/

2.4 The Group met at least once a month from April through to October, with smaller informal sub-group meetings taking place between the main meetings in order to progress work.

2.5 Survey work was carried out between May and October 2018 which included Town Centre and Visitor Surveys, Business Surveys and an Online Survey. The evidence collected through this period has been compiled into the "Evidence Report" (Appendix B).

2.6 Growth, Infrastructure and Resources Scrutiny Panel were asked to review the report and evidence, provide feedback and consider recommendations on proposals to put forward to RCC Full Council on 15 November 2018.

i) At the meeting on 15 November 2018 the Scrutiny Panel approved the following responses to the recommendations of the Task and Finish Group (Section 9 of Appendix A):

Recommendations from the Task and Finish Group	**Response of the Growth, Infrastructure and Resources Scrutiny Panel**
Confirm their acceptance of the Evidence-base Report and its validity to determine regeneration priorities for Oakham.	That the Panel positively endorses the work undertaken by the Task and Finish Group and accepts the Evidence-Base Report in terms of its positive contribution to the enhanced understanding of many of the current issues affecting Oakham. However, whilst being meritorious the report can only ever form part of the applicable evidence base because it will obviously be supplemented from other sources.
Support a community engagement process to ensure consultation with stakeholder groups and the wider community.	That the Panel also positively endorses the need for an extended community and stakeholder consultation process, where applicable, through a communication, consultation and engagement strategy developed by the Partnership Group
Agree the creation of an Oakham Regeneration Partnership by January 2019, comprising the following working groups (as detailed above, pp14–19): a) Parking, Signage, Traffic & Pedestrian Issues. b) Place-making, Enterprise & Marketing. c) Co-ordination and Communication.	That the Panel supports the potential creation of an Oakham Regeneration Partnership and recommends that the Council commits to being a proactive and engaged partner in any such an arrangement.
Agree the following support for the work of the Oakham Regeneration Partnership to enable it to deliver town benefits as set out in the Task and Finish Group's recommendations, with measurable improvements by June 2020, including some 'quick wins' by September 2019,: a) Help to develop and maintain a communications strategy b) Financial management of projects by allocation of budgets and sourcing	That the Panel agrees that the Council, as an active participant, should commit appropriate targeted resources, on an equitable basis, in order to support the work of the partnership. The levels of any such contribution will also need to recognise the nature of the contributions from other partners and acknowledge the financial and other pressures already placed upon Council resources.

of external funding. c) Input in feasibility planning and expertise in project development from relevant council officers. d) Initial funding of £2,000 for admin, postage, printing, paper etc.	

ii) Growth, Infrastructure and Resources Scrutiny Panel requested that officers begin a high level feasibility study of the recommendations in the report in order to provide further detail regarding potential deliverability of proposals.

iii) The Scrutiny Panel also recommended to Council the approval of the Oakham Town Task and Finish Group Recommendations and Future Framework Report (Appendix A) including establishing a budget of £2000 for initial funding of the Partnership Group.

3 CONSIDERATION OF THE WAY AHEAD – TOWN CENTRE PARTNERSHIP

3.1 It is clear from considering the highlighted examples of best practice brought to the table that thriving market towns and other places are those where there is demonstrable ongoing buy in from all parts of the community. As such in this instance it is essential that in order to continue to promote the economic prosperity and future wellbeing of Oakham that the informal partnership that has effectively come together is continued in some form.

3.2 The report recommends that three groups are established (page 14) to take the work forward with one group (the Communication and Coordination Group) being responsible for the Oakham Future Framework and effectively coordinating work of the other groups.

3.3 At this stage, the Council sees the Communication and Coordination Group as being in effect a Partnership Board. If Council are in agreement then the Council will proceed to seek agreement from the other partners to establish such a Partnership. Once it is established the Council will cede all responsibility to the Partnership itself making it independent of the Council. The Partnership can then proceed to set up further sub groups should it so wish.

3.4 Setting up the partnership will involve:

- Determining membership – so contacting local bodies to see whether they wish to be involved building on the proposed membership set out in the Task and Finish report
- Establish a process for nominations and appointment of a Chairman, Secretary, Treasurer and members
- Establishing Terms of Reference and Governance processes (rules of operation around voting, conflicts etc)

3.5 The Council would wish to be part of the partnership but not be the Chair. This would give the Partnership independence but allow it to access Council expertise and resources. As with any independent body, it would also be able to lobby the Council and other bodies for funding to support work moving forward.

3.6 This process will take some time but the Council would aim to have all of the infrastructure in place by Annual Council in May. Because of the elections due in May and purdah from the end of March, it would not be appropriate to appoint members (from any organisation that has elections due) in advance of this date.

4 REPORT ON POTENTIAL DELIVERABILITY

4.1 Further to the Scrutiny meeting, Council officers have begun work on assessing the feasibility of proposals. This work is still in progress.

4.2 If proposals are feasible then it does not necessarily mean that the Council will proceed to implementation. There are various reasons for this:

- Some recommendations may be outside of the remit of the Council – the feasibility work will highlight where the Council is responsible or not for matters raised
- Some recommendations may be better led or delivered by the Partnership Board itself rather than the Council – this was a point well made at the Scrutiny meeting
- Some issues will require funding (from whatever source) and any Council commitment will require approval by either Cabinet/Council

4.3 The Council's aim will be to have completed its feasibility work to present for discussion at one of the initial meetings of the Partnership Board. The Board can then revisit recommendations, undertake additional work or take on more views as necessary and determine an appropriate way forward.

4.4 Notwithstanding the above comment, the Council is very supportive of the overall vision and has set out in section 5 some initial observations from feasibility work.

5 INITIAL OBSERVATIONS FROM FEASIBILITY WORK

5.1 PARKING (page 15)

5.1.1 The Council is looking at options for increasing parking spaces and is confident this can be done by summer 2019.

5.1.2 A trial Zoning System will be considered for a period of time so impacts can be assessed.

5.1.3 Car park pricing will be looked at in 2019. Modelling will need to be done to look at various options.

5.1.4 The Council is looking to implement cash free car parking through introduction of "contactless" machines alongside the RinGo system.

5.1.5 The issue of planning considerations for parking is covered in the new Local Plan (Appendix 2).

5.2 TRAFFIC MANAGEMENT AND PEDESTRIAN SAFETY (pages 15-16)

5.2.1 The Council will consider undertaking a speed survey to inform any changes to traffic calming measures including the possibility of pedestrian crossings.

5.2.2 The issue of reducing heavy vehicles in the Town Centre would be discussed via the Board to get business views.

5.2.3 The Council is keen to deliver some Town Centre enhancements like pavements and will seek to incorporate this into a bigger holistic project.

5.2.4 The standard run off lane is not required in a 40mph limit and risks increased speeds towards Oakham.

5.2.5 Additional surveys into Air Pollution will be considered.

5.3 SIGNAGE (page 16)

5.3.1 The Council plans to do a full review of all town centre signage which will pick up the majority of issues raised in this section.

5.4 ENVIRONMENTAL ENHANCEMENT AND TOURISM (page 17)

5.4.1 A number of issues in this areas such as pedestrian signage will be covered as part of the signage review. Additional signage for the Castle has already been created and is pending installation.

5.4.2 Many of the issues in this section will need to be led by the Partnership Board supported by the Council.

5.4.3 Options for extending the Castle and Museum opening hours are under review.

5.4.4 The installation of heritage lighting is possible and funding options are being considered.

5.5 COMMUNITY ENGAGEMENT (pages 17-18)

5.5.1 The Council believes that the infrastructure for collecting and sharing information regarding events and activities exists (Library/Rutland Information Service) but is not used by all parts of the community. The Council plans to use its communication team to promote this.

5.5.2 The Council would like to see more events in the Town Centre and believes this is an area that the Partnership alongside Discover Rutland and the Oakham Events group can take forward.

5.5.3 Local bus provision will be reviewed next year.

5.6 MARKETING AND ENTERPRISE (page 18)

5.6.1 The Council believes that marketing of the town is a matter for the Partnership alongside Discover Rutland and others building on some of the work highlighted above.

5.7 ENCOURAGING ECONOMIC GROWTH (page 18)

5.7.1 The Council is supportive of a trade organisation coordinating business activity in the town.

5.7.2 Many of the suggestions in this section e.g. loyalty cards, ‘retail trail’, and Sunday opening are matters for the Partnership.

6 CONSULTATION

6.1 The views of the Oakham Business Community, Visitors, Town Centre Users and the general public have been sought through a series of surveys as detailed in the Evidence Report (Appendix B).

6.2 All representative members on the Task and Finish Group have been asked to consult with their respective organisations throughout the process so far.

6.3 The Final Report of the Task and Finish Group promotes the need for a comprehensive communication, consultation and engagement strategy developed by the Partnership Group.

6.4 The Council will also seek the formal agreement of the other bodies involved for their participation in the Partnership Board. Once this agreement has been received, the Council will consult with partner bodies in drafting governance documents for presentation to a future Council meeting.

7 ALTERNATIVE OPTIONS

7.1 Council are asked to support to the recommendations or suggest an alternative way forward including asking another body to take responsibility for setting up a Partnership Board.

8 FINANCIAL IMPLICATIONS

8.1 There is no dedicated budget set aside to support this initiative although the Council may be able to offer support for appropriate proposals that accord with its adopted aims and ambitions.

8.2 Council are requested to approve a budget £2,000 to support the work of the Partnership Board.

9 LEGAL AND GOVERNANCE CONSIDERATIONS

9.1 The other organisations involved will need to have the agreement of their parent bodies to participate in the Partnership Board. Once we are clear that they are willing to be involved then proposals and formal governance arrangements can be produced and brought to the relevant bodies for the specific approvals.

9.2 Should the Partnership Board make recommendations which are the responsibility of one of the partner organisations, such recommendations will be subject to the governance and decision making processes of that organisation. This is the reason for seeking the formal views of the partner bodies on the establishing of the Partnership Board.

10 DATA PROTECTION IMPLICATIONS

10.1 A Data Protection Impact Assessments (DPIA) has not been completed because there are no risks/issues to the rights and freedoms of natural persons.

11 EQUALITY IMPACT ASSESSMENT

11.1 An Equality Impact Assessment (EqIA) has been completed. No adverse or other significant issues were found.

12 COMMUNITY SAFETY IMPLICATIONS

12.1 There are no community safety implications.

13 HEALTH AND WELLBEING IMPLICATIONS

13.1 There are no health and wellbeing implications.

14 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

14.1 To consider the response and recommendations of the Growth, Infrastructure and Resources Scrutiny Panel and endorse the Final Report of the Oakham Town Task and Finish Group.

14.2 To confirm the Council's commitment to the Forward Framework through the establishment of a Partnership Board.

14.3 To note that feasibility work into recommendations is ongoing.

15 BACKGROUND PAPERS

15.1 There are no additional background papers.

16 APPENDICES

16.1 Appendix A - Oakham Town Task and Finish Group Recommendations and Future Framework.

16.2 Appendix B - Oakham Town Task and Finish Group Evidence Base Report.

A Large Print or Braille Version of this Report is available upon request – Contact 01572 722577.

Oakham Task & Finish Group

Oakham
County Town of Rutland

Recommendations and Future Framework

Oakham Task & Finish Group Report to Rutland County Council

October 2018

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Contents

* *Section 3 should be read in conjunction with the full Task and Finish Group Evidence-base Report of 27th September 2018, which was adopted at the T&F Group's meeting on 18th October 2018, and which the Council is here recommended to accept (see pp9 and 21).*

Acknowledgements

This report reflects the achievements of the Oakham Task & Finish Group since its establishment by Rutland County Council in March 2018. There were some changes in the composition of the Group during its period of operation. Special thanks are due to the representatives and members of the partner organisations (as noted in the Group's Evidence-base Report of 27th September 2018) as well as the support provided by County Council officers and the independent chair, namely:

Task & Finish Group Members as at 1st October 2018:

Mr D Bottomley (Oakham Town Council)
Mr B Callaghan (RCC Ward Member, Oakham South-East)
Mrs J Clough (Oakham Residents Group)
Mr J Dale (RCC Ward Member, Oakham North-East)
Mr A Dewis (Oakham Town Partnership)
Mr P Dowse (Oakham Neighbourhood Plan Steering Group)
Mrs J Fox (RCC Ward Member, Exton)
Mr R Gale (RCC Ward Member, Oakham North-East)
Mr A Mann (RCC Ward Member, Oakham North-West)
Mr T Norton (OK2Way Group)

Rutland County Council officers:

Mrs H Bremner (Communications Manager)
Mr S Ingham (Strategic Director for Places)
Mrs N Taylor (Governance Manager)

Independent Chair:

Mr C Wade (People and Places)

1. Regenerating the Town

1.1 Introduction

The report has been prepared by the Task & Finish Group members. It draws on the expertise and experience of Chris Wade, the independent chair, and provides a summary of their work, achievements and recommendations for the next steps to be considered by Rutland County Council and other partners.

The Oakham Town Regeneration Task & Finish Group was *'established to look at the options for improving Oakham Town in order to formulate a set of recommendations for consideration by RCC Council'.*

The Terms of Reference outlined a process which involved producing an evidence-based report which would be used to identify town centre issues, and then developing *'an agreed vision to guide the creation of recommendations backed by an action plan with defined objectives, proposals, roles, budgets, milestones and performance measures that would improve Oakham town centre for the benefit of residents, businesses, the wider town, villages and visitors'*.

1.2 Following national good practice

This report and its recommendations for Oakham follow the methodology recently published by the Local Government Association in its *Revitalising Town Centres*. Here we have adopted a 'lite' version of the model, to take into account the expectations of the Oakham electorate, and in order to achieve early delivery, whilst acknowledging the limitations of current financial constraints.

The LGA handbook [https://www.local.gov.uk/revitalising-town-centres-handbook-council-leadership] uses an 'F-factors' checklist for creating a 'forward framework' for town centre revitalisation. Key elements to consider are:

Foundations: the process should be underpinned by an up-to-date review of existing strategies, collective objectives and evidence from recent surveys.

Function: action planning should begin with a clear statement of identified issues; recognition of council and partners' roles; the creation of suitable responses; acknowledgment of gaps in delivery; and identification of impact measures.

Form and ***Folk:*** next comes the development of appropriate organisational 'form' to coordinate activity including defining the roles of key partners and wider stakeholder engagement through 'folk'.

Finances: financial planning needs to include identifying opportunities for fund-raising, inward investment and partnership sustainability.

Forward planning: finally, everything is written down as a 'forward framework' and regularly reviewed.

1.3 Using the ‘town centre checklist’

Table 1 – Town centre checklist: Success Factors	
FOUNDATIONS	
Evidence and objectives	Has a baseline survey of issues been completed, aims defined, objectives, scope and long-term monitoring of impacts agreed?
FUNCTION	
Parking, travel and access	Is an integrated and customer-focused parking, travel, and access strategy in place?
Planning and property	Are there robust town-centre-first policies, master-planning, priorities within and between towns and has work been coordinated with town centre businesses and landlords?
Streetscape and public realm	Has a funding strategy and ongoing, prioritised streetscape and public realm improvement plan been agreed with an understanding of ‘connected value’?
Business support	Is there tailored training/mentoring and a strategy to enhance the quality and distinctiveness of retail, services, hospitality and leisure businesses based on current provision, trends and knowledge of competing centres?
Place branding and marketing	Is there a clear understanding of the town brand with pooled budgets and a creative, collective marketing campaign?
Digital technology and data	Is there an ongoing assessment of digital infrastructure and skills with an investment plan and approach for the collective use of data in marketing and monitoring the town centre?
FORM	
Governance and influence	Is there an appropriate structure, membership and credibility to coordinate local stakeholder activity and influence cross-departmental or other strategic partnerships?
FOLK	
Community engagement and coordination	Is there strong public, private and community engagement with active and coordinated involvement in planning and delivery that extends to community assets development and is backed by a clear communications plan?
Roles and capacity	Are there an effective chair, suitably skilled board, employment of necessary staff, effective management of trained volunteers and clear lines for joint working with other stakeholder groups?
FUNDING	
Finances and investment	Is there an organisation with robust financial procedures and strategy agreed for diverse and sustainable fund raising and income to support a town centre? Is it 'run as a business' with inter-relationships understood and investment secured?
FORWARD PLANNING	
Strategy and plans	Is there a well-defined ‘forward framework’ comprising an overarching vision/strategy, a rolling organisational business plan and a parallel action plan coordinating delivery on the ground?

1.4 Recommended outputs for Task & Finish Group

As outlined at the Task & Finish Group's August and September meetings, the recommendation for Oakham is that this approach is used to produce an initial Future Framework for the town comprising:

1. Factual evidence-base of key performance indicators and user/non-user/business perceptions of issues and priorities.

2. Analysis and agreement on priority issues and monitoring indicators to guide project planning by partners and wider stakeholders.

3. An ongoing communications and engagement plan for broadening understanding, support and involvement of stakeholders.

4. An outline partnership structure including coordinating group, theme-based delivery sub-groups, partners and responsibilities.

5. An initial statement of future resourcing needs for partnership development and project delivery.

2. Foundation – The factual evidence-base

2.1 Previous County Council research

At the beginning of the process the Task & Finish Group was provided with a summary of key findings from previous Rutland CC research by way of a PowerPoint presentation (available on-line at https://rutlandcounty.moderngov.co.uk/documents/s11999/2018-04-25%20Oakham%20Baseline%20Information1.pdf.
The large number of free-text responses recorded in the two Rutland CC consultations of 2017 were studied, and the evidence of both these sources has been taken into account by the Task & Finish Group in the making of its recommendations.

2.2 Neighbourhood Plan research

The work of the Oakham Neighbourhood Plan (ONP) Steering Group has been progressing simultaneously with that of the Task & Finish Group. The ONP has been represented on the T&F Group and the findings of its 'Big Survey' undertaken mid-2017, in particular the hundreds of free-text comments, have also been instrumental in formulating the recommendations. Results of the ONP Big Survey can be seen on its website, www.oakhamnp.org.uk.

2.3 Oakham Evidence-base Report

A major achievement of the Task & Finish Group process has been the research and preparation of a town centre evidence-base report compiled by the Oakham Residents Group (see §§2.4 & 2.5 below). Following the Local Government Association methodology noted in §2.1 above, the report measures current town centre performance and stakeholder perceptions to help understand issues as a basis for developing suitable solutions.

2.4 The Process

Following accepted local authority practice, a body of research was undertaken by the Oakham Residents Group, based on a benchmarking system of collecting data corresponding to twelve Key Performance Indicators. These KPI relate to various aspects of the town centre, including the views of those who live, work and visit there. The data collected for those indicators which are relevant to Oakham (Table 2) were compared with statistics in a National Benchmark Database for Small Towns, which consists of information from small towns which had participated in this process in 2016.

The benefit of using such a benchmarking system is that it will:

- *provide baseline data to understand individual town centres issues*
- *identify strengths, weaknesses, and opportunities for improvement*
- *assist in preparing local action plans to address identified issues*
- *monitor impact of local town centre regeneration over several years*
- *act as an evidence base for funding applications*

(People & Places)

Table 2 – Key Performance Indicators relevant to Oakham	
The Place: Commercial Units	
KPI 1: Use Class	Visual survey
KPI 2: Comparison/Convenience	Visual survey
KPI 3: Trader Type	Visual survey
KPI 4: Vacancy Rates	Visual survey
The Place: Cross-town Trends	
KPI 5: Markets	Visual survey
KPI 8: Footfall	Survey on market & quiet days
KPI 9: Car Parking	Audit on busy & quiet days
The People: Stakeholder Surveys	
KPI 10: Business Confidence Surveys	Postal survey
KPI 11: Town Centre Users Surveys	Face to face surveys / Online survey
: Town Centre Visitors	Face to face surveys
: Rutland County Visitors	Face to face surveys
KPI 12: Shoppers Origin Surveys	Shoppers Origin survey

Between May and August 2018, with significant involvement from Oakham residents, data were collected for each KPI above. Additionally an extensive and detailed body of new observational data on footfall across the town centre and on parking has been collected, and this includes car parks and on-street parking. A full database of all businesses in Oakham was produced. In addition there were interviews with long-time market traders, and surveys carried out with Oakham Town Centre Visitors and Visitors to Rutland at specific tourist locations within a five-mile zone around Oakham.

2.5 The Evidence Base

The substantial body of data collected was the basis of a series of reports on each aspect of the town, which were illustrated with graphs and charts. The elements of the research were cross-referenced and the threads were then pulled together to paint a picture of how Oakham functions, incorporating and reflecting the views of the people who live, work and visit there.

The full Evidence-Base Report adopted on 18th October 2018 is attached and can be found on-line. The free-text answers contributed by survey respondents can be found in Appendix 1 of that Report.

3. Summary Evidence-Base Report

3.1. Local Economic Performance

It is widely recognised that High Streets are economically struggling, both nationally and indeed across Europe. Oakham is a County Market Town situated in a rural area. However there is a choice of alternative shopping and business destinations available to the people of Oakham and the surrounding villages. Within 10 to 15 miles we have the market towns of Stamford, Melton Mowbray and Market Harborough, and within 25 to 30 miles there are the cities of Leicester, Nottingham and Peterborough. For all these destinations most people are reliant upon private cars or public transport, which involve cost and time and are detrimental to the environment.

Oakham is on the doorstep, and yet one of the most important insights that come out of the Business Confidence Survey is the slowly declining rate of year-on-year growth and the lower expectation of growth continuing into 2018 in the Oakham business community, with two-thirds not expecting an increase in trade and 21% actually forecasting a decrease. It is also worrying that nearly half of the town centre businesses have been established for less than five years, which would seem to indicate a large turnover of retail premises even when allowance is made for several closures due to retirement. Customers build loyalties with local shops: individual customer comments were made bewailing the loss of well-liked shops and services, and a too-frequent coming and going of retail outlets does nothing for the economic stability of the town.

From the business perspective negative financial issues relating to fundamental business overhead costs, such as rates and rents (19%), were identified, as was competition from internet and other locations (16%). Marginally higher were concerns relating to the declining number of local clients, with low footfall (17%) and inadequate parking (22%) listed as causes. These factors beg the question as to whether if local trade were to increase, the financial strain would be correspondingly reduced.

With parking there were more comments overall relating to hourly car park charges than to availability; one business commented that parking provision should 'remove pressure from shoppers allowing them to relax and stay' in town. The research confirms inadequacies in both parking and footfall. The overall picture of parking in the town centre shows that at the height of each shopping day, from 11am to 3pm, the car parks are frequently well over accepted levels of occupancy, and the high levels of footfall in the main short stretch of the High Street between Mill Street and Gaol Street do not extend to any of the other town centre shopping areas.

The people living in Oakham who do use the town centre are very loyal, and in our surveys 70% of those interviewed came into town more than once a week. The Shoppers Origins survey also demonstrates that the majority of those using the local businesses come from Oakham and Rutland within 10 miles. Overall however, although half the Oakham town users walked into town, nearly 40% came by car and therefore it is not surprising that 10% of them put parking on the list of improvements they would like to see.

The main area of dissatisfaction for half those interviewed was with the available retail offer, many citing the lack of shops with mid price-range goods and High Street names, and a surfeit of charity shops of which there are seven in prime locations in the town centre. The analysis of businesses by class shows that Oakham does in fact have a lower percentage of Class A1 shops (43%) than the National Database for Small Towns average (52%). In Oakham this difference equates to over 20 more retail outlets. The retail sector, however, is driven by financial viability and perhaps only a substantial increase in footfall and spending in the town would encourage an increase in the number and range of retail operations.

Oakham is fortunate in that the town is a regular destination for day visitors from a wide area with several major cities within driving distance. For them, with 78% coming by car, parking was one of the equal top two improvements they wished to see, although of those more were concerned with the availability of the parking than the cost. The other top improvement that would enhance their visit was a better retail mix, and for them the independent shops at 58% were recorded as one of the top positive attributes of the town, not far behind the cafés and restaurants at 64%. The retail offer in Oakham, although lower than the national average in High Street names, is strong in independent shops, which make up 69% of businesses compared with the national average of 64%.

3.2 Local Usage of the Town

The largest audience for Oakham and what it has to offer is the population of the town itself, including the new settlement on its fringe at Barleythorpe, as well as the surrounding villages. The perception of Oakham by those who live here is a positive one, and when asked for one word to describe the centre there were 73% positive words as against only 27% negative ones. Their image is of a quaint, attractive, pleasant place, friendly with a community feel, and useful, compact and convenient for their needs; 80% of them would recommend a visit to the town.

This positive image is reflected in the attributes of Oakham that people most valued, and it is the catering establishments, the cafés, restaurants, pubs and bars, that came top of their list with 73 positive comments. Levels of negativity for the town were indeed much lower, but leisure facilities with 35 negative ratings, along with parking (35) and the retail mix (38), was amongst the highest. On the list of improvements that would encourage people to use the town more, leisure facilities, with 24 comments, also featured second highest. In individual comments, activities for children and young people, bowling, and many specific calls for a cinema were noted. The 'tourist' attractions in Oakham, the Rutland County Museum, Oakham Castle and the Rutland Farm Park, show strong local usage.

Quite high up in the order of negative attributes came 'traffic', expanded with additional comments, and also with 7% of suggestions for improvements that would encourage people to use the town centre more. The railway crossings are a fact of life in Oakham, but as comments show, they are an on-going source of irritation and inconvenience for many, but parking on pavements, safer provision for pedestrians crossing near junctions, and particularly reduced traffic speed and flow through the High Street, especially involving heavy goods vehicles, were called for.

Despite the high level of positivity for the town centre, 12% of the suggestions for improvement related to general town centre maintenance. Repaired pavements, more seating areas, more planting, better new architecture and better disabled access were requested.

3.3 Tourism in Oakham

Oakham is a destination town, attracting visitors from a wide area, but the majority, 64%, come from within easy driving distance, from the areas immediately surrounding Rutland. Added to this, the Shoppers Origins survey shows that on an average day of the week in Oakham, 28% of those who use local businesses are visitors, coming from ten miles away or more.

A majority of visitors come to Oakham, and indeed Rutland, on day trips and stay for between one and three hours in town, with only a third staying longer, a reflection perhaps on how much there is for visitors to do. Asked what improvements would have helped them to enjoy their visit more, after parking and more diversity of shops, the most numerous visitor comments were related to signage in the town for tourists and more information about the town and events. In particular signage to the main attractions of the 12th century Castle and the Rutland County Museum is very poor and the latter is closed on Sundays and Bank Holidays when there are many more tourists in the town.

More of those visitors in Oakham were on occasional and regular day visits than were here for a one-off visit, which suggests visitor loyalty and a good return rate. Around half of these are pairs, or small groups of adults, with a smaller percentage coming with children, so their visits are presumably not limited to weekends and school holidays. This view is upheld by the fact that the number of those using the retail and business outlets from more than 25 miles away was consistent across the week, rising steeply on the Saturday. Twice as many visitors were from only 11 to 25 miles away, and similarly consistent from Monday to Thursday but much higher on both Friday and Saturday. Sunday is a comparatively quiet day in the town, for locals and visitors alike, as the retail Sunday opening is fairly limited, and although the Castle is open in the afternoon, the Museum is closed. The overall percentage of visitors using Oakham shops and businesses is substantially higher than the national average.

Rutland Water and its associated local attractions are only a few miles from Oakham and yet there was a disappointingly low expectation amongst visitors at those locations of a visit to Oakham, with 15% having no idea what Oakham had to offer. In fact only 13% could recall having heard about Oakham from any source. For these visitors there was a low repeat visit rate amongst those who had been to Oakham on previous occasions. Those that came into the town were drawn mostly by the cafés and restaurants, the historic centre and shopping, but less than half of them were using each of these venues.

Despite the above, visitors hold a very positive image of Oakham: quaint, picturesque and historic, friendly and busy, and diverse and compact, were words they used to describe the town. This is a very similar selection to those used by the people who live here, and there were far fewer negative words used by visitors. Their perceptions of the town were positive, not just the cafés and restaurants, historic attractions and independent shops, but also the physical appearance of Oakham, its cleanliness, friendliness and the ease of walking around were appreciated.

3.4 Evidence-Base – Conclusion

This report looks at the interests of three groups of people, those who work in Oakham, those who live here and those who come to visit here. The same strands run through their comments, and the suggestions they make for a way forward are compatible. The issues that emerge from the research in this report might therefore form the basis of the future action which will affect all of them directly or indirectly.

The research draws a picture of Oakham as a traditional market town, with a strong and friendly identity, and an equally strong loyalty from those people who rely on it, and from those who visit regularly. These people all share the same attractive image of Oakham and similar positive views.

Maintaining and enhancing the identity of the town, building on its strengths, and addressing the issues highlighted by this report will encourage growth, with popular support, while still preserving Oakham's integrity.

Recommendation:

That Rutland County Council confirms its acceptance of the Evidence-base Report and its validity to determine regeneration priorities for Oakham.

4. Summary of Recommendations

This technological age is seeing fundamental and ubiquitous changes in life styles. For instance, we can now shop and be entertained without even leaving home. Nonetheless, from the detailed research we have undertaken we have learned that people who live in Oakham and its many visitors alike have a very positive view of the town and its friendliness, and appreciate its historic character and style. To ensure its success for the future we need to demonstrate that our town is a busy, vibrant, social place. We must make local people and visitors want to come into the town centre and to use it.

Amongst the measures we recommend we include adequate and attractively priced parking, more events and activities, and more enticing spaces. Calming town centre traffic and ensuring pedestrian safety with more crossing points is recommended. To enhance the townscape, we propose the reinstatement of heritage lighting of the type we once had, but with modern energy efficiency, and the replacement of lost trees. We envisage more suitable outdoor seating, for instance in the Market Place, to add to the attractiveness of the town and encourage increased use.

We can raise awareness of the fascinating history of Oakham with an illustrated heritage trail, using decorated floor tiles around the centre which will encourage visitors to explore. We can highlight our unique Castle and County Museum with attractive innovative signage.

Visitors add a great deal to the local economy. To ensure that our visitors enjoy their time here and come again, we suggest new tourist information boards, better pedestrian signage around the town, and an enhanced tourist offer. For the many tourists who come to Rutland Water and other neighbouring venues, we need much better promotion all around the county to show the attractions of Oakham as a destination town.

In our study, residents thought that we lacked leisure facilities. However, although we do not currently have a regular cinema or a bowling alley, in fact Oakham and Rutland have a wealth of leisure activities on offer. From theatre, music and food fairs through fitness and sports groups to lunch clubs and societies of all kinds, a wide range of interests for all ages is indeed catered for. Community and social engagement is really important, but what we lack are evening casual social venues for young people, and an effective channel of communication to inform all residents what is on offer, and so recommendations are made to address these issues.

Other steps can be taken too. A project to renovate the much neglected ‘west end’ of Oakham would make its mostly 18th and 19th century buildings into an attractive and characterful entrance to the town from the west. A retail trail to attract shoppers into the lesser used courts and yards of the town would increase footfall and add to the vitality of local businesses. Encouraging more markets and similar events would do the same.

The detailed Task & Finish Group’s Visions, Recommendations and Solutions, keyed to what has been learned about the town and its people, indicate the direction of travel needed to achieve a successful regeneration of the town and are set out in Appendix 1 (pp22–29 below).

5. The Future Framework:
An Oakham Regeneration Partnership

As this first part of this process draws to a conclusion with the production of the Evidence-base and Recommendations Reports, it will be important to maintain the momentum over the coming months. The formation of a new body is recommended, and a working title might be '*Oakham Regeneration Partnership*' to distinguish it from the Task and Finish Group activities to date, and to demonstrate that it represents the next phase.

Its purpose would be to deliver on the recommendations made by the Task & Finish Group by developing an action plan to implement a mix of 'quick win' projects and longer-term solutions. This initiative would need to be approved by Rutland County Council and its T&F Group partners before it could formally come into force.

The LGA handbook provides a valuable framework with a strategic long-term view of town revitalisation. However the Task & Finish Group considers that a 'lite' interpretation of the framework would be particularly useful in addressing Oakham's more short-term issues. This 'lite' approach uses fewer groups and hence fewer resources, both volunteer and official. It is also hoped that this approach will facilitate earlier delivery of all recommendations, thereby resolving issues that residents and town users have raised.

The new group would develop Terms of Reference that would outline how the following objectives could be achieved:

- Research in detail each agreed recommendation by the Task and Finish Group.
- Prepare action plans with breakdown of cost and suggested resources.
- Consult with stakeholder groups and public on proposed recommendations.
- Make any necessary amendments.
- Oversee the implementation of the recommendations as amended, with agreed timescales.
- Measure the success of each implemented element of the regeneration programme.

These terms of reference would be presented to a new Project Board or Steering Group for approval, with a development project plan including milestones, and monthly or quarterly reports.

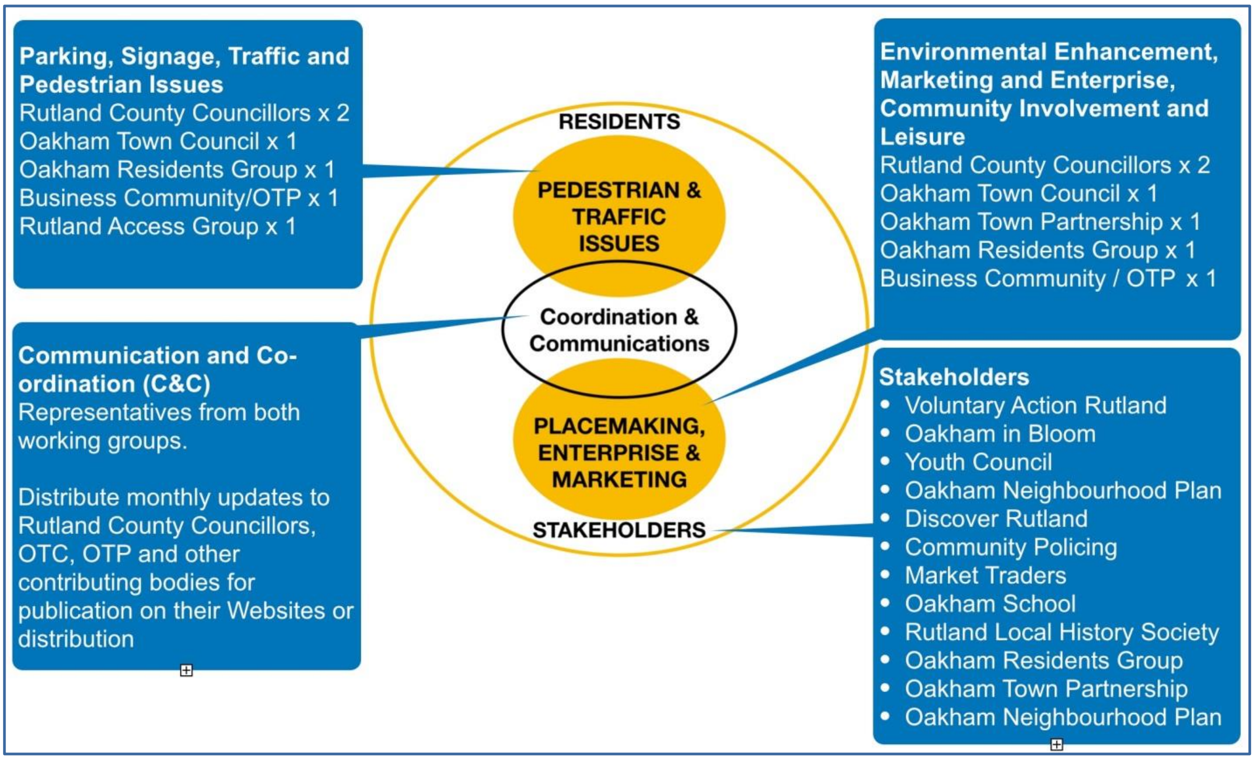
6. Outline partnership structure

The development of an appropriate organisational 'form' is important to ensure that we have the correct structure, membership and credibility to co-ordinate stakeholder activity and influence cross-departmental or other strategic partnerships.

Community engagement for the Oakham Future Framework will be achieved through the identified local organisations and groups and their involvement in the process, with additional members co-opted onto working groups for specific projects if required. The support and engagement of Rutland County Council and Oakham Town Council will be fundamental to the success of this next phase of work.

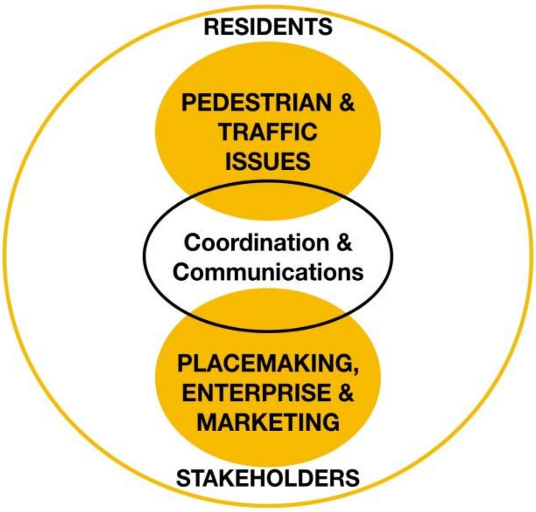
Effective communication with key stakeholders – Oakham Residents Group, Oakham Town Partnership (OTP), Oakham Neighbourhood Plan, Voluntary Action Rutland (VAR), Oakham in Bloom, Rutland Youth Council, Discover Rutland, Community Policing, Rutland Access Group, Oakham Market Traders, Oakham School, Rutland Local History & Record Society, Rutland Access Group and others – will be essential to our success.

The resulting populated Oakham Future Framework along with its key stakeholders might look like the diagram below.



7. Organisation and Future Planning

The overall structure suggested by the Task and Finish Group comprises two working groups, each covering related town issues, supported and co-ordinated by a third central group with chair, secretary and representatives from both working groups. This third group would also be responsible for distributing monthly updates to RCC, OTC, OTP and other contributing bodies for publication on their websites, and ensuring that the community is kept up to date with progress.



Working group areas of responsibility:

Group 1 – Parking, Traffic Issues, Pedestrian Safety and Signage

Group 2 – Placemaking, Marketing and Enterprise, Environmental Enhancement, Community Involvement and Leisure, Digital Technology & Data

Group 3 – Communication and Co-ordination, Consultation, Fundraising and Impact Monitoring

Below are suggestions for the aims, visions and scope of each of these three working groups.

Group 1: Parking, Signage, Traffic & Pedestrian Issues Working Group

Aim:
To deliver a cohesive strategy for improving the management and physical appearance of the highways and street-scene that increases the use, enjoyment and movement around Oakham by local users and visitors.

Proposed Membership*:*

Rutland County Council	x 2 representatives
Oakham Town Council	x 1
Oakham Residents Group	x 1
Business Community / OTP	x 1
Rutland Access Group	x 1

Monitoring indicators: *Parking usage; foot-fall; stake-holder perceptions.*

The following areas and their associated vision and summary recommendations will be within the scope of this working group. The full list of relevant recommendations and action plans is on pp22–25 of Appendix 1.

A – PARKING

THE VISION
A town with adequate car parks and on-street parking for local users and visitors, creating a positive perception that when people come into town they will easily find parking, and be encouraged to return.

SUMMARISED PROJECT RECOMMENDATIONS

Quick Wins
1. A minimum of 50 additional car park spaces be brought into public use at the earliest opportunity, and a further 50 by summer 2019.
2. Implement a zoning system to simplify on-street parking in the town centre.
3. Increase allocation of public and/or shared parking bays to the north of the High Street to achieve acceptable on-street occupancy level.
4. Implement a pricing offer to entice increased usage of the town centre by local users.

Longer Term or Strategic Projects
5. Investigate parking provision targeted at long-stay town traders.
6. Look at best practice payment systems for car parks.
7. Implement local planning consideration for new developments to provide adequate staff or resident off-street parking.

B – TRAFFIC MANAGEMENT AND PEDESTRIAN SAFETY

THE VISION
A town centre with a safe, comfortable environment for pedestrians, but still accessible by local road users without undue stress, and with increased ease of movement about the town.

SUMMARISED PROJECT RECOMMENDATIONS

Quick Wins
1. Introduce 20mph speed limit in the central commercial hub of Oakham.
2. Review and repair of pavements.
3. Reduce the number of heavy vehicles through the town centre.

4. Implement well-designed traffic calming measures where required.

Longer Term or Strategic Projects

5. Highways to review pedestrian crossing issues, taking into account increased foot traffic from Barleythorpe Rd, Burley Rd and Penn St as a result of housing development, and researching alternative crossings scheme for High Street.
6. Install standard run-off lane from bypass into Uppingham Road from the south.
7. Measure and produce an air pollution report for High Street and both railway crossings.

C – SIGNAGE

THE VISION

All signage from the outskirts of Oakham to the centre and within the town should be appropriate, clear, well sited, and promote the benefits of the town to its best advantage.

SUMMARISED PROJECT RECOMMENDATIONS

Quick Wins

1. Implement weight restrictions through the town centre with appropriate signage.
2. More pedestrian signage to more aspects of the town (finger posts).

Longer Term or Strategic Projects

3. Re-assessment of all signage from the bypass and outskirts to the town centre, vehicular directional signs, attraction signs and car park signs, HGV signs and all pedestrian signage (including for long distance footpaths), ensuring all signage is up to date and appropriately sized.
4. Direct tourist traffic into the town, specifically along Uppingham Rd to Rutland County Museum, Rutland Farm Park, County Offices and Parking.

Recommendation:

That Rutland County Council establish and resource a Parking, Signage, Traffic & Pedestrian Issues Working Group to deliver a cohesive strategy and measurable town improvements by June 2020 through the improved management and physical appearance of Oakham's highways and street-scene, including selected 'quick wins' by September 2019.

Group 2: Placemaking, Enterprise & Marketing Working Group

Aim:

To deliver a cohesive strategy to enhance the historic character of the town, increase social activity and tourism with an improved offer, and to support the collective action of businesses to market and boost the existing offer of Oakham as a place for local residents and visitors to shop and enjoy hospitality.

Proposed Membership:

Rutland County Council	x 2 representatives
Oakham Town Council	x 1
Oakham Town Partnership	x 1
Oakham Residents Group	x 1
Business Community / OTP	x 1

***Monitoring indicators**:* *Business confidence; foot-fall; stakeholder perceptions.*

The following areas and their associated vision and summarised recommendations will be within the scope of this working group. The full list of relevant recommendations and action plans is on pp25–29 of Appendix 1.

D – ENVIRONMENTAL ENHANCEMENT AND TOURISM

THE VISION

To conserve and enhance the heritage street scene, preventing further erosion, and to promote tourism and invigorate local pride by building on its strengths and positive local and visitor perceptions to increase the vitality of Oakham, and thus increase footfall throughout the town.

Some of these recommendations would require support from other relevant bodies, Oakham Town Council, Oakham in Bloom, Oakham Town Partnership, and local Business Groups etc. Several of the recommendations may be expected to qualify for grant-aid from external funding bodies, and every effort should be made to obtain such support.

SUMMARISED PROJECT RECOMMENDATIONS

Quick Wins

1. Define the image of Oakham we wish to promote and adopt a unifying motif for all the town signage (eg possibly based on horseshoe with coronet from Castle).
2. Install large well-sited maps with key/pictures at every car park for tourist information.
3. Pedestrian signage: plan fuller scheme of more and updated finger posts to more destinations
4. Create an illustrated heritage trail with images, reproduced onto tiles and set into the pavement.
5. Prominent promotion of Oakham Castle and Rutland County Museum at each location.
6. Consultation on shop fronts and shop signage to meet heritage requirements.
7. Crown Walk to The Maltings: liaise with landlords/property owners to agree an attractive painted/marked pathway joining the two developments to increase footfall to both locations.
8. Design eye-catching openings into side-streets, yards and courts with composite boards for groups of businesses to replace separate A-boards and to direct shoppers into less used areas and streets.

Longer Term or Strategic Projects

9. Oakham Castle and Rutland County Museum: restructure and increase opening hours to increase the tourist offer, specifically school holidays, weekends and bank holidays.
10. Re-instate a well-signposted central tourist information office, with suitable opening hours.
11. Install heritage lighting in both Market Place and High Street to enhance the street scene.
12. Stricter planning application policy with better consultation for town centre, not just for listed buildings and conservation areas, to ensure the heritage street scene is protected.
13. Develop and implement a Market Place project: Submit options for public consultation. Consider increase of pedestrian area with some tree planting and additional seating possibilities, but keeping one row of chevron parking with vehicular entrance from Market Street, exiting from Market Place onto High Street.

E – COMMUNITY ENGAGEMENT

THE VISION

Develop improved local Community Engagement by increasing the attractiveness and vitality of the town and through good publicity of events and attractions.

SUMMARISED PROJECT RECOMMENDATIONS

1. Set up a central, effective and free agency at Oakham Library to collect information about local events, activities, clubs and societies for adults and children, with effective strategy to disseminate information to the town and county and to wider audiences.

2. Encourage more events in the town:
   - Major events to attract visitors, eg Christmas Market, &c.
   - Smaller non-profit-making community based events to draw local people into town at weekends.
   - Special events aimed at children during school holidays.
3. Investigate ways of increasing green space in the town centre.
4. Support a local bus service with appropriate timetable to allow Oakham residents to access activities and services on offer in the town.
5. Attractively way-marked path and cycle routes into town centre through housing estates to encourage walking/cycling into town.
6. Mobility access concerns: Consult on any new town centre plans to ensure changes are sympathetic to all needs.
7. Liaise with young people through Rutland Youth Council and other organisations to consider their needs. Look to expand the Youth offer, for which there is little currently available, for example casual evening venues such as cafés or drop in centres.
8. Investigate how to facilitate current plans for a cinema in Oakham.

F – MARKETING AND ENTERPRISE

THE VISION

Lift the profile of a vibrant Historic Oakham as a destination to visitors in Rutland and beyond.

SUMMARISED PROJECT RECOMMENDATIONS

1. Information/advertising boards at all local tourist venues and campsites, specifically targeting places around Rutland Water.
2. Photographic images of aspects of Oakham on the by-pass, roundabouts, &c.
3. 'Visit Oakham' illustrated tourist signs around the county.
4. Promote and signpost Oakham's position on the Viking Way, Hereward Way and Macmillan Way long-distance walking trails and the National Cycle Network.
5. Key into major events such as Rutland Water Birdfair and Rutland CiCLE Classic.
6. Promote Oakham through 'Discover Rutland' and Discover Rutland website, with tourist publications distributed in surrounding counties and placed in hotels in the area.
7. Promote educational resources in the town (Museum, Castle, Farm Park) to schools in adjoining counties.

G – ENCOURAGING ECONOMIC GROWTH

THE VISION

Support retail and business cooperation to boost the existing offer of Oakham as a place for local residents and visitors to shop and enjoy hospitality, and increase footfall in all areas of the town.

SUMMARISED PROJECT RECOMMENDATIONS

1. A trade organisation is needed to coordinate promotional business and retail activity in the town.
2. Consider an Oakham 'Buy Local' loyalty card to encourage local shoppers.
3. Implement a 'Retail Trail' around the centre.

4. Consider financial start-up incentives for appropriate new businesses.
5. Consider a policy of encouraging ‘pop-up’ short-term businesses to keep empty retail premises in use till re-let.
6. Increase the use of Gaol Street as a market with more regular Farmers Markets and/or other occasional specialist markets.
7. Actively seek a change of use for the former Post Office to bring life and activity to the top of the Market Place.
8. Encourage increased offer of Sunday and evening shop/café openings.
9. Develop and implement a West End Renovation Project: Seek funding to improve the range of 18th and 19th century listed buildings, to create a characterful eatery quarter and an interesting entrance to the town from the west.

Recommendation:

That Rutland County Council establish a Placemaking, Enterprise & Marketing Working Group to deliver measurable town improvements by June 2020 through the collective action of local stakeholder groups, to boost Oakham’s character, vitality and economic viability, including ‘quick wins’ by September 2019.

Group 3: Communication and Coordination

SUMMARISED PROJECT RECOMMENDATIONS

Aim:
To develop and oversee delivery of the ‘Oakham Future Framework’ by coordinating the activities of the two working groups; developing and delivering the communications and engagement plan; managing fund raising and financial accountability and overseeing impact monitoring.

Proposed membership:

Independent chair
Representatives from each of the two working groups
Secretary

Objectives:

a) Business planning:
To develop, deliver, and quarterly and annually review the ‘Future Framework’, comprising a business plan for organisational development and an action plan for project delivery, in close consultation with the working groups.

b) Coordination:
To co-ordinate the activities of the two sub-groups to deliver a joined-up action plan for revitalising Oakham including investigating fund-raising opportunities, overall financial accountability and collating agreed impact monitoring.

c) Communications and engagement:
To develop and deliver an agreed communications and engagement plan in conjunction with the working groups.

Recommendation:

That Rutland County Council establish a Coordination and Communication Group to develop and deliver an effective communication and engagement strategy and oversee the sourcing of internal and external funding.

8. Project Development Time-frame

As the work moves towards a delivery phase with this proposal to develop the Oakham Regeneration Partnership it is important to consider the forward resourcing needs and timetable. The table below sets out the short term timetable for the next three months. During this period there are no more scheduled meetings of the Task and Finish Group and the independent chair's role has come to an end.

Future Framework Timetable and Actions November 2018 to January 2019		***Responsibility***
Week 1, w/c 12th November 2018	• Future Framework issued to Scrutiny Panel and all partners organisations for discussion and agreement • Committee Partners to organise presentations / engagements to their organisations	Representative of Oakham Task & Finish Group Dan Bottomley (OTC), Joy Clough (ORG), Alf Dewis (OTP), Paul Dowse (ONP) & Tim Norton (OK2Way)
Week 3, w/c 26th November 2018	• Partner feedback via meeting or email • Review and agreement on evidence collected • Responses received from Scrutiny Panel	Dan Bottomley (OTC), Joy Clough (ORG), Alf Dewis (OTP), Paul Dowse (ONP) & Tim Norton (OK2Way) Existing Oakham Task & Finish Group members Governance
Week 4, w/c 3rd December 2018	• Revise Future Framework in light of feedback • Membership of Oakham Regeneration Partnership to be determined	Existing Oakham Task & Finish Group Members
Weeks 6-8, w/c 17th December 2018	• Analysis of final responses from RCC full council meeting, all partners and stakeholder engagement to finalise the Future Framework	Existing Oakham Task & Finish Group Members / Oakham Regeneration Partnership
Week 9, w/c 7th January 2019	• First Meeting of Oakham Regeneration Partnership • Produce a schedule of meetings • Design project planning templates • Determine the final membership of the working groups • Appointment of local Oakham Chair & Secretary	Oakham Regeneration Partnership
Week 10, w/c 17th January 2019	• Establish financial framework • Domain name/email account to allow for professional email • Letter heading, address for correspondence, logo, point of contact	Oakham Regeneration Partnership
Week 11, w/c 24th January 2019	• Agreement & publication of outline action plan • Action plan to deliver quick win projects by June 2019	Oakham Regeneration Partnership / RCC website; Partners' email /web sites

Longer-term resources and funding

The responsibility for providing the staff/volunteer support and skills required is outlined in the table below.

Staff/volunteer support or skills required	*Responsibility*
Technical expertise for working groups including highways, building conservation; planning; and parking management	RCC
Working group secretarial functions	ORP
Coordination and planning of communications and engagement	ORP
Financial accountability (treasurer)	RCC
Fund-raising research and bid writing	ORP
Coordination of impact monitoring	ORP
Coordination of action plan delivery across working groups	ORP
Independent chair	ORP

9. Recommendations to Council

It is recommended that Rutland County Council:

1. Confirm their acceptance of the Evidence-base Report and its validity to determine regeneration priorities for Oakham.

2. Support a community engagement process to ensure consultation with stakeholder groups and the wider community.

3. Agree the creation of an Oakham Regeneration Partnership by January 2019, comprising the following working groups (as detailed above, pp14–19):

    a) Parking, Signage, Traffic & Pedestrian Issues.
    b) Place-making, Enterprise & Marketing.
    c) Co-ordination and Communication.

4. Agree the following support for the work of the Oakham Regeneration Partnership to enable it to deliver town benefits as set out in the T&F Group's recommendations, with measurable improvements by June 2020, including some 'quick wins' by September 2019:

    a) Help to develop and maintain a communications strategy.
    b) Financial management of projects by allocation of budgets and sourcing of external funding.
    c) Input in feasibility planning and expertise in project development from relevant council officers.
    d) Initial funding of £2,000 for admin, postage, printing, paper etc.

Appendix 1
The Task & Finish Group's Recommendations

Visions, Recommendations, Solutions

A	PARKING
	THE VISION
	A town with adequate car parks and on-street parking for local users and visitors, creating a positive perception that when people come into town they will easily find parking, and be encouraged to return.
	THE RECOMMENDATIONS
Priority	1. A minimum of 50 additional car park spaces be brought into public use at the earliest opportunity, and a further 50 by summer 2019, and continued monitoring so that parking keeps pace with demand from additional housebuilding and increased tourism. 2. Implement a zoning system as detailed below to simplify on-street parking in the town centre. 3. Increase allocation of public and/or shared parking bays to the north of the High Street to achieve acceptable on-street occupancy level. 4. Implement a pricing offer to entice increased usage of the town centre by local users. 5. Investigate parking provision targeted at long-stay town traders. 6. Look at best practice payment systems for car parks. 7. Implement local planning consideration for new developments to provide adequate staff or resident off-street parking.
	THE ACTION PLAN – SOLUTIONS TO CONSIDER
	Car parks ➢ Increase parking for RCC employees on site. ➢ Investigate suitable additional car park space: Tesco has two vacant plots for sale. ➢ Negotiate with Network Rail for them to provide more parking for their rail users. ➢ Consider a basic 2-storey car park in the Westgate car park. ➢ If the Ambulance Station should move out, consider whether that site be acquired or used for parking. ➢ Given that we have so few parking spaces consider use of electronic signs at key points showing free spaces in all car parks. ➢ Investigate a park and ride scheme based at the Co-op supermarket.
	On-street parking ➢ One hour parking zone through High St, Melton Rd, Westgate, Market Place, Mill St, Catmose St. ➢ Two hour shared zone through Station Rd, Northgate, Burley Rd, Church St. ➢ Dean Street, Finkey St, Barlow Rd, New St, John St, South St, Penn St, Brooke Rd to remain Residents-only Zone. ➢ With the current apparent under-use of both shared and residents parking Mon-Fri daytimes in Northgate, Station Rd and Burley Rd, trial converting some residents spaces into shared parking bays.

	➢ Consider converting unrestricted parking to two hour shared parking and institute parking permits for town traders in Station Rd. ➢ Choose and promote parking apps such as justpark.com to encourage householders to lease their private parking. ➢ Station Rd: Increase number of spaces by making parking bay cut into wide pavement between Kilburn Rd and Old Police Station, and remove on-street bays on south side of road.
Priority	**Parking Fees** ➢ Incentive: Offer two hours free parking for Christmas shopping season. ➢ Free parking for local users up to 10.30am and after 4pm, ie within shop opening hours at times when the car parks are under less pressure. ➢ When car park payment machines need replacing look at other types of system.

B	TRAFFIC MANAGEMENT AND PEDESTRIAN SAFETY
	THE VISION
	A town centre with a safe, comfortable environment for pedestrians, but still accessible by local road users without undue stress, and with increased ease of movement about the town.
	THE RECOMMENDATIONS
Priority	1. Introduce 20mph speed limit in the central commercial hub of Oakham.
Priority	2. Review and repair of pavements.
Priority	3. Reduce the number of heavy vehicles through the town centre.
	4. Implement well-designed traffic calming measures where required.
Priority	5. Highways to review pedestrian crossing issues, taking into account increased foot traffic from Barleythorpe Rd, Burley Rd and Penn St as a result of housing development, and researching alternative crossings scheme for High Street.
	6. Install standard run-off lane from bypass into Uppingham Road from the south.
	7. Measure and produce a pollution report for High Street and both railway crossings.
	THE ACTION PLAN – SOLUTIONS TO CONSIDER
	Traffic Management ➢ Traffic calming (as in Braunston Rd), for Barleythorpe Rd and Uppingham Rd. ➢ Barleythorpe Rd: speed limit and electronic speed signs. ➢ Look at position of Lidl supermarket entrance/exit on Lands End Way with view to separate exit away from junction with Barleythorpe Rd. ➢ Barleythorpe Rd: explore viability and benefit of widening road to three lanes alongside railway between crossing and station. ➢ Consider traffic box junctions at railway crossing junctions, ie Long Row/ Cold Overton Rd, Welland Way/Brooke Rd, Welland Way/Derwent Drive, West Rd/Cold Overton Rd. ➢ Long Row: cut parking bays back into verge to keep two free traffic lanes at Cold Overton Rd junction. ➢ Brooke Rd: implement the planned road layout between Cricket Lawns and level crossing. ➢ Monitor West Rd/Cold Overton Rd junction to check if change of priority needed. ➢ High Street: review phasing of Melton Rd/ New Street traffic lights.
	HGVs and LGVs ➢ Look at loading time restraints for town centre.

Priority Priority	**Pedestrian Safety** ➢ Implement pavement repairs asap at a time convenient to traders, prioritise paving around library. ➢ Public consultation where materials might be changed. ➢ Investigate ways of discouraging parking on pavements to reduce obstruction and lessen damage to pavements. ➢ Improve facility of crossing at junction of Melton Rd, Station Rd and Northgate to include refuges. Look at existing plans for adjusting road alignment at this junction produced in 2017. ➢ Look at road marking to emphasise Melton Rd zebra crossing to increase awareness and safety. ➢ Research alternative pedestrian crossing schemes (RCC monitoring 2016/17 showed as many people cross between the marked crossings as on them) – more crossing points, with low raised pads, change of surface colour and low key marking would slow traffic and allow more on-street parking. Research DFT Capital Grants Fund. ➢ Consider new pedestrian crossing on Burley Rd near car park entrance, and South St near Penn St, the latter to enable safer crossing for residents of large sheltered housing complexes. ➢ Consider central road refuge for pedestrians crossing Burley Rd from Catmose St to High Street. A temporary refuge could be installed to trial suitability. Longer term widening the road at that point by cutting back the pavement might be considered since it would not impact on the gardens. Consult with Oakham in Bloom. ➢ Improve safety in Brooke Rd from level crossing to Trent Rd, by creating parking bays to keep pavement clear, and two clear lanes for cyclists (children cycling to school), traffic and both school and hopper buses. ➢ Investigate safety issues of Catmose College students issuing from Park Lane and heading into town.
	Pollution ➢ Signs to ask drivers to switch off engines while waiting for trains at crossings.

C	**SIGNAGE**
	THE VISION
	All signage from the outskirts of Oakham to the centre and within the town should be appropriate, clear, well sited, and promote the benefits of the town to its best advantage.
	THE RECOMMENDATIONS
	1. Implement weight restrictions through the town centre with appropriate signage. 2. More pedestrian signage to more aspects of the town (finger posts). 3. Re-assessment of all signage from the bypass and outskirts to the town centre, vehicular directional signs, attraction signs and car park signs, HGV signs and all pedestrian signage (including for long distance footpaths), ensuring all signage is up to date and appropriately sized. 4. Direct tourist traffic into the town, specifically along Uppingham Rd to Rutland County Museum, Rutland Farm Park, County Offices and Parking.
	THE ACTION PLAN – SOLUTIONS TO CONSIDER
	➢ Uppingham Rd/Catmose St traffic lights directional parking signs for weekend parking for cars and campervans.

	➢ Seasonal management of vegetation obstructing signs. ➢ Regular maintenance of signs to ensure smartness and legibility. ➢ Control proliferation of advertising banners on bypass adjoining roundabouts. ➢ For pedestrian signage *see* recommendations in Environmental Enhancement.

D	ENVIRONMENTAL ENHANCEMENT AND TOURISM
	THE VISION
	To conserve and enhance the heritage street scene, preventing further erosion, and to promote tourism and invigorate local pride by building on its strengths and positive local and visitor perceptions to increase the vitality of Oakham, and thus increase footfall throughout the town.
	THE RECOMMENDATIONS
	1. Define the image of Oakham we wish to promote and adopt a unifying motif for all the town signage (eg possibly based on horseshoe with coronet from Castle). 2. Install large well-sited maps with key/pictures at every car park for tourist information. 3. Pedestrian signage: plan fuller scheme of more and updated finger posts to more destinations. There are currently five heritage-style finger post signs installed with a varying number of arms. These should be reviewed as to their content and position, with the aim of adding additional arms with much more local information where necessary and/or re-siting where poorly positioned. Additional sites for similar signs, including in car parks, should be identified, and other pedestrian signage should be brought into line and/or updated. 4. Create an illustrated heritage trail with images, reproduced onto tiles and set into the pavement. The tiles would be located at places of specific interest. This will create a cultural walking experience, following brass style arrows on the pavements, with local motif, for visitors and residents to celebrate the heritage and identity of Oakham and encourage the footfall and flow of people around the town. There would be a written guide and an app link to a heritage website. This should be a project with community involvement and possible Arts Council funding (as with existing Gaol St wall panels). 5. Prominent promotion of Oakham Castle and Rutland County Museum at each location. These are both tourist attractions of national importance, but very under-promoted. Prominent attractive artwork at the bottom of Castle Lane and on Uppingham Road would alert tourists to their positions. Consultation with Historic England needed, and grant funding should be sought. 6. Stricter policy and consultation on shop fronts and shop signage to meet heritage requirements. 7. Crown Walk to The Maltings: liaise with landlords/property owners to agree an attractive painted/marked pathway joining the two developments to increase footfall to both locations. 8. Design eye catching openings into side-streets, yards and courts with composite boards for groups of businesses to replace separate A-boards to direct shoppers into less used areas and streets. Entrances to passages and yards could be highlighted with tall shrubs in planters, thereby increasing the 'green' credentials of the town. Consultation with Oakham in Bloom recommended. 9. Oakham Castle and Rutland County Museum: restructure and increase opening hours to increase the tourist offer, specifically school holidays, weekends and bank holidays.

	10. Re-instate a well signposted central tourist information office, with suitable opening hours. 11. Install heritage lighting in both Market Place and High Street to enhance the street scene. Modern period-style wall mounted lamps could be installed with economic and effective LED lighting. They are available in styles akin to those used in Oakham in the past. Placement should aim to enhance the period building ranges and heritage buildings, during the day for character as well as at night. These are used to good effect in other parts of the town, ie the Maltings, Gaol St and Dean St. 12. Stricter planning application policy with better consultation for town centre, not just for listed buildings and conservation areas, to ensure the heritage street scene is protected. 13. Develop and implement a Market Place project: Submit options for public consultation. Consider increase of pedestrian area with some tree planting and additional seating possibilities, but keeping one row of chevron parking with vehicular entrance from Market Street, exiting from Market Place onto High Street. Consider making whole Market Place level with no raised kerbs, easier for pedestrians, pushchairs and mobility vehicles and avoiding trip hazards when events held there. Research plans made by RCC in 2017 to see if they could be adapted to meet current need.

E	COMMUNITY ENGAGEMENT
	THE VISION
	Develop improved local Community Engagement by increasing the attractiveness and vitality of the town and through good publicity of events and attractions.
	THE RECOMMENDATIONS
	1. Set up a central, effective and free agency at Oakham Library to collect information about local events, activities, clubs and societies for adults and children, with effective strategy to disseminate information to the town and county and to wider audiences by a wide variety of vehicles: ➢ Start-up campaign to inform local organisations. ➢ Maintain an inclusive database of Rutland groups, clubs and societies including Parish Councils and other relevant bodies, with contact information. ➢ Promote and maintain a specific effective, well designed website (replacing the section on RIS – Rutland Information Service) with sections to include events, regular clubs and activities, local Societies and activities and events for children and for young people. ➢ Produce a monthly diary list of events for the website and circulate it by e-mail to all groups on the database for further dissemination. ➢ Install electronic sign board with scrolling information in Oakham town centre to alert town users of imminent events – footfall research suggests corner of Gaol St and High St. ➢ Liaise with free publications, eg 'The Village Diary' and 'In & Around Oakham', to disseminate event information though their diary pages. ➢ Publicise the Monthly Events Diary widely. (Rutland Radio, press, social media, RCC Website and newsletter, OTC website, Discover Rutland Website, Oakham Needs etc). 2. Encourage more events in the town: ➢ Major events to attract visitors, eg Christmas Market, Food Fairs, Beer/Cider Festivals, and events to showcase local products, businesses and restaurants. ➢ Smaller non-profit-making regular events to draw local people into town at weekends: These can be community based, and of local interest, pop-up museum, farm park petting corner, demonstrations, local charity stalls, Street theatre, music groups, &c.

	➢ Special events aimed at children during school holidays. 3. Investigate ways of increasing green space in the town centre. Identify key spaces that could be enhanced with planting of suitable trees in association with lighting (uplighting for trees?), seating, and possible shelter structure (eg High St by Congregational Church, Baptist Church, entrance to Gaol Street, outside Wilkos, Market Place). Consultation with Oakham in Bloom is recommended for this project. 4. Support a local bus service with appropriate timetable to allow Oakham residents to access activities and services on offer in the town, particularly elderly, vulnerable and isolated people who lack transport and who may be out of walking distance. Currently no bus service to Oakham west after 2.30pm. 5. Attractively way-marked path and cycle routes into town centre through housing estates to encourage walking/cycling into town, in conjunction with RCC's Rights of Way Improvement Plan (RoWIP), with an accompanying and easily accessible printed and on-line rights of way map. 6. Mobility access concerns: liaise with Rutland Access Group on town centre issues. Consult on any new town centre plans to ensure changes are sympathetic to all needs. 7. Liaise with young people through Rutland Youth Council and other organisations to consider their needs. Look to expand the Youth offer, currently little available casual evening venues, such as cafés or drop in centres. Look at funding for making more use of the Jules Centre, which is well placed with good outside space. 8. Investigate how to facilitate current plans for a cinema in Oakham similar to that in Melton Mowbray.

F	MARKETING AND ENTERPRISE
	THE VISION
	Lift the profile of a vibrant Historic Oakham as a destination to visitors in Rutland and beyond.
	THE RECOMMENDATIONS
	1. Information/advertising boards at all local tourist venues and campsites, specifically targeting places around Rutland Water. 2. Photographic images of aspects of Oakham on the by-pass, roundabouts etc. 3. 'Visit Oakham' illustrated tourist signs around the county. Consider using suitably sited existing traffic sign poles to affix tourism signs on the back, facing traffic from the opposite direction (used to good effect eg around Ludlow). 4. Promote and signpost Oakham's position on the Viking Way, Hereward Way and Macmillan Way long distance walking trails and the National Cycle Network in conjunction with the RoWIP. 5. Key into major events such as Rutland Water Birdfair and Rutland CiCLE Classic. 6. Promote Oakham through 'Discover Rutland' and Discover Rutland website. 7. Promote educational resources in the town (Museum, Castle, Farm Park) to schools in adjoining counties. 8. Promote through tourist publications in surrounding counties. 9. Tourist literature to be placed in hotels in the area.

G	ENCOURAGING ECONOMIC GROWTH
	THE VISION
	Support retail and business cooperation to boost the existing offer of Oakham as a place for local residents and visitors to shop and enjoy hospitality, and increase footfall in all areas of the town.
	THE RECOMMENDATIONS
	1. A trade organisation is needed to coordinate promotional business and retail activity in the town. 2. Consider an Oakham 'Buy Local' loyalty card to encourage local shoppers. 3. Implement a 'Retail Trail' around the centre to increase footfall off the High Street, promote window vignettes for independent local shops/ buy local scheme. 4. Consider financial start-up incentives for appropriate new businesses. 5. Consider a policy of encouraging 'pop-up' short-term businesses to keep empty retail premises in use till re-let. 6. Increase the use of Gaol Street as a market with more regular Farmers Markets and/or other occasional specialist markets. 7. Actively seek a change of use for the former Post Office to bring life and activity to the top of the Market Place. 8. Encourage increased offer of Sunday and evening shop/café openings. 9. West End Renovation Project: Seek funding to improve the range of 18th and 19th century listed buildings, to create a characterful eatery quarter, and interesting entrance to the town from the west. ➢ Working party to undertake research, prepare plans and gain support from businesses and landlords, and Historic England, and source project funding. ➢ Renovation of buildings, replacement windows in styles more in keeping with period. ➢ Complementary colour scheme for repainting walls. ➢ Cohesive style/colour use for shop signs. ➢ Encourage eateries to meet 5-star hygiene standards. ➢ Explore possibility of attractive well-lit covered area with benches, tables for eating out. ➢ Provision of bins for rubbish. ➢ Display board with map of all local restaurants and takeaways. 10. Promote major events to attract visitors, eg Christmas Market, Food Fairs, Beer/Cider Festivals, and events to showcase local products, businesses and restaurants (*see* E – Community Engagement). 11. Consistent look for composite shop advertising boards at junctions/ yards/passages to replace A-boards (see environmental enhancement). 12. Where suitable premises exist in town, limit further town edge shopping outlets which attract people away from the centre. 13. Encourage engagement with town centre landlords and property companies.

Oakham Task & Finish Group

Oakham Town Task & Finish Group Evidence-base Report

as adopted on 18th October 2018

Reports prepared and collated by Joy Clough, Co-ordinator, Oakham Residents Group, on the basis of data collected and presented by volunteer residents of Oakham

Acknowledgements

The commitment of Oakham residents to this Task & Finish Group project looking at ways to regenerate the town is evident in the amount of time, work and effort they have put into the research which supports the reports presented here.

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Editing, checking and formatting reports:
Tim Clough, David Follis

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Bob Bennett, Christine Taylor, John Hazel, Paul Dowse (ONP), Nick Woodley, Tim Clough

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James Curtis

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Ann Robinson, Jenny Hughes

Shoppers Origins Postcode Survey:
Nick Woodley

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Christine Taylor, David Follis, Teresa Thompson

Business Confidence Survey:
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Town User and Visitor Surveys interviewing:
Cllr June Fox, Janet Hughes, Joy Clough, Linda Stubbs, Monica Stark, Rosemarie Whittaker

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Youth Survey:
Amelia Seymour and the Rutland Youth Forum, Joy Clough

With apologies to anyone whose name has been inadvertently omitted.

Introduction

The Oakham Regeneration Project Task & Finish Group, a Council and Community Working Party, was set up by Rutland County Council in the face of substantial public concern over the direction being taken for the future improvement and development of Oakham Town Centre. Guided by an Independent Chair, Chris Wade of 'People and Places', the aim has been to produce a body of research into the town to measure performance and assess any current issues and areas of concern, and on this basis to draw up recommendations to guide effective future town centre planning.

The research is based on the 'People & Places Town Centre Benchmarking System', which shows how to collect data corresponding to twelve Key Performance Indicators. These KPI relate to various aspects of the town centre, including the views of those who live, work and visit there. The data collected for those indicators which are relevant to Oakham (Table 1) have been compared with statistics in a National Benchmark Database for Small Towns, which consists of information from small towns which had participated in this process in 2016.

The benefit of using such a benchmarking system is that it will:-

- *provide baseline data to understand individual town centres issues*
- *identify strengths, weaknesses, and opportunities for improvement*
- *assist in preparing local action plans to address identified issues*
- *monitor impact of local town centre regeneration over several years*
- *act as an evidence base for funding applications*

(People & Places)

Table 1 – Key Performance Indicators relevant to Oakham	
The Place: Commercial Units	
KPI 1: Use Class	Visual survey
KPI 2: Comparison/Convenience	Visual survey
KPI 3: Trader Type	Visual survey
KPI 4: Vacancy Rates	Visual survey
The Place: Cross-town Trends	
KPI 5: Markets	Visual survey
KPI 8: Footfall	Survey on market & quiet days
KPI 9: Car Parking	Audit on busy & quiet days
The People: Stakeholder Surveys	
KPI 10: Business Confidence Surveys	Postal survey
KPI 11: Town Centre Users Surveys	Face to face surveys / Online survey
KPI 12: Shoppers Origin Surveys	Shoppers Origin survey

Between May and August 2018, with support from Oakham residents, data were collected for each KPI above. Additionally an extensive and detailed body of information on footfall across the town centre and on parking has been collected, and this includes car parks and on-street parking. A full database of all businesses in Oakham has been produced. In addition there were interviews with long-time market traders, and surveys carried out with Oakham Town Centre Visitors and Visitors to Rutland within a five-mile zone around Oakham.

The substantial body of data collected is the basis of these reports, and has been used to create the graphs and charts which illustrate them. All statistics given in the reports derive from these data, and statements alluding to 'additional data' refer to this overall body of evidence which is held in reserve but which may not be specifically illustrated.

Some numerical anomalies occur where average figures are shown, which have been rounded to the nearest whole number. Some discrepancies also occur when survey respondents omitted to answer specific questions.

An evaluation of the collected data follows to illustrate how each report, while offering valid specific information, relates to and impacts on each of the other reports to provide a very comprehensive overall picture. The reports, showing the findings for each Key Performance Indicator, then form the main body of this document.

The preliminary versions of the reports on KPI 1-4, 5, 8 and 9 which were submitted to the Task & Finish Group meeting on 16th August 2018 and bearing that date are superseded by the amended versions in this document.

Two additional surveys, an on-line survey and a Youth Survey, are currently awaiting completion. Reports on these will be submitted as supplementary documents later.

Appendix A contains the respondents' written comments from the Task & Finish Group surveys, listed under the headings of the relevant questions. Also extremely valid and available are the comments made in response to the 2017 consultations by RCC and the Oakham Neighbourhood Plan.

Joy Clough
Oakham Residents Group
September 2018

General Summary

This report for the Oakham Regeneration Project Task & Finish Group contains individual papers for each of the KPI indicators noted in the Introduction (p3, Table 1). The research for each topic is pertinent in its own right, but in this summary they are cross-referenced to illustrate a full picture of how Oakham currently performs.

Local Economic Performance

It is widely recognised that High Streets are economically struggling, both nationally and indeed across Europe. Oakham is a County Market Town situated in a rural area. However there is a choice of alternative shopping and business destinations for the people of Oakham and the surrounding villages. Within 10 to 15 miles we have the market towns of Stamford, Melton Mowbray and Market Harborough, and within 25 to 30 miles there are the cities of Leicester, Nottingham and Peterborough. For all these destinations most people are reliant upon cars or public transport, which involve cost and time and are detrimental to the environment.

Oakham is on our doorstep, and yet one of the most important insights that come out of the Business Confidence Survey is the slowly declining rate of year-on-year growth and the lower expectation of growth for 2018 in the Oakham business community, with two-thirds not expecting an increase in trade and 21% actually forecasting a decrease (p30, Table 2). It is also worrying that nearly half of the town centre businesses have been established for less than five years, which would seem to indicate a large turnover of retail premises even when allowance is made for several closures due to retirement (p39, Fig. 1). Customers build loyalties with local shops: individual customer comments were made bewailing the loss of well-liked shops and services, and a too-frequent coming and going of retail outlets does nothing for the economic stability of the town.

From the business perspective negative financial issues relating to fundamental business overheads, such as rates and rents (19%), were identified, as was competition from internet and other venues (16%). Marginally higher were concerns relating to the declining number of local clients, with low footfall (17%) and inadequate parking (22%) listed as causes (p31, Fig. 3). These factors beg the question as to whether if local trade were to increase, the financial strain would be correspondingly reduced.

With parking there were more comments overall relating to hourly car park charges than to availability; one business commented that parking provision should 'remove pressure from shoppers allowing them to relax and stay' in town. The research confirms inadequacies in both parking and footfall. The overall picture of parking in the town centre shows that at the height of each shopping day, from 11am to 3pm, the car parks are frequently well over accepted levels of occupancy (p19, Fig. 1), and the high levels of footfall in the main short stretch of the High Street between Mill Street and Gaol Street do not extend to any of the other town centre shopping areas (p15, Table 1).

The people living in Oakham who do use the town centre are very loyal, and in our surveys 70% of those interviewed came into town more than once a week (p34, Table 2). The Shoppers Origins survey also demonstrates that the majority of those using the local businesses come from Oakham and Rutland within 10 miles (p49, Fig. 1). Overall however, although half the Oakham town users walked into town, nearly 40% came by car and it is not therefore surprising that 10% of them put parking on the list of improvements they would like to see.

The main area of dissatisfaction for half those interviewed was with the available retail offer, many citing the lack of shops with mid price-range goods and High Street names, and a surfeit of charity shops of which there are seven in prime locations in the town centre (p39, Fig. 5). The analysis of businesses by class (p9, Table 1) shows that Oakham does in fact have a lower percentage of Class A1 shops (43%) than the National Database for Small Towns average (52%). In Oakham this difference equates to over 20 more retail outlets. The retail sector, however, is driven by financial viability and perhaps only a substantial increase in footfall and spending in the town would encourage an increase in the number and range of retail operations.

Oakham is fortunate in that the town is a regular destination for day visitors from a wide area with several major cities within driving distance. For them, with 78% coming by car, parking was one of the equal top two improvements they wished to see, although of those more were concerned with the availability of the parking than the cost (p47, Fig. 4). The other top improvement that would enhance their visit was a better retail mix, and for them the independent shops at 58% were recorded as one of the top positive attributes of the town, not far behind the cafés and restaurants at 64% (p44, Table 10). The retail offer in Oakham, although lower than the national average in High Street names, is strong in independent shops, which make up 69% of businesses compared with the national average of 64%.

Local Usage of the Town

The largest audience for Oakham and what it has to offer is the population of the town itself, including the new settlement on its fringe at Barleythorpe, as well as the surrounding villages. The perception of Oakham by those who live here is a positive one, and when asked for one word to describe the centre there were 73% positive words as against only 27% negative ones. Their image is of a quaint, attractive, pleasant place, friendly with a community feel, and useful, compact and convenient for their needs; 80% of them would recommend a visit to the town (p38, Fig. 4 & Table 6).

This positive image is reflected in the attributes of Oakham that people most valued, and it is the catering establishments, the cafés, restaurants, pubs and bars, that came top of their list with 73 positive comments. Levels of negativity for the town were indeed much lower, but leisure facilities with 35 negative ratings, along with parking (35) and the retail mix (38), was amongst the highest (p37, Table 5). On the list of improvements that would encourage people to use the town more, leisure facilities, with 24 comments, also featured second highest. In individual comments, activities for children and young people, bowling, and many specific calls for a cinema were noted (p39, Fig. 5). The 'tourist' attractions in Oakham, the Rutland County Museum, Oakham Castle and the Rutland Farm Park, show strong local usage (p50, Fig. 4).

Quite high up in the order of negative attributes came 'traffic', expanded with additional comments, and also with 7% of suggestions for improvements that would encourage people to use the town centre more. The railway crossings are a fact of life in Oakham, but as comments show, they are an on-going source of irritation and inconvenience for many, but parking on pavements, safer provision for pedestrians crossing near junctions, and particularly reduced traffic speed and flow through the High Street, especially involving heavy goods vehicles, were called for.

Despite the high level of positivity for the town centre, 12% of the suggestions for improvement related to general town centre maintenance. Repaired pavements, more seating areas, more planting, better new architecture and better disabled access were requested.

Tourism in Oakham

Oakham is a destination town, attracting visitors from a wide area (p50, Fig. 3), but the majority, 64%, come from within easy driving distance, from the areas immediately surrounding Rutland (p40, Table 2). Added to this, the Shoppers Origins survey shows that on an average day of the week in Oakham, 28% of those who use local businesses are visitors, coming from ten miles away or more (p48, Table 1).

A majority of visitors come to Oakham, and indeed Rutland, on day trips and stay for between one and three hours in town, with only a third staying longer, a reflection perhaps on how much there is for visitors to do. Asked what improvements would have helped them to enjoy their visit more, after parking and more diversity of shops, the most numerous visitor comments were related to signage in the town for tourists and more information about the town and events (p47, Fig. 4). In particular signage to the main attractions of the 12th century Castle and the Rutland County Museum is very poor and the latter is closed on Sundays and Bank Holidays when there are many more tourists in the town.

More of those visitors in Oakham were on occasional and regular day visits than were here for a one-off visit, which suggests visitor loyalty and a good return rate (p35, Table 3). Around half of these are pairs, or small groups of adults, with a smaller percentage coming with children, so their visits are presumably not limited to weekends and school holidays (p42). This view is upheld by the fact that the number of those using the retail and business outlets from more than 25 miles away was consistent across the week, rising steeply on the Saturday. Twice as many visitors were from only 11 to 25 miles away, and similarly consistent from Monday to Thursday but much higher on both Friday and Saturday. Sunday is a comparatively quiet day in the town, for locals and visitors alike (p49, Fig. 1), as the retail Sunday opening is fairly limited, and although the Castle is open in the afternoon, the Museum is closed. The overall percentage of visitors using Oakham shops and businesses is substantially higher than the national average (p48, Table 1).

Rutland Water and its associated local attractions are only a few miles from Oakham and yet there was a disappointingly low expectation amongst visitors at those locations of a visit to Oakham, with 15% having no idea what Oakham had to offer. In fact only 13% could recall having heard about Oakham from any source (p42, Table 7). For these visitors there was a low repeat visit rate amongst those who had been to Oakham on previous occasions. Those that came into the town were drawn mostly by the cafés and restaurants, the historic centre and shopping, but less than half of them were using each of these venues.

Despite the above, visitors hold a very positive image of Oakham: quaint, picturesque and historic, friendly and busy, and diverse and compact, were words they used to describe the town. This is a very similar selection to those used by the people who live here, and there were far fewer negative words used by visitors (p46, Fig. 3). Their perceptions of the town were positive, not just the cafés and restaurants, historic attractions and independent shops, but also the physical appearance of Oakham, its cleanliness, friendliness and the ease of walking around were appreciated (p44, Table 10).

Conclusion

This report looks at the interests of three groups of people, those who work in Oakham, those who live here and those who come to visit here. The same strands run through their comments, and the suggestions they make for a way forward are compatible. The issues that emerge from the research in this report might therefore form the basis of the future action which will affect all of them directly or indirectly.

The research draws a picture of Oakham as a traditional market town, with a strong and friendly identity, and an equally strong loyalty from those people who rely on it, and from those who visit regularly. These people all share the same attractive image of Oakham and similar positive views.

Maintaining and enhancing the identity of the town, building on its strengths, and addressing the issues highlighted by this report will encourage growth, with popular support, while still preserving Oakham's integrity.

Joy Clough
Oakham Residents Group

KPI 1, 2, 3, 4: Oakham Business Classification – Oakham Residents Group

This is an analysis of 259 businesses in Oakham town centre. For the purposes of this report, the parameters of the commercial hub of Oakham have been set as illustrated on the map below (Fig. 1). This covers the majority of retail businesses in the town and is done so that parallels may be drawn between these data and the data from the footfall and parking surveys which cover the same area. There are also commercial data available for the whole extent of the town including the industrial parks.

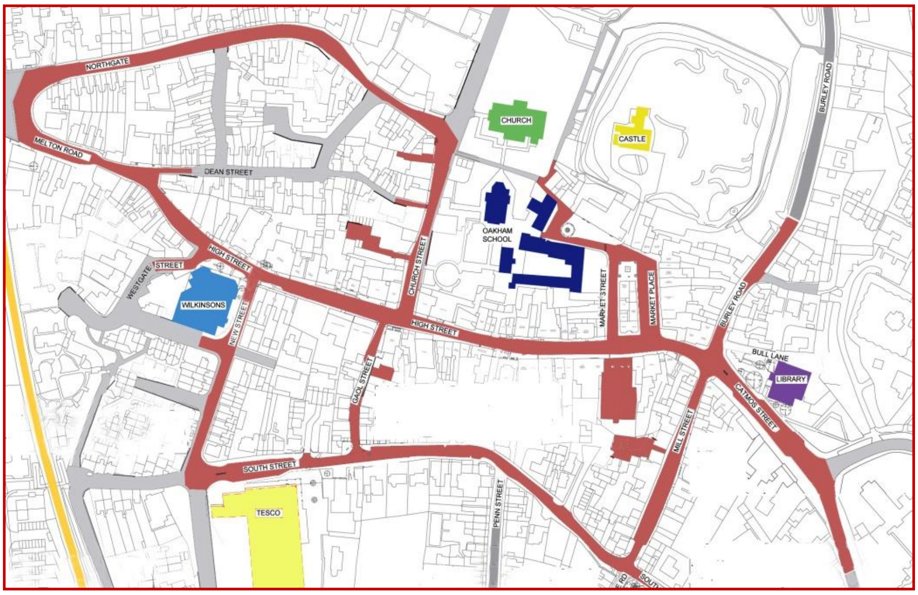


Fig. 1.
Map of Oakham town centre, indicating in pink the streets covered by the analysis in this report

"It is important to understand the scale and variety of the 'commercial offer' throughout the town. A variety of shops and a wide range of services in a town are important to its ability to remain competitive and continue to attract customers. Sustaining a balance between the different aspects of buying and selling goods and services ensures that the local population (and visitors from outside) can spend time and money there, keeping the generated wealth of the town within the local economy. Importantly, it forms the employment base for a substantial proportion of the community too, helping to retain the population rather than lose it to nearby towns and cities." (*People and Places*)

KPI 1 – Commercial Units: Use Class

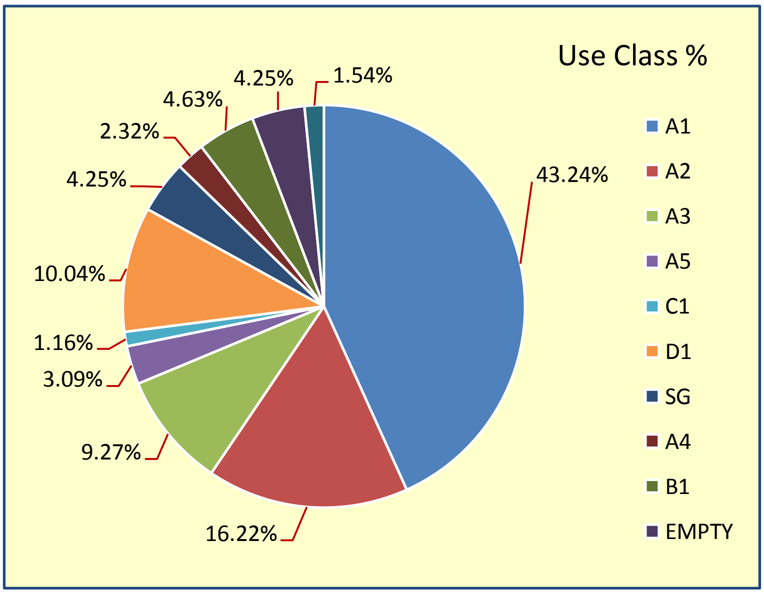


Fig. 2.
Use class of Oakham businesses by percentage

Table 1 – Oakham businesses classified by the Town & Country Planning (Use Classes) Order 1987		Oakham 2018 Number	Oakham 2018 %	National Benchmark for Small Towns %
A1	Shops	112	43%	*52%*
A2	Financial and Professional Services including banks, estate agents, betting offices	42	16%	*14%*
A3	Restaurants and Cafés	24	9%	*8%*
A4	Drinking Establishments	6	3%	*4%*
A5	Hot Food Takeaways	8	3%	*4%*
B1	Businesses	12	5%	*3%*
B2	General Industrial	-	-	*1%*
B8	Storage and Distribution	-	-	*0*
C1	Hotels	3	1%	*1%*
C2	Residential Institutions	-	-	*0*
C2A	Secure Residential Institution	-	-	*0*
D1	Non Residential Institutions e.g. halls, museums, libraries, places of worship	26	10%	*6%*
D2	Assembly and Leisure	-	-	*1%*
SG	Sui Generis ("unique" establishments) e.g. tanning and beauty salons, dog parlours, veterinary clinics, petrol filling stations, nightclubs, launderettes, and tattoo studios,	11	4%	*5%*
–	Vacant premises	11	4%	*9%*
RS	Residential	4	2%	-
	Total Premises	259		

The data analysis for Oakham in Table 1 above shows how the quantity and type of businesses compares to the benchmarking for small towns nationally. Oakham has a markedly smaller percentage of shops, only 43% compared to the average of 52%. However financial and professional services are 2% higher at 16% and businesses also come in slightly stronger, 2% above the benchmark. In hospitality the numbers of restaurants/cafés, takeaways and hotels are comparable with national averages. At 10% it would appear that there is a higher proportion of (D1) public buildings in Oakham, the national average being 6%.

KPI 2 – Commercial Units: Comparison versus Convenience

"The presence of a variety of shops in a town centre is important to its ability to remain competitive and continue to attract customers. A balance of both comparison and convenience retail units is therefore ideal in terms of encouraging visitors and potential customers." (*People and Places*)
A1 Retail units selling goods can be split into two different types, Comparison and Convenience, thus:

Convenience goods – low-cost, everyday items that consumers are unlikely to travel far to purchase

- Food and non-alcoholic drinks
- Tobacco
- Alcohol
- Newspapers and magazines
- Non-durable household goods

Comparison goods – all other retail goods

- Books
- Clothing and footwear
- Furniture, floor coverings and household textiles
- Audio-visual equipment and other durable goods
- Hardware and DIY supplies
- Chemists goods
- Jewellery, watches and clocks
- Bicycles
- Recreational and miscellaneous goods
- Hairdressing

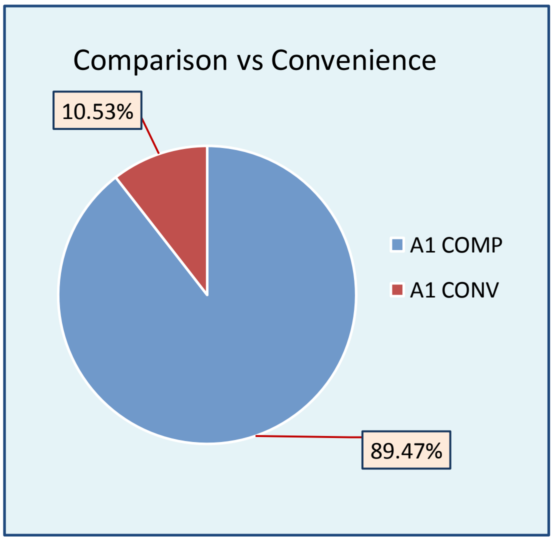


Fig. 2. Convenience and comparison stores in Oakham

Table 2	Oakham 2018 Number	Oakham 2018 %	National Benchmark for Small Towns %
Comparison	99	89 %	82%
Convenience	13	11%	18%
Total	112	100%	100%

It is interesting to see that Oakham has a different balance of shop categories to the national average with a greater proportion of comparison shops, 89 % compared to 82%, and a smaller number of convenience shops, with only 11% compared to the national average of 18%. The survey of town users shows that local people are coming very regularly into the town centre, 30% every day and 41% of them more than once a week, and in this scenario perhaps the town needs a greater number of convenience shops.

KPI 3 – Commercial Units: Trader Types

"The vitality of a town centre depends highly on the quality and variety of retailers represented. Certain national retail businesses are considered key attractors and are particularly important in terms of attracting visitors and shoppers to a town. The character and profile of a town often also depend on the variety and mix of independent shops that can give a town a 'unique selling point'. A sustainable balance of key attractors and multiple names alongside local independent shops is therefore likely to have the greatest positive impact on the vitality and viability of a town." (*People and Places*)

Of those retail chains considered Key Attractors by Experian Goad [global business location experts], there are only four in Oakham town centre (Table 4). At just 4% this is substantially under the 7% national average for small towns. A Marks & Spencers Food outlet at the petrol filling station on the bypass which might otherwise be counted is too far out to qualify, and the other supermarkets on the outskirts of Oakham, namely Aldi, Lidl and the Co-op, are not included in that list of Key Attractors.

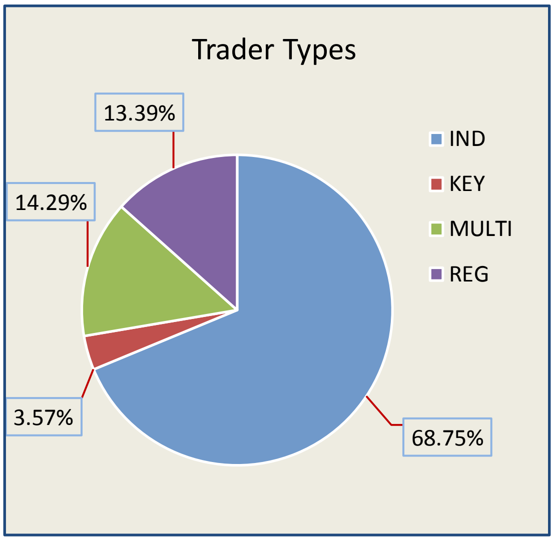


Fig. 3. Trader types in Oakham

Table 3	Oakham 2018 Number	Oakham 2018 %	National Benchmark for Small Towns %
Key attractor	4	4%	*7%*
Multiple	16	14%	*19%*
Regional	15	13%	*10%*
Independent	77	69%	*64%*
Total Shops A1	112	100%	*100%*

Table 4 – Town centre 'key attractors'	
Mixed Goods Retailers	Boots Wilkinson
Other Retailers	Carphone Warehouse
Supermarkets	Tesco

Of the multiple traders with household names Oakham again falls short, with 14% against the national average of 19%. In Oakham this category includes for example Carpet World, Mercury News and Fatface. However it also includes national charity shops of which there are seven in the town centre, which means that there is a very small proportion of High Street brands in the Town.

Oakham has a higher proportion of regional shops, with 13% to the national average of 10%. These shops include butchers, pet supplies, ladies' fashions and hairdressers amongst others.

Oakham is also strong in the final category of independent shops. Here we have 69% against the national average of 64%.

KPI 4 – Commercial Units: Vacancy Rates

"Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres." (*People and Places*)

Table 5 – Vacant commercial premises	Oakham (number)	Oakham 2018 %	Nat. Small Towns %
Vacancy %	11	4%	*9%*

From the 259 commercial units in the retail, economic hub of Oakham here analysed, there are currently 11 vacant premises. This is 4% of the whole and as such registers less than half the comparative level recorded for small towns nationally. This is of course a fluid situation, as there are some businesses which are known to be closing shortly, while others may recently have been re-let.

Joy Clough, Jenny Hughes, Ann Robinson, Nick Woodley
Oakham Residents Group Report
August 2018

KPI 5: Oakham twice-weekly Market 2018 – Oakham Residents Group

Oakham is a 'Market Town' with a market charter dating back to 1252. The market is a significant part of the town's historical identity and is still the prerogative of the lord of the manor. Local people feel very strongly about the market, irrespective of how little they may actually use it (see comments in Appendix 1).

The market is also vital to the life and vibrancy of the town centre, and provides a mechanism for a diverse range of local enterprises to start, flourish and grow, supplementing the mix of retail services on offer in the town.

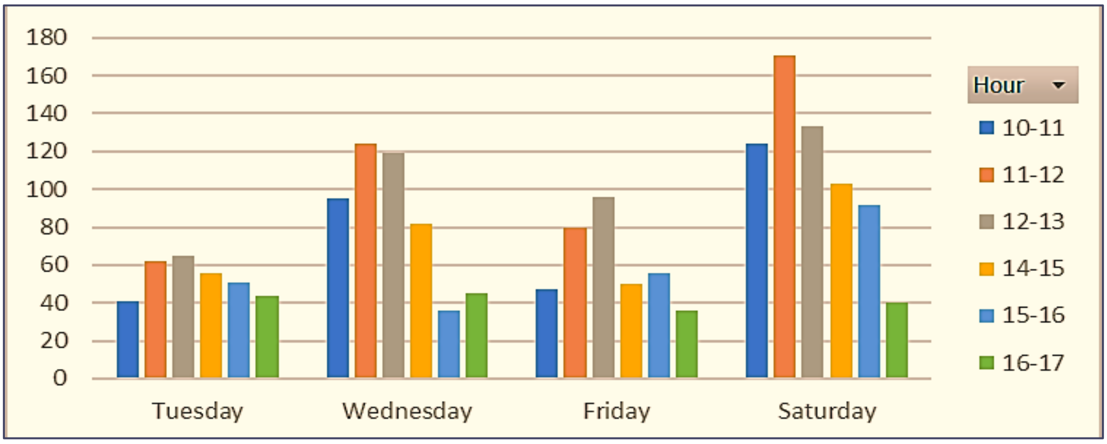


Fig. 1. Graph showing footfall in the Market Place over two market and two non-market days

That the footfall average in the Market Place is higher than the other roads off the High Street is largely due to shoppers visiting the Wednesday and Saturday markets. The graph (Fig. 1) clearly shows the spike in numbers on Wednesdays and Saturdays. There would be a similar considerable footfall spike on the chart for Gaol Street on the one Saturday a month when the popular Farmer's Market is held there.

Both the size and the composition of Oakham Market have changed over recent years, within the memory of many residents. Twenty to thirty years ago the market was larger with up to about 30 stalls and a waiting list. There was a good range of stalls selling provisions, with three greengrocers, fishmonger, meat and game, cheese and dairy products, bakery items and also a wide offering of other stalls. By then the area in front of the Post Office had been paved with York slabs and the market stalls extended to the Buttercross.

But in January 2014 the Post Office Counter was closed and relocated to the High Street, and the market manager is of the opinion that it is following this move that the market has slowly declined and shrunk back to mostly fit within the main Market Square. The empty Post Office building no longer draws people up to the top of Market Place. The future use of this building is critical to the growth of the Market and footfall in the Market Place.

Today, the number of market traders is below the average for towns of this size. There are fewer stalls and the offering is ever changing as stalls come and go. We have lost two of the three greengrocers – possibly due to competition with the supermarkets – but there are more specialist and local food offerings now. There is also a varied range of other products for sale and an extremely large and popular fresh flower and plant stall, in keeping with modern trends.

Table 1 – Number of market traders	**Wednesday Market**	**Saturday Market**	**National Small Town Benchmark**
Average number	14	14	*15*

In the Resident Group's Survey of Visitors to Rutland, 26% of those questioned had visited the market in Oakham.

In the Oakham Town Centre Visitor Survey, 44 % of respondents picked the market out as being a positive aspect of the town, with only 3% seeing it as having a negative aspect.

The result of the companion Oakham Town Centre Users Survey was slightly more complex as only 41% of local people highlighted the market as a positive aspect of the town, and of the 12% who thought it a negative aspect, many were commenting on its decline over recent years.

Comments about the market made by local people as part of one-way and Neighbourhood Plan consultations in 2017 (from Appendix 2) are added below.

Comments about the Market taken verbatim from the 2017 consultation documents

The market needs special attention. The roadworks have recently reduced the number of traders. Emphasis should be on an increase in traders as Oakham is a Market Town and this brings in visitors.

We need better markets.

Support for the market.

Please don't ruin the twice weekly market. We use the market each time and find it a marvellous addition to Oakham's poor retail offering.

Local, trendy crafts from more alternative market stalls (jewellery, bags, clothes, shoes) like Covent Garden.

Indoor market, more regular market.

Indoor markets are a magnet for visitors and we certainly should have one.

Wednesday and Saturday markets are a plus for Oakham and the farmers' market should be expanded.

Encourage larger market Wednesday & Saturday. Encourage art & craft markets in Market Place.

You could make the Market Place better for the stall holders.

Save our market!

The 'market' is no longer a market as such.

The attraction of an 'ancient' market.

The Market Square: Currently we have a twice weekly market with 3 in particular first class traders,

The reduction of the stalls area in the Market Place allowing for wider pavements would be another erosion of its character and charm. We need to keep things original as possible, retain its rustic appearance not clinicalise the town. We want Oakham to be an active, busy town, not a clean cut picture postcard.

My thoughts are that we are known as a market town but in reality we don't have much of a market to boast about! How nice would it be if we had this space to open up an area where we could introduce local and out of area market stalls who can trade 365 days of the year, coffee bars that can use outside seating during the warmer months of the year promote the town's market which seems to us to be in decline.

Joy Clough
Oakham Residents Group
August 2018

KPI 8: Oakham Footfall Survey 2018 – Oakham Residents Group

The people who come into Oakham town centre – residents, workers, visitors and shoppers – are vital to the success of the businesses within the town centre. Provided there is adequate available disposable income in the population, the more people who are attracted into the town, the better the trade, and the more prosperous local businesses become. One might expect that this in turn would benefit the town, for example by making longer opening hours or Sunday opening more viable, and by attracting other businesses, and thus more employment, to the town.

To build a picture of how Oakham currently functions, a footfall sample was taken in six locations around the town over a four-day period. These locations were:

High Street – east, between Mill St and Gaol St
High Street – west, between Gaol St and New St
Church Street
Mill Street
Gaol Street
Market Place

The sample comprised six 10-minute counts, three at hourly intervals between 10 am and 1 pm, to compare with national benchmarking figures, and another three at hourly intervals from 2pm to 5pm, to complete the bigger picture. These counts were done on four days: two non-busy days and the two market days, Wednesday and Saturday. Individual graphs have been produced for each location and are available.

An ideal sample would have been taken at exactly the same times on the same days across the six locations. However as we were reliant on the time available to our volunteers, the counts were made over a three-week period. The readings for each half day are consecutive, but the days are not necessarily consecutive, and some morning and afternoon counts were taken in different weeks. We are very grateful for the time given to the task by members of the Oakham Residents Group.

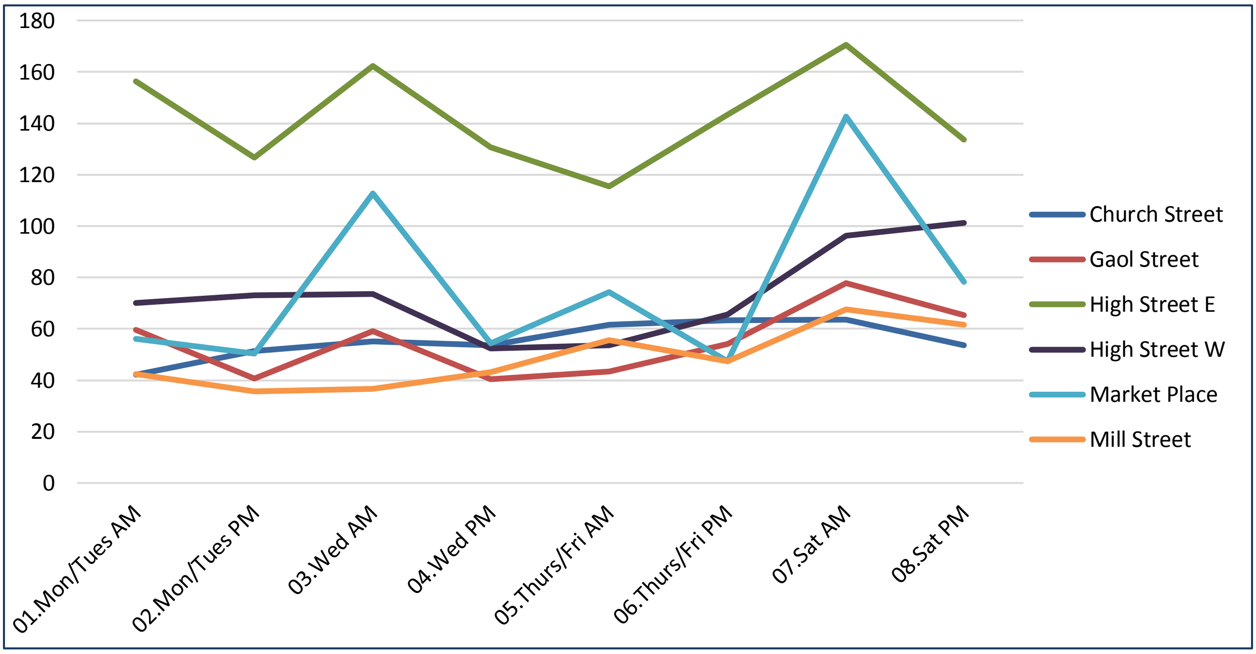


Fig. 1. Line graph showing average footfall in the six locations over the four days

The line graph shows quite clearly that the eastern half of the High Street is by far the most popular destination for town users, with an average footfall that is 50% to 65% higher than that of any other location.

Pedestrians access the central stretch of High Street via three roads at the east end and three at the west end, all of which lead to car parks which circle the town centre. There are also two well-used passages through to the High Street from South Street which are used by people walking into town along Penn Street and across South Street (see map). However, the footfall count would seem to indicate that visitors arriving via any one of these various routes do not circulate around the other shopping roads, thus depriving Church Street, Mill Street, Gaol Street and off-street shops (such as Crown Walk, Knights' Yard and the Maltings) of the benefit of the higher footfall enjoyed in the High Street. Of the other town centre shopping streets, Mill Street has the lowest overall footfall.

Table 1 – Average number of passers-by per 10 minutes by location taken over four full days					
High St – east	Market Place	High St – west	Church St	Gaol St	Mill St
142	77	73	56	55	49

When considering the variation in footfall between the six locations, there is any number of possible reasons, such as: the volume of foot traffic into town along each town centre road from the car parks; the volume of foot traffic from the surrounding housing estates; the adequacy of signage or direction into the smaller shopping streets and arcades from the High Street; or the attractiveness of the retail offer in each location.

Figs. 2–5. Percentage of businesses by usage class in primary retail locations

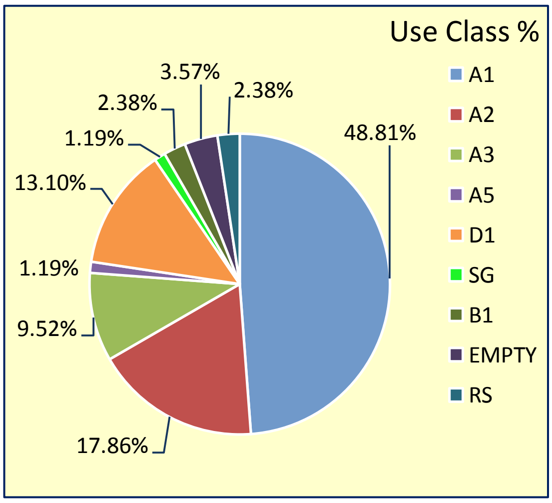


Fig. 2. High Street with Crown Walk

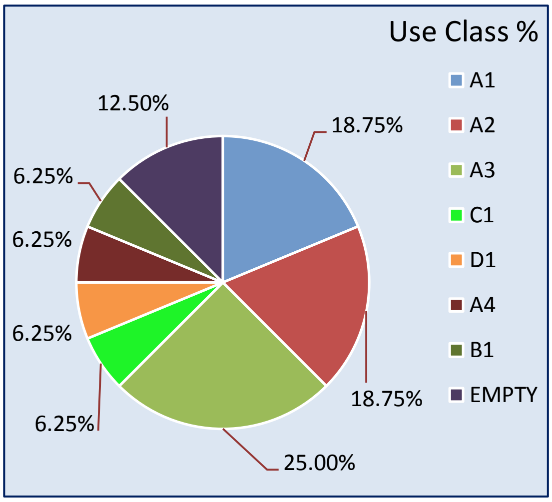


Fig. 3. Church Street with Baker's Yard

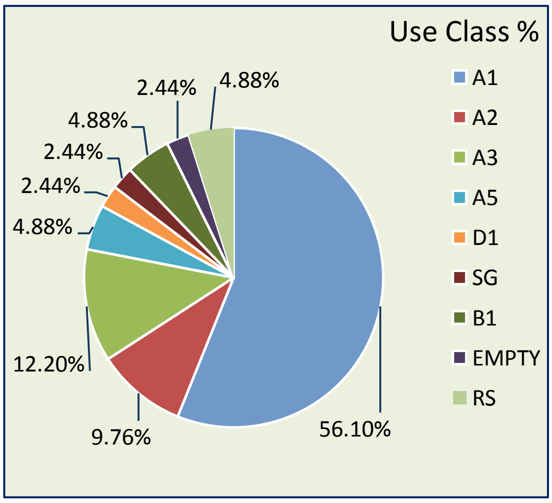


Fig. 4. Mill Street with the Maltings

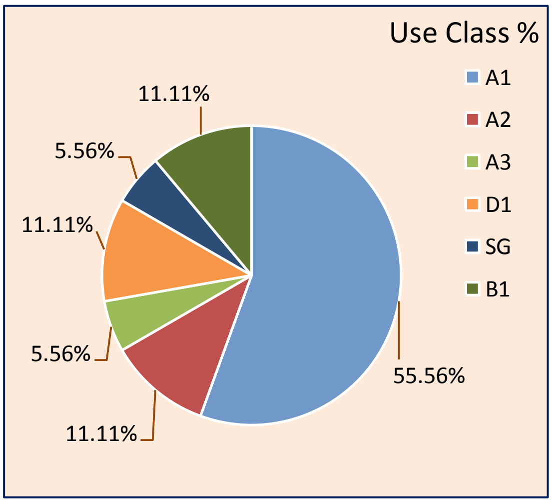


Fig. 5. Gaol Street with Knights' Yard

With regard to the retail character of the different locations, these four pie-charts compare the retail offering between the four main shopping locations, with the table below showing the precise figures. In three of the locations, High Street, Mill Street and Gaol Street, there are very similar proportions of business types. In Church Street, however, the pattern is noticeably different. Here there is a much smaller proportion of shops, less than half the other three, but a substantially higher percentage of cafés, restaurants and drinking establishments.

High Street, with the highest footfall, has by far the greatest offering as, with Crown Walk, there are 84 premises in all, slightly more than twice that of Mill Street with the Maltings which have a total of 41. Footfall in the High Street, however, is three times that of Mill Street, and yet in the latter there are 23 shops, slightly more than half the number in High Street plus 7 cafés, restaurants and takeaways.

Gaol Street with Knights Yard and Church Street with Bakers Yard have 18 and 16 businesses respectively. This is less than half of those in Mill Street, yet the footfall in each of these locations is a little greater, and although there is a contrast in the retail mix between these two areas, the footfall is about the same. Thus it would appear that the commercial offer may not be the main factor in this footfall anomaly.

Table 2 – Number of businesses by class in each location sampled		**High St & Crown Walk**		**Church St & Bakers Yard**		**Gaol St & Knights Yard**		**Mill St & The Maltings**	
A1	Shops	41	49%	3	19%	10	55%	23	56%
A2	Financial & Professional Services	15	18%	3	19%	2	11%	4	10%
A3	Restaurants and Cafés	8	10%	4	25%	1	6%	5	12%
A4	Drinking Establishments	–	–	1	6%	–	–	–	–
A5	Hot Food Takeaways	1	1%	–	–	–	–	2	5%
B1	Businesses	2	2%	1	6%	2	11%	2	5%
C1	Hotels	–	–	1	6%	–	–	–	–
D1	Non Residential Institutions	11	13%	1	6%	2	11%	1	2%
SG	Sui Generis ("unique" establishments)	1	1%	–	–	1	6%	1	3%
	Empty premises	3	4%	2	13%	–	–	1	2%
	Residential	2	2%	–	–	–	–	2	5%
	Total number of Businesses	84		16		18		41	

In comparison with other similar sized benchmarked towns, and using only the comparable data from the three 10am to 1pm readings, Oakham High Street is performing very well, with an average of 166 passers-by per 10 minutes on market days and 135 on non-market days. This compares to 98 and 86 respectively for small towns nationally on market day and non-market days. The other locations in the town however do not compare so well, falling well below the benchmarking figures, as can be seen in the table below.

Table 3	**Oakham High Street from Mill St to Gaol St**	**Average of all other locations in Oakham**	**National Small Town Benchmark**
Market day	166	78	*98*
Non market day	135	56	*86*

These data samples indicate that the footfall pattern in Oakham town centre needs further examination, and measures should be considered to encourage a better flow of visitors around these smaller side streets and off-street shopping areas. How to increase footfall in Church Street, Gaol Street and Mill Street, and therefore potentially improve trade, is an issue which should be explored.

There is a noticeable difference in the average footfall between market and non-market days across the town. On the Wednesday (mid-week) market days the average footfall is 7% higher than on the other weekdays, but on the Saturday market day the difference is considerably higher at 35%. This does illustrate the contributory value of the market in drawing people into the town. An increase in footfall in the town would possibly encourage new traders to the market, which in turn would attract more shoppers.

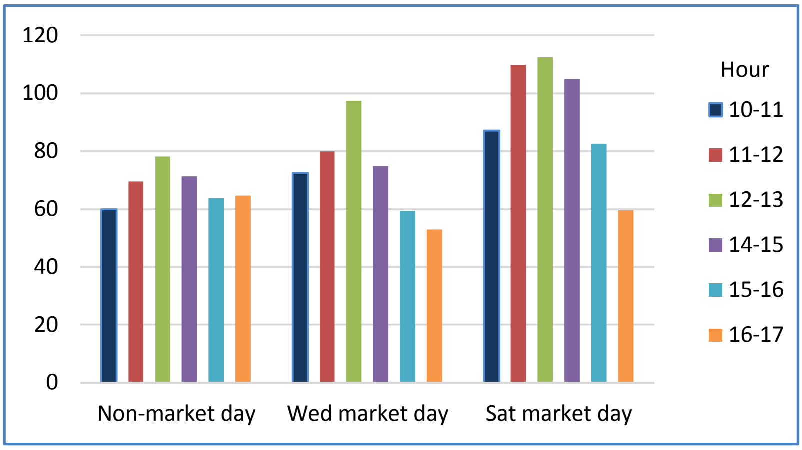


Fig. 6. Graph showing comparison of footfall numbers across the town between market days and non-market days

The graph also illustrates the gradual rise in the footfall count through the morning up to and including lunchtime, after which numbers start to drop, declining quite rapidly at the end of the afternoon, particularly on market days. The figures confirm that the average morning footfall was 15% higher than afternoon footfall.

The one exception to this pattern can be seen on Tuesdays and Thursdays in Church Street, where at the end of the school day many pupils from Oakham School take this road for permitted free time in town. This anomaly has somewhat skewed the graph above (Fig. 6) by raising the average figures for the later afternoon readings on non-market days.

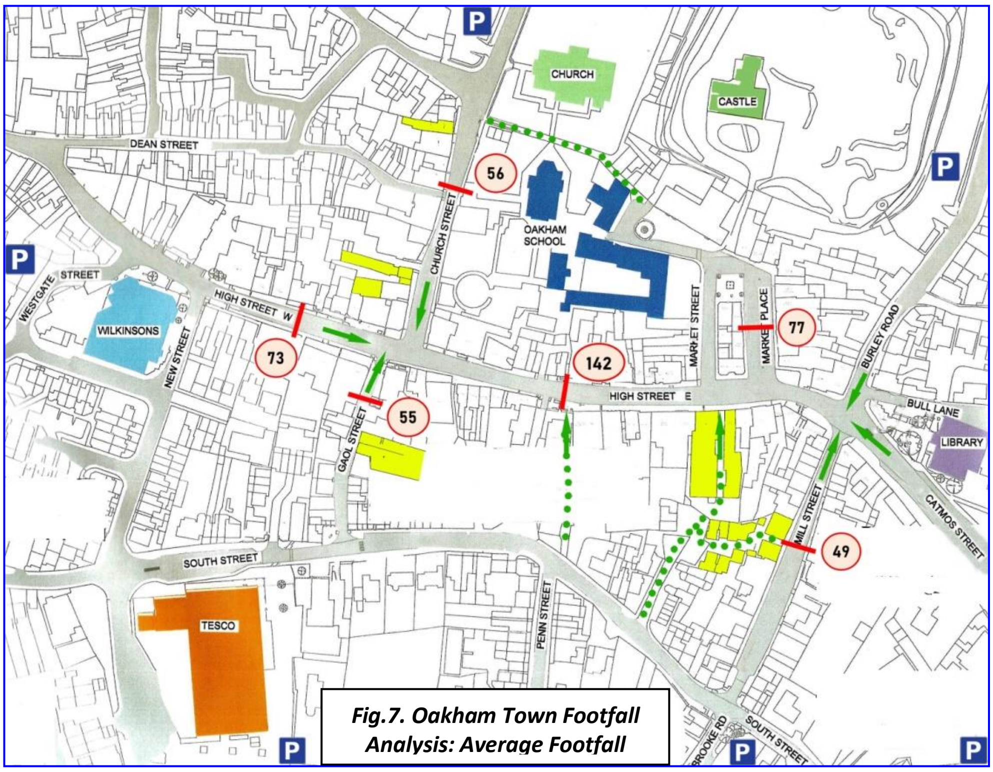


Fig.7. Oakham Town Footfall Analysis: Average Footfall

Approximate location of footfall count

49 Average footfall count over four days

P Town centre car parks (approximate locations)

Pedestrian passages to High Street & Market Place

Pedestrian access along roads feeding to High St

Off-street shopping arcades and yards

Joy Clough, Oakham Residents Group
August 2018

KPI 9: Car Parking in Oakham 2018 – Oakham Residents' Group

1. Introduction

Oakham is the County Town of Rutland, and services a large rural area with some 52 villages. Public transport is not particularly good, either into the town from the villages and neighbouring towns, or around the town itself to bring residents in to the centre. Reliance on the car is therefore essential for many people. There is a very great perception amongst residents and businesses alike that the parking facilities in the town centre are inadequate.

Oakham needs to provide parking for those shoppers who require a short stay to run quick errands and parking for those who require a few hours in town. It also needs long-term parking for those who work in the town, including the large number of employees of the Rutland County Council whose offices are on the edge of the town centre. Also, the needs of town centre residents living in older properties without off-road parking must be factored in.

Oakham Residents Group survey results in the town indicate that a high proportion of Oakham and Barleythorpe residents visit the town once a week or more, and that although half of them walk into town, half come by car. Of the out-of-town visitors interviewed, 78% had come by car. As the town population grows and tourism increases, the demand for parking will grow, and if parking availability is inadequate for the demand then people will go elsewhere. The provision of adequate and convenient car parking facilities is therefore a key element of town centre vitality and economic success.

2. Survey Methodology

A parking survey was undertaken by members of the Oakham Residents Group. The aim was to collect data to produce a snapshot of the occupancy of all the town's parking across a week. Vacant parking spaces were counted at five regular intervals each day for a full seven days, but due to limitations in the volunteers' available time the seven days were not necessarily consecutive as they were collected over a two-week period. Several of the smaller streets with resident-only parking were measured just three times a day. With some 20 roads and seven car parks it was a big undertaking, and we are grateful to all the volunteers who helped. The full data which form the basis of this report are available.

3. Oakham Parking Review

The overall result of the collected parking data confirms the widely held local perception that there is inadequate provision in the town, as every car park registers 70% to 95% occupancy Monday to Saturday in the time slots of late morning, early afternoon and late afternoon (Fig. 1). On-street parking is even further stretched to capacity, with only four of the 30 Monday to Saturday time slots observed registering less than 70% occupancy, again rising to 95% occupancy at times (Fig. 2).

We are advised that the British Parking Association suggests that acceptable parking occupancy should be no more than 75% to 85%, and these benchmark lines have been added to each graph. During the period the car park data were collected the figures tell us that at peak times a minimum of 60 and a maximum of over 120 parking spaces would need to be found to bring occupancy down below these benchmarks. The average parking occupancy rates of 69% for small towns nationally on market days and 63% on non-market days are goals we can currently only dream of. There is no discernible difference in Oakham between occupancy on market and non-market days.

In real terms this means that visitors to Oakham at peak times could be searching for one of only 30 out of 608 available spaces across all seven car parks, with the possibility of not finding any space at all in their chosen car park, since the raw data in the sample weeks show four of the car parks have time slots with zero vacancies.

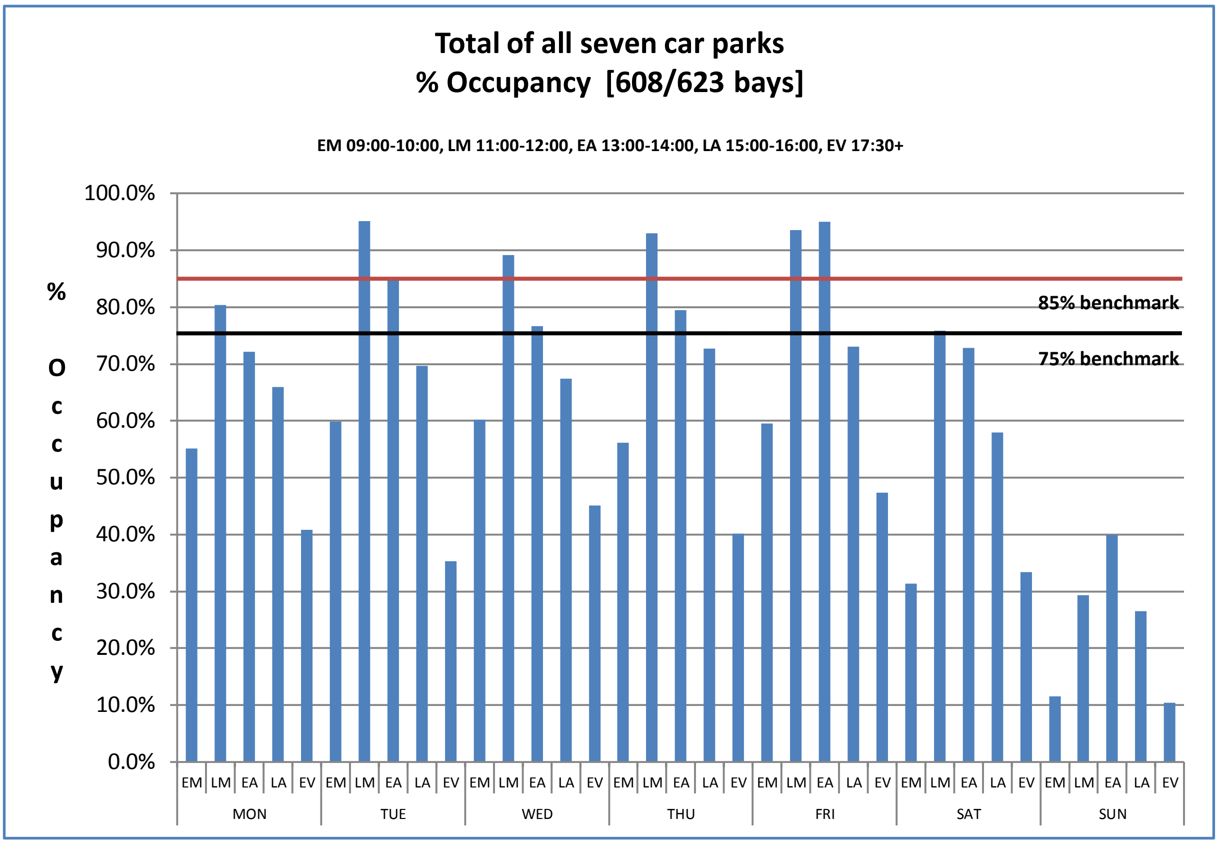


Fig. 1. Graph showing total percentage occupancy of all seven town car parks (608 bays + 15 museum & children's centre bays in South Street car park = 623 bays)

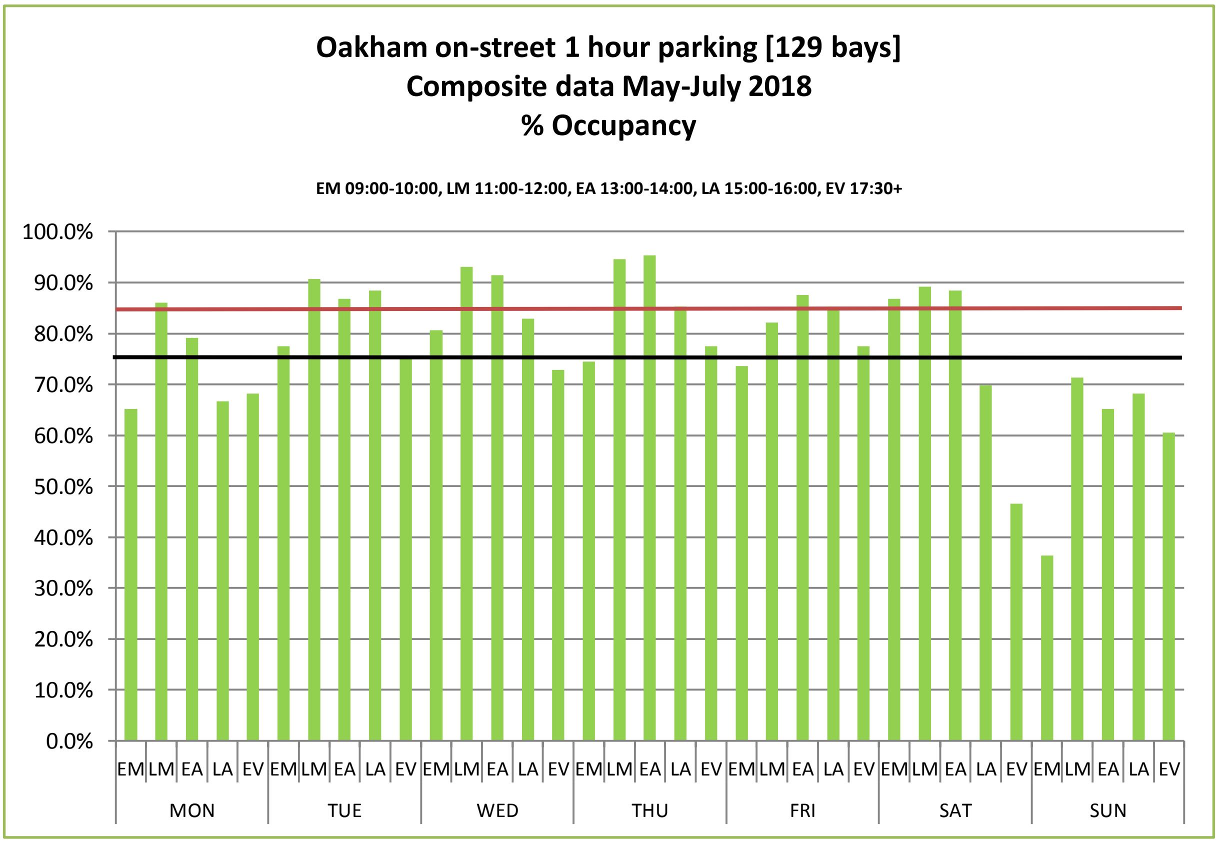


Fig. 2. Graph showing percentage occupancy of measured one-hour limited on-street parking bays

4. Parking Provision

Oakham has seven town centre car parks with a total of 703 spaces, including 31 blue badge spaces, and 14 parent and child spaces in Tesco car park

Table 1 – Car parks in Oakham town centre

Brooke Road	42 spaces	short stay	pay and display 80p per hr up to 4 hours	
Church Street	75 spaces	short stay	pay and display 80p per hr up to 4 hours	Incl 3 blue badge spaces
Tesco	216 spaces	short stay	2hrs free maximum stay	Incl 14 mother and child and 11 blue badge spaces
Burley Road	104 spaces	long stay	pay and display 80p per hr	Incl 4 blue badge spaces
Westgate	74 spaces	long stay	pay and display 80p per hr	Incl 5 blue badge spaces
South Street	70 spaces	long stay	pay and display 80p per hr	Filled to near capacity Mon-Fri , thought to include many RCC employees. Incl 2 blue badge, 5 museum and 10 children's centre spaces
Catmose (RCC Offices)	77 spaces	long stay	pay and display 80p per hr 2hrs free parking Saturday	Filled to capacity Mon-Fri with RCC employees Incl 6 blue badge spaces
Catmose (RCC Offices) overflow car park	45 spaces	long stay	pay and display 80p per hr	Filled to capacity Mon-Fri with RCC employees
Total	**703 spaces**			

There are also 241 free on-street parking spaces available in Oakham. The spaces closest to the centre are limited to 1hr parking, but there are also both 2hr shared (public and residents) and unrestricted parking a very short walk out of the immediate centre. In addition there are also 148 dedicated residents' parking spaces close to the centre, plus 11 on-street spaces in Long Row and 24 reserved spaces in an off-road car park for Barleythorpe Road residents, both beyond the level crossing.

Table 2 – On-street parking in Oakham town centre

Unrestricted parking	36 spaces	Station Road
2 hour/residents shared parking 8am-6pm	42 spaces	Station Road & Northgate
1 hour limited parking 8am-6pm	156 spaces	Distributed across the town
Blue Badge holders unrestricted	5 spaces	Market Street & Church Street
Blue Badge holders 3hrs 8am-6pm	2 spaces	Catmose Street (by Library) & Westgate
Total	**241 spaces**	
Residents only parking 8am-8pm	159 spaces (+ 42 shared)	236 residents parking permits issued @ £40 pa
Residents private car park Barleythorpe Road	24 spaces	Specific parking permits @ £200 per car pa

5. The Car Parks

Catmose Car Park is primarily used Monday to Friday for Council employees with season tickets. Although the public or Council visitors may pay and park there after 10am occupancy including the overflow area is usually at or near maximum. This car park was therefore only counted at weekends, but despite its closeness to the town centre and the lure of two hours free parking on Saturdays, it was found to be very little used.

South Street Car Park across the road from Catmose is also used by council employees and town traders. It is filled to 90-100% occupancy from before 9am till 5pm (earlier on Friday afternoons) (Fig. 3). It also has five spaces reserved for visitors to Rutland County Museum and ten for the Catmose Street Visions children's centre, but only during their respective operating hours, and two blue badge spaces.

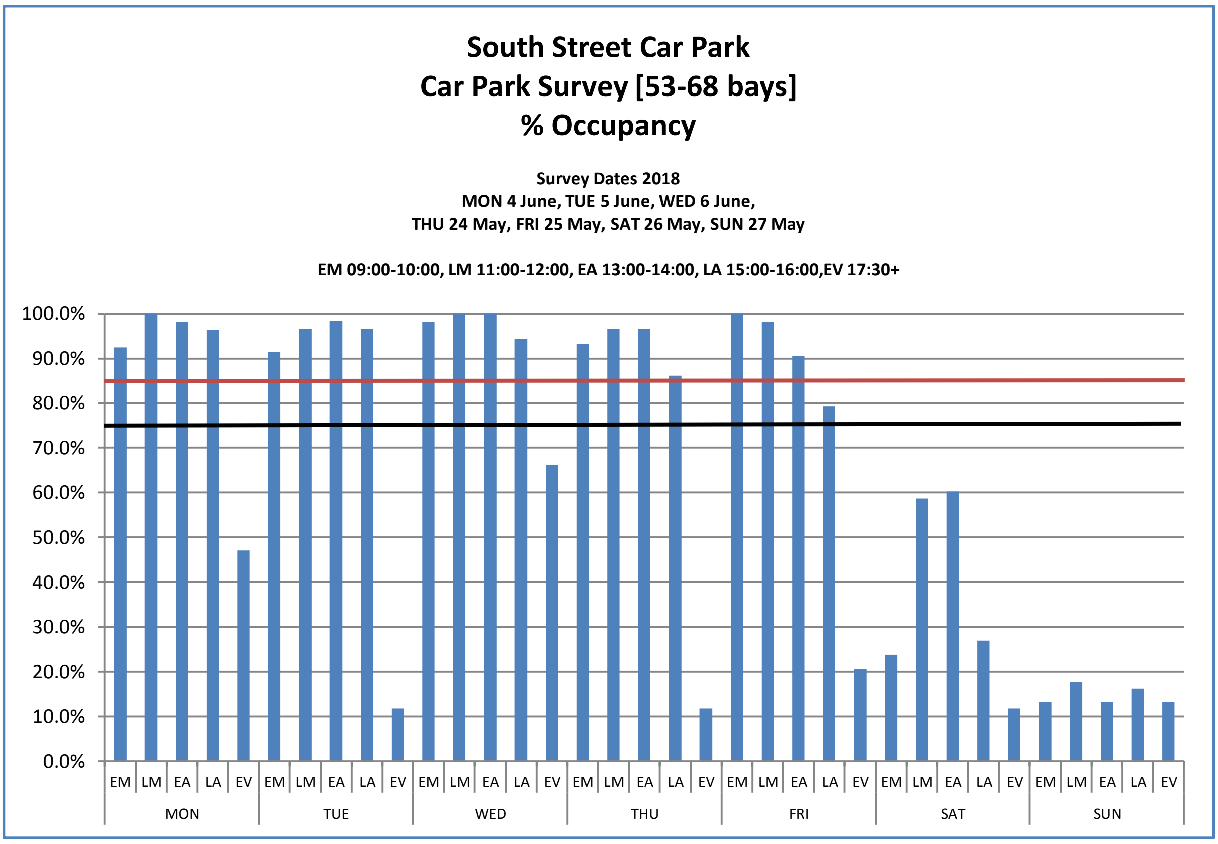


Fig. 3. Graph showing South Street car park occupancy (53 bays + 15 museum & children's centre = 68 bays)

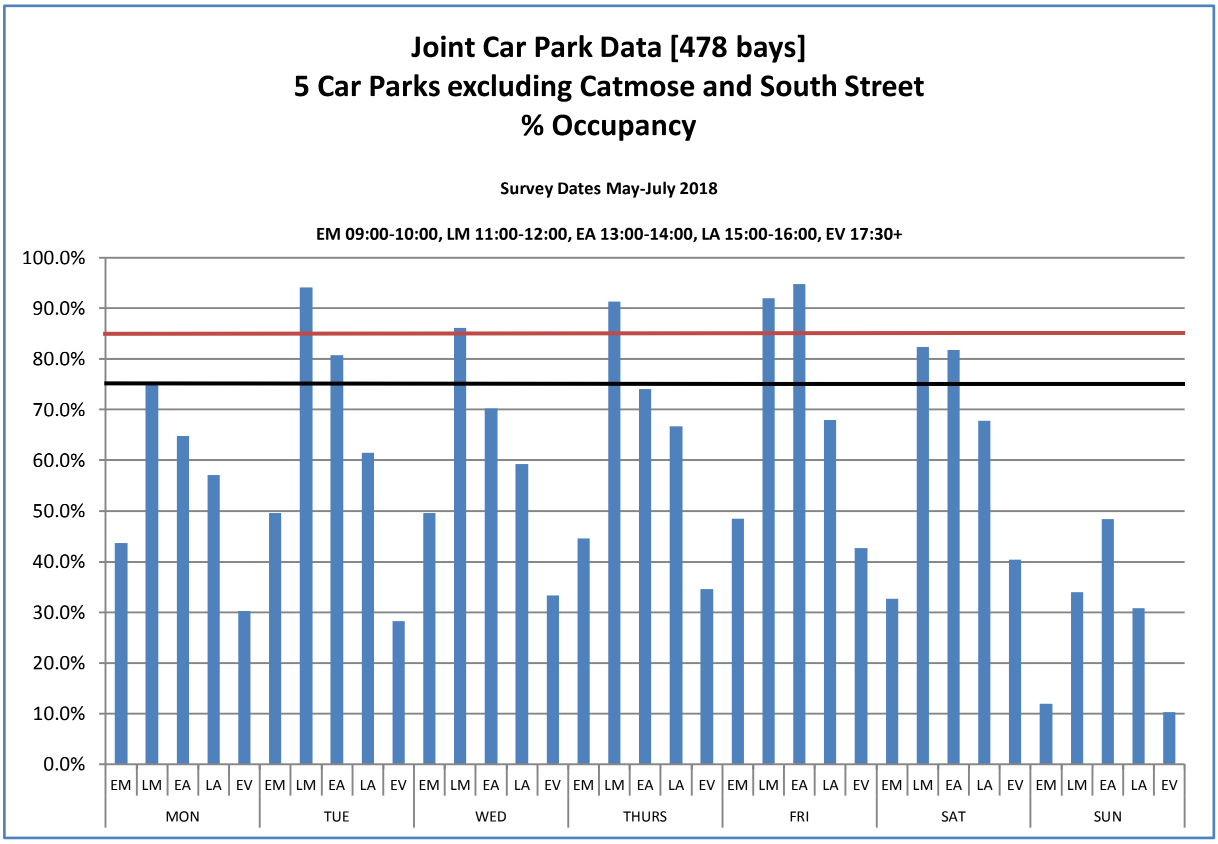


Fig. 4. Composite graph showing occupancy of all car parks apart from South Street and Catmose.

The remaining town car parks have a slightly different occupancy pattern in that the early morning slot averages at about 60%, only rising to unacceptably high levels late morning and early afternoon, before dropping down over the late afternoon (Fig. 4). This would suggest that these other car parks are more used by visitors and shoppers than workers in Oakham.

6. Public On-Street Parking

The national average for on-street parking occupancy in benchmarked small towns is 80%. Oakham's on-street parking is more consistently used than that of the car parks and the composite graph of all the one-hour parking in the town shows occupancy at all times (excepting the last reading on Saturday evening and the first on Sunday morning) to be at over 60% rising to 95%. In fact Melton Road has 50% of its readings showing a full 100% occupancy (Fig. 5). To attain that 80% benchmark at peak times would require a further 20 on-street parking spaces.

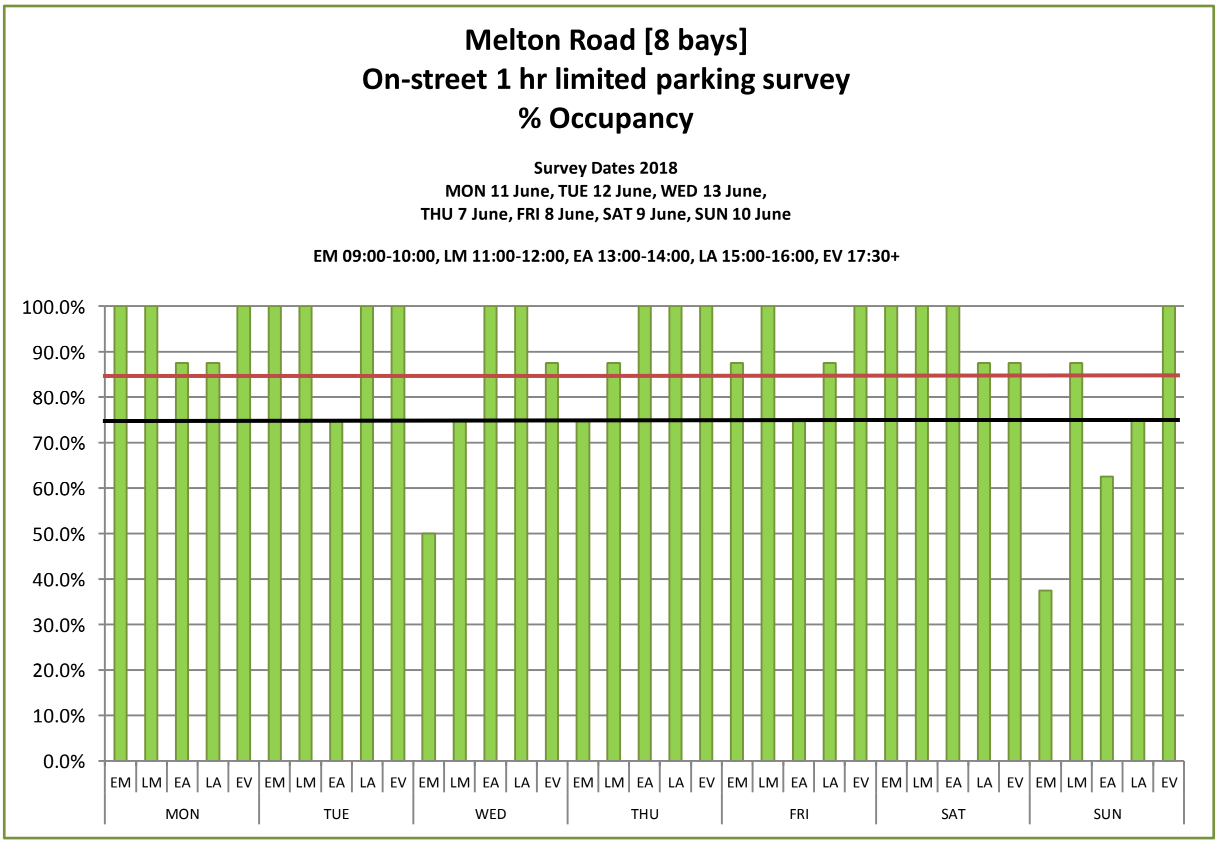
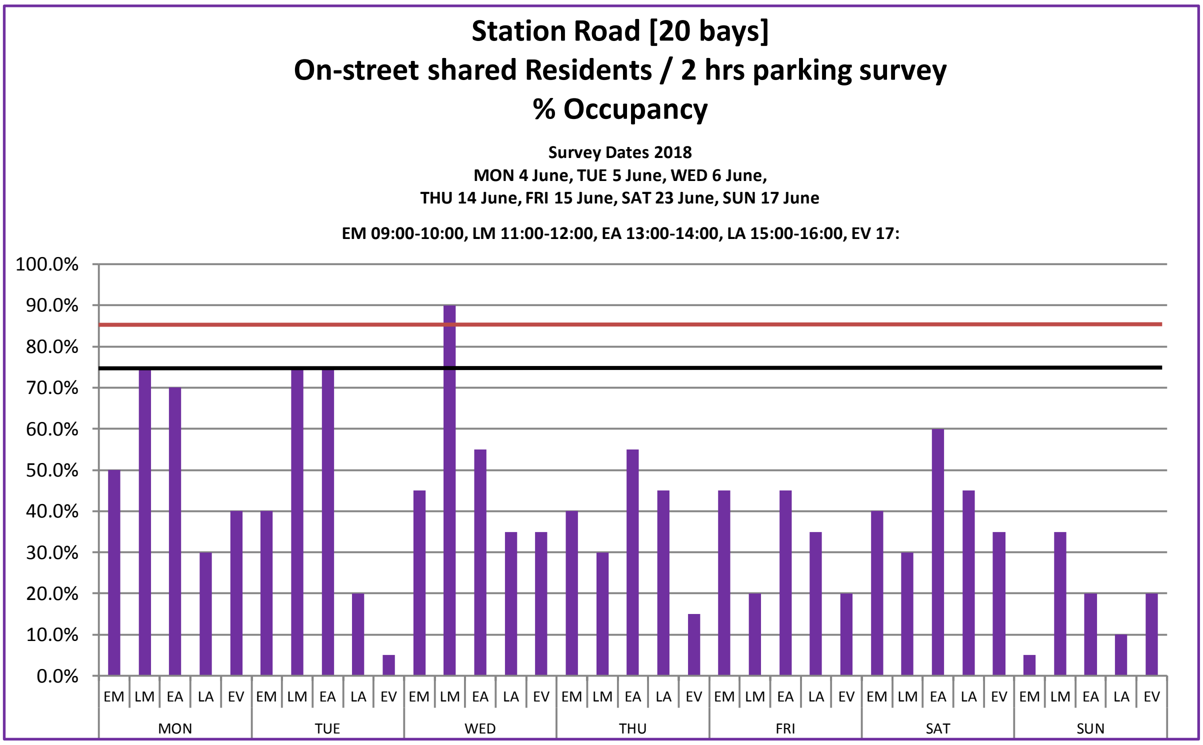
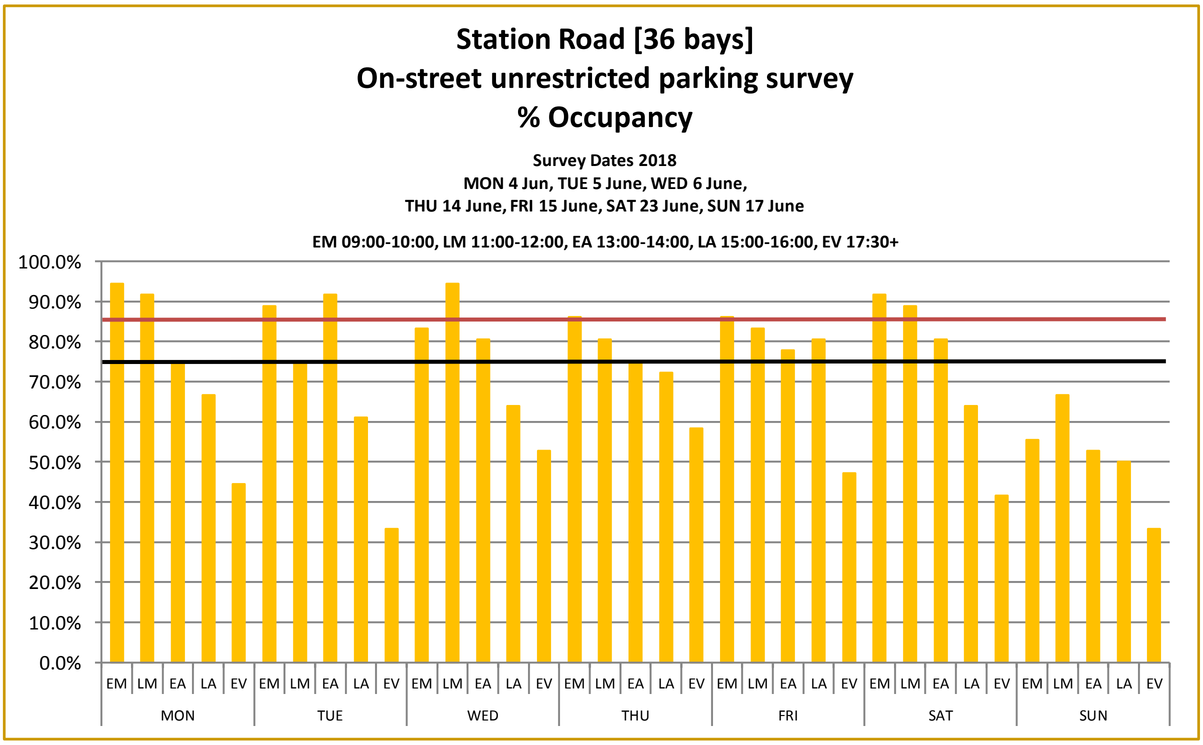


Fig. 5. Graph showing occupancy of Melton Road on-street parking bays

The unrestricted parking in Station Road is the furthest available on-street parking within easy walking distance of the town centre, and is used to acceptable capacity Monday–Saturday. However, the shared residents / 2hr spaces there are considerably under-used (figs. 6 & 7).

The only public on-street parking unmeasured for this study and excluded from the calculations was the Market Place. There are 18 parking spaces in the centre of the square. Two days of observation found that the centre was a merry-go-round of cars circling the centre through most of the day, re-filling empty parking spaces as soon as they appeared, and so it can be considered to be at 100% occupancy during the daytime on non-market days.





Figs. 6 (above) & 7 (below). Graphs showing occupancy of unrestricted and shared parking spaces on Station Road.

7. Long Stay/Short Stay Allocation

Oakham's on-street parking is mostly 1 hour (65%) and of the rest 17% is 2 hours, 15% unrestricted and 3% blue badge. Overall the car parks have only a small percentage (4%) more long stay than short stay. Across the town there are only 34 more long stay car park spaces than short stay. This means that overall Oakham has 128 (14%) fewer long stay spaces than short, which is a reversal of the average figures for small towns nationally which are recorded as having 15% fewer short stay than long stay spaces. This seems to indicate that there may be a shortage of long stay parking in Oakham, but it is unclear what benefits, if any, would be gained by converting any of the short stay provision to long stay.

Table 3 – Breakdown of town centre parking by location and type	Oakham		National Benchmark for Small Towns: % of total parking
	Available spaces	% of parking	
Car Park spaces			
Short stay spaces (4 hours and under)	319	46%	*29%*
Long stay spaces (over 4 hours)	353	50%	*61%*
Blue Badge spaces	31	4%	*7%*
Total Car Park spaces	**703**		
On-street spaces			
Short stay spaces (1hr and 2hr)	198	82%	*82%*
Long stay spaces (unrestricted)	36	15%	*12%*
Blue Badge spaces	7	3%	*6%*
Total on-street spaces	**241**		
Overall available spaces			
Short stay spaces (4 hours and under)	517	55%	*38%*
Long stay spaces (over 4 hours)	389	41%	*53%*
Blue Badge spaces	38	4%	*7%*
Total of all available spaces	**944**		

8. Blue Badge Parking

Another area where Oakham differs markedly from the national benchmarked average is in the provision of blue badge parking. Across the town there are 38 such spaces, which is 4% of total parking availability, as compared to 7% nationally, which for Oakham would be 65 spaces.

Oakham has 31 blue badge spaces allocated across six car parks, but only seven on-street designated spaces. This is half the national average. These are spaced out across the centre with most sited in Market Street. A comment received from the volunteer who counted the occupancy rates in Westgate was: '*There are a number of people who abandon their cars across the gateways of the three houses there. Often these are blue badge holders*'. Also, in Market Street it was reported that there could be twice as many blue badge cars as spaces, the rest being parked on the double yellow lines – as indeed they are often seen to be in other parts of the town (as may be their right). It is unclear if this indicates inadequate provision, or that on-street spaces are not located in the most appropriate places. That said, overall occupancy never rose above 70% (Fig. 8).

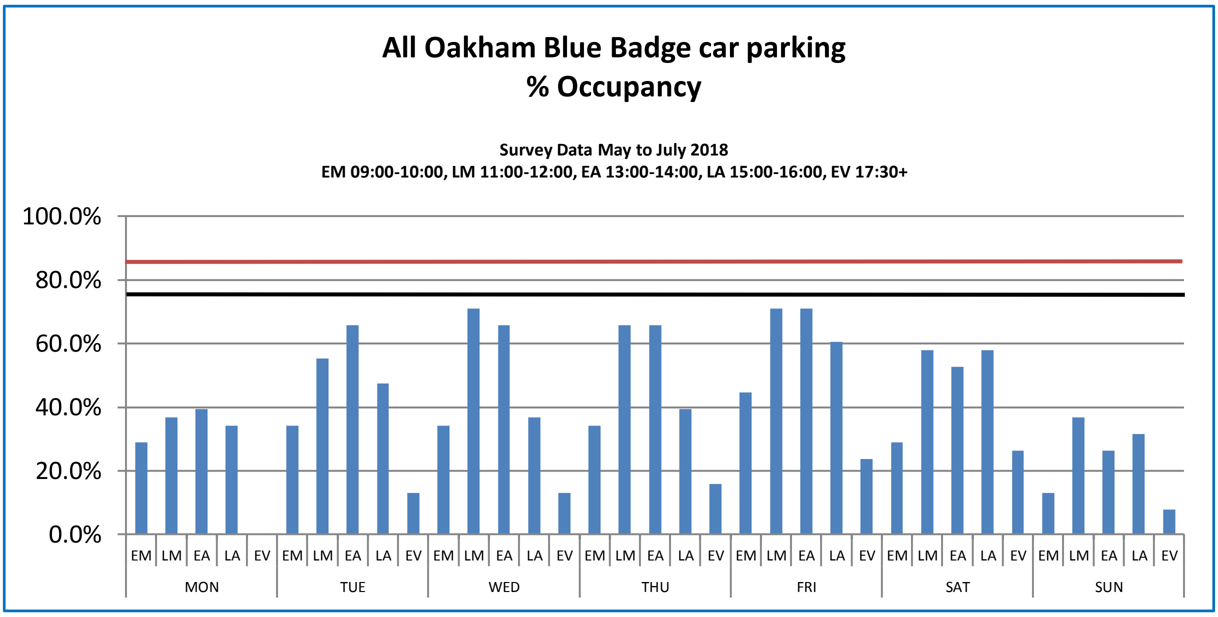
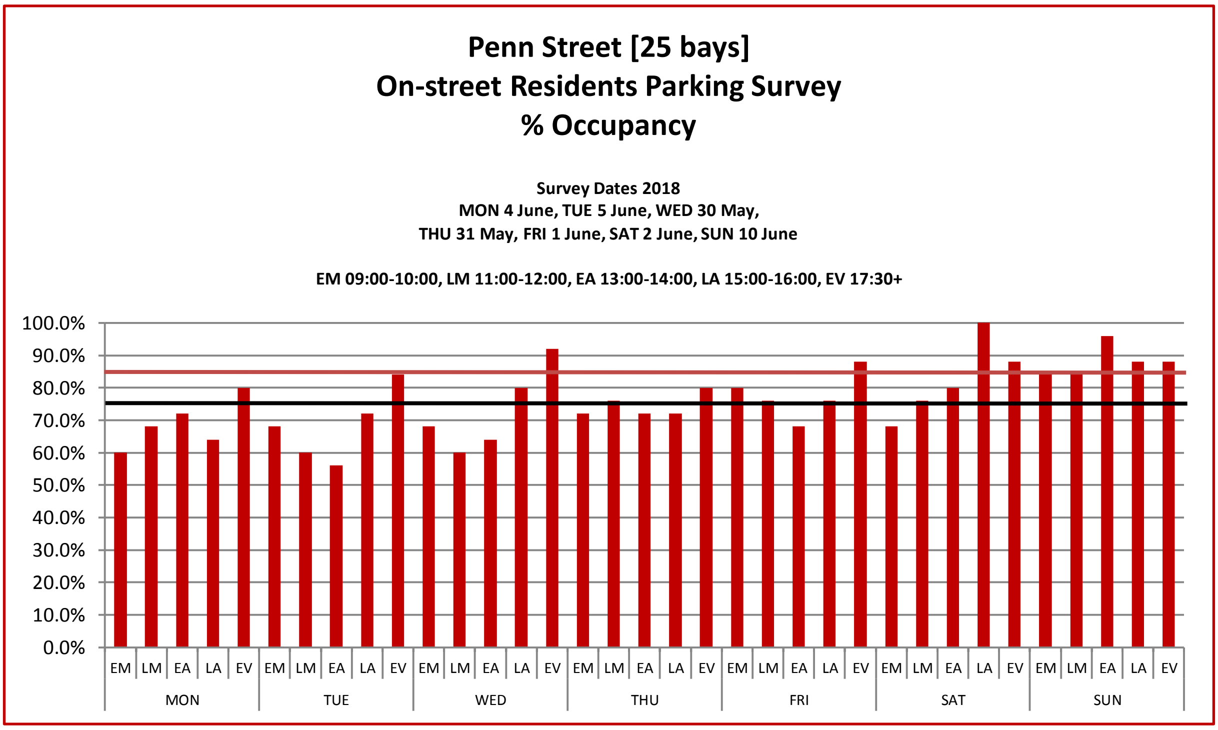
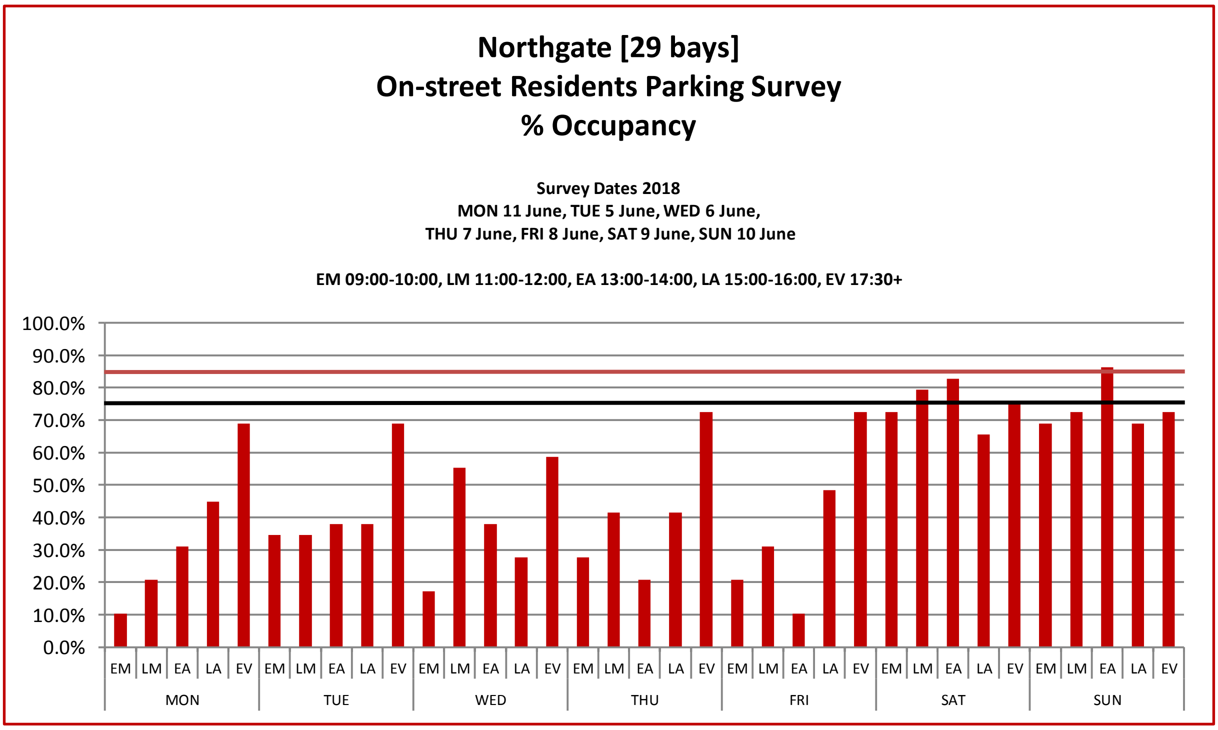


Fig. 8. Graph showing occupancy of all Blue Badge parking spaces in the town

9. Residents' Parking

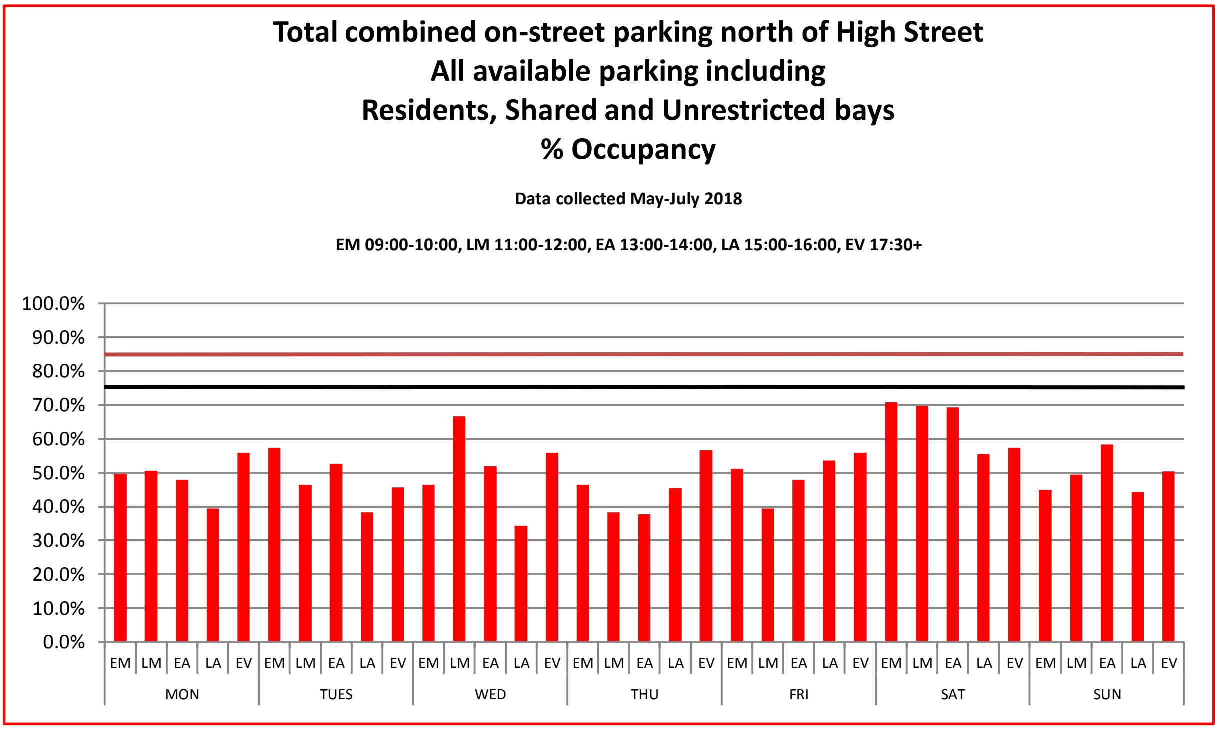
Oakham has many predominantly residential streets within the town centre. Very many of the houses in these streets, as well as a number of flats above retail and business premises, do not have off-road parking. The general pattern of residential parking is that where there is a spread of age groups, and people going off to work in their cars, there tends to be higher occupancy at weekends and evenings. In areas of predominantly older people there appears to be less variation in the occupancy level through the day. This may perhaps account for the contrast in occupancy between Northgate and Penn Street (figs. 9 & 10).

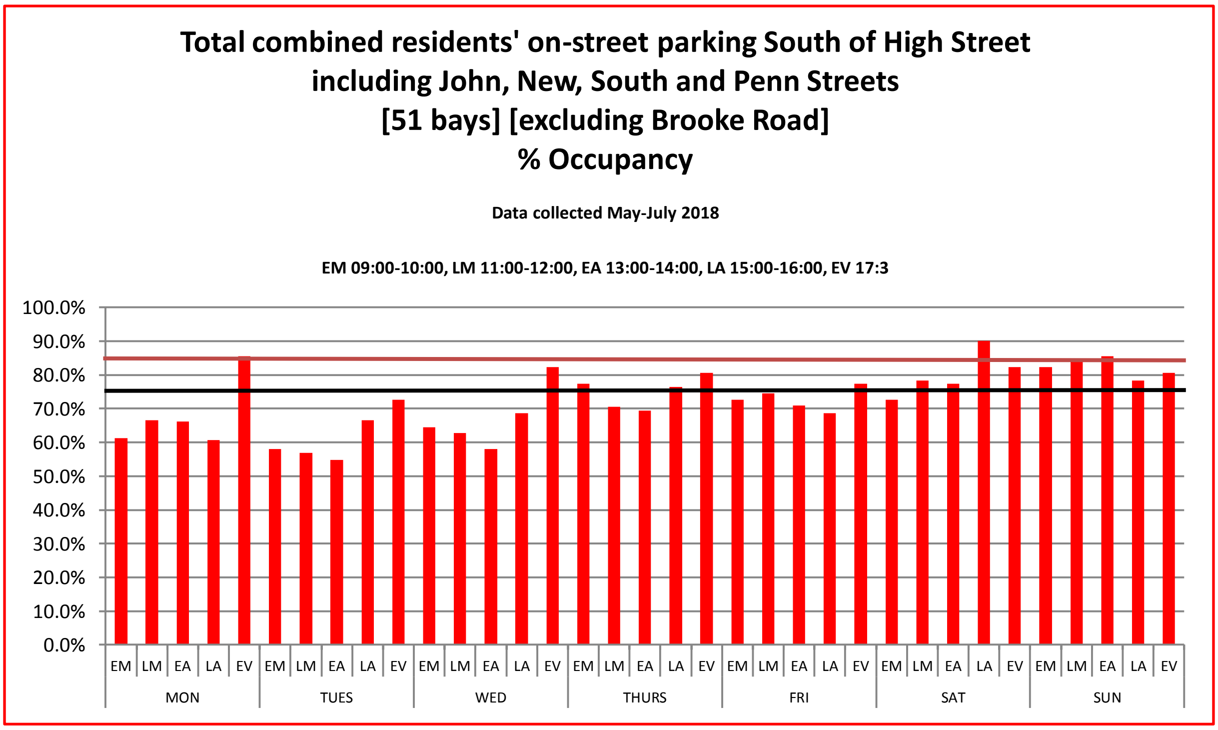




Figs. 9 (above) and 10 (below). Graphs showing the percentage occupancy of Penn Street and Northgate residents' on-street parking spaces

Rutland County Council has issued 236 residents' permits at a cost of £40 pa, including 31 permits for streets with no designated residents' spaces. There are currently 159 resident-only parking spaces in the town centre. There are 94 permits for 71 spaces in the parking zone north of the High Street. However, in this zone Northgate and Station Road also have 42 shared parking spaces (residents or 2hr public parking). In addition Station Road has 36 unrestricted parking bays. This northern zone was never observed to rise above 70% occupancy (Fig. 11). This means that the needs of daytime visitors and residents mesh reasonably well, and there is adequate parking which could also accommodate permit holders from the High Street and Melton Road.





Figs. 11 (above) & 12 (below). Graphs comparing percentage occupancy of all residents' on-street parking spaces in the northern and southern parts of the town

The situation is rather different to the south of the High Street where 99 permit holders share 73 parking bays. Here the parking bays are in substantial use, averaging 70% occupancy through the day and rising to 90% (Fig. 12). Further, with no other on-street parking available, in the evening it is quite common to see vehicles parked half on the pavement on the single yellow lines in Penn Street. With the number of mobility scooters in this area, likely to increase on completion of a large retirement home there, this is less than desirable.

The occupancy of the 11 spaces on Brooke Road for which 16 permits have been issued was not counted. The problems of Brooke Road relate more seriously to traffic flow and safety, which is a different issue.

Ten residents' permits have also been issued for Long Row and two for Burley Road. Since observation shows that there are enough residents' bays in each location, these two roads have not been factored into the calculations.

There is no provision in Oakham for residents to buy temporary visitors' permits, unlike certain other towns. North of the High Street there would be little difficulty accommodating a few such extra cars, but south of the High Street this could be more problematic. It would depend on the level of demand.

10. Coaches and Camper Vans

It is possible for coach drivers to set down and pick up their passengers at the bus stops on the High Street outside or opposite Crown Walk, and then to take their coaches to a designated but remote parking area on Kilburn Road. However there is currently no provision for camper vans, the marked spaces in the car parks being too small for them or indeed for minibuses. Several respondents of the Rutland Visitors Survey were camping just a few miles from Oakham but had not visited Oakham and were not intending to as they had found nowhere to park. There is an opportunity now to consider how this might be rectified.

11. Cost of Parking

For people who work in the town and need regular parking there are several available options.

Weekly parking permits	£15 for Monday to Friday	£18 for Monday to Saturday
Season tickets	£437 for Monday to Friday	£520 for Monday to Saturday

All of these weekly or season tickets represent discounted prices and are valid in the long stay car parks and for up to four hours in the short stay car parks. Currently there are 53 Monday–Friday and 30 Monday–Saturday season ticket holders, and 119 further season tickets are held by RCC employees. The total of 202 season tickets represents 41% of short stay and long stay car park spaces combined (excluding Tesco where they are not valid), or 57% of the long stay spaces. The incidence of season ticket use in the various car parks was not examined but clearly their regular use limits the number of spaces available for other car park users

Pay and Display parking in Oakham is charged at 80p per hour. For both long stay and short stay car parks this is 40p for half an hour, 80p for each of the first 3 hours and £4 for over 3 hours. In short stay car parks the maximum time allowed is 4 hours. The exception is the Tesco car park where, by agreement, there is 2 hours free parking regardless of whether people shop in the store. This car park is by far the largest of the car parks, with 216 spaces, and is about the same distance from the town centre as the Church Street, Brooke Road and Burley Road car parks. The penalty for overstaying the 2 hours is, however, a £70 fine, and there is an ANPR system in place to enforce this. The overstay penalty in the Council's car parks is £50 and other penalties can also be applied, such as for over-sized or wrongly parked vehicles.

In the Council Car parks, payment at the machines is by coin at the machine or by card using RingGo, for which there is an additional charge of 20p. There have been a number of issues with parking machines not working properly. At the time of the parking survey the machine in Westgate was out of order. We include below the full report from the survey volunteer, who was visiting this car park five times a day for 2½ weeks. These comments would probably be applicable to any car park with a faulty machine.

12. Westgate Car Park

During the survey there was an issue with the ticket machine. It was out of order for at least two weeks and the sign advised people to pay on RingGo or use coins only. However the machine rejected any attempt to put coins in thus leaving only the RingGo option. There was another phone number listed with the option to use a debit or credit card which would incur 'a small [unspecified] convenience charge'.

On umpteen occasions when doing the survey I found puzzled people trying to sort this out. Some of the difficulties were:-

- *No mobile phone*
- *No access to internet on phone to download RingGo app*
- *Mobile phone but no credit card with them*

A lot of people I spoke to said they would

- *Go and find a car park space somewhere else*
- *Go and park in Tesco*
- *Give up – they had come to Westgate car park because 'all the others were full'*

Nowadays the Pay and Display method of payment in many places is being replaced by more 'intelligent' systems. The disadvantage of the former method is that visitors must decide 'up front' how much time they wish to spend and when that time is running low must return to their cars.

A system of taking a ticket and paying pro rata on return for the exact amount of time taken can be more conducive to people relaxing and taking their time in town. During days on which volunteers were interviewing locals and visitors in the town centre, all reported that quite a number of people could not stop to give their views as they were in danger of over-running their parking tickets. Someone who has no time to stop and chat has no time to pop into another shop, or stop for coffee or refreshment. With the current limited availability of parking, a quicker turn-over of spaces may be desirable, but visitors spending longer in town might bring additional economic benefit. If increasing the footfall and hence trade in Oakham is our aim then our parking payment system would seem to be actively obstructing this.

Joy Clough
Oakham Residents Group
August 2018

KPI 10: Oakham Business Confidence Survey

A questionnaire was produced and hand-delivered to some 240 businesses in Oakham. The 108 responses, collected in person, represent a 45% return rate which when compared to the national average of 25% shows a keen interest in the economic future of the town on the part of the business community.

There was a high percentage of response from the retail sector (A1 and SG), a slightly lower percentage response from café-restaurants and bars, and only a 50% response from financial and commercial services. Two-thirds of the independent shops replied as opposed to only half of any regional chains and multiple traders. This is perhaps a reflection of the number of owner-manager businesses in the retail sector. The following analysis is based on the full sample of 108 returns as shown in Table 1, unless otherwise stated.

Table 1 – Oakham businesses classified by the Town & Country Planning (Use Classes) Order 1987		**Number of responses 2018**	**% of responses 2018**	**All Oakham Businesses 2018 %**
A1	Shops	63	58%	43%
A2	Financial and Professional Services including banks, estate agents, betting offices	8	8%	16%
A3	Restaurants and Cafés	7	6%	9%
A4	Drinking Establishments	1	1%	3%
A5	Hot Food Takeaways	4	4%	3%
B1	Businesses	7	6%	5%
C1	Hotels	1	1%	1%
D1	Non Residential Institutions, e.g. halls, museums, libraries, places of worship	6	6%	10%
SG	Sui Generis ("unique" establishments) e.g. beauty salons, dog parlours, veterinary clinics, petrol stations, nightclubs, launderettes	11	10%	4%
–	Vacant premises	–	–	4%
RS	Residential	–	–	2%
	Total Premises	108	100%	100%

As shown in Fig. 1 below, of the businesses that responded, the highest proportion, 48 (44%), have been established for more than ten years, which is below the national average of 58%. Only 10% have been in Oakham for 6-10 years, a little higher than the national average, but the 38% established for between 1 to 5 years is well above the 22% average. Just 6% are in their first year in the town, also a little higher than the national average. This suggests a relatively high turnover of businesses in Oakham.

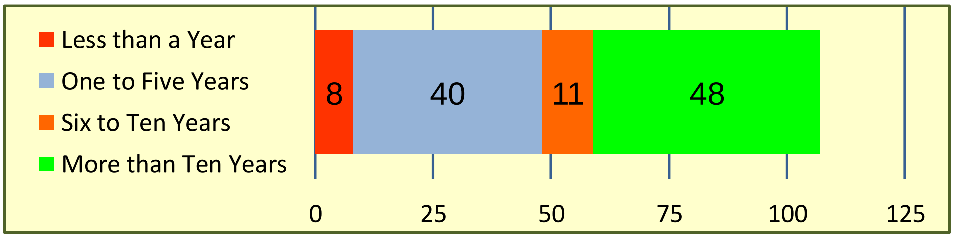


Fig. 1. How long has your business been in Oakham?

The businesses that responded employ 314 full-time and 237 part-time people in Oakham. Their responses also show that 80% of the businesses employ between 1 and 4 employees, a total of nearly 50% of the full-time work force. A further 14% of businesses employ between 5 and 8 staff which adds another quarter, and the final quarter of full-time workers are employed by just 6% of businesses. Of these 108 businesses, 35 have only one full-time employee, a third of them without part-time help. The largest employer in the town who responded to the survey employs 20 full-time and 35 part-time staff. The pattern is similar with part-time employees in that half of them work in 82% of the businesses, who each employ between 1 and 3 part-time staff.

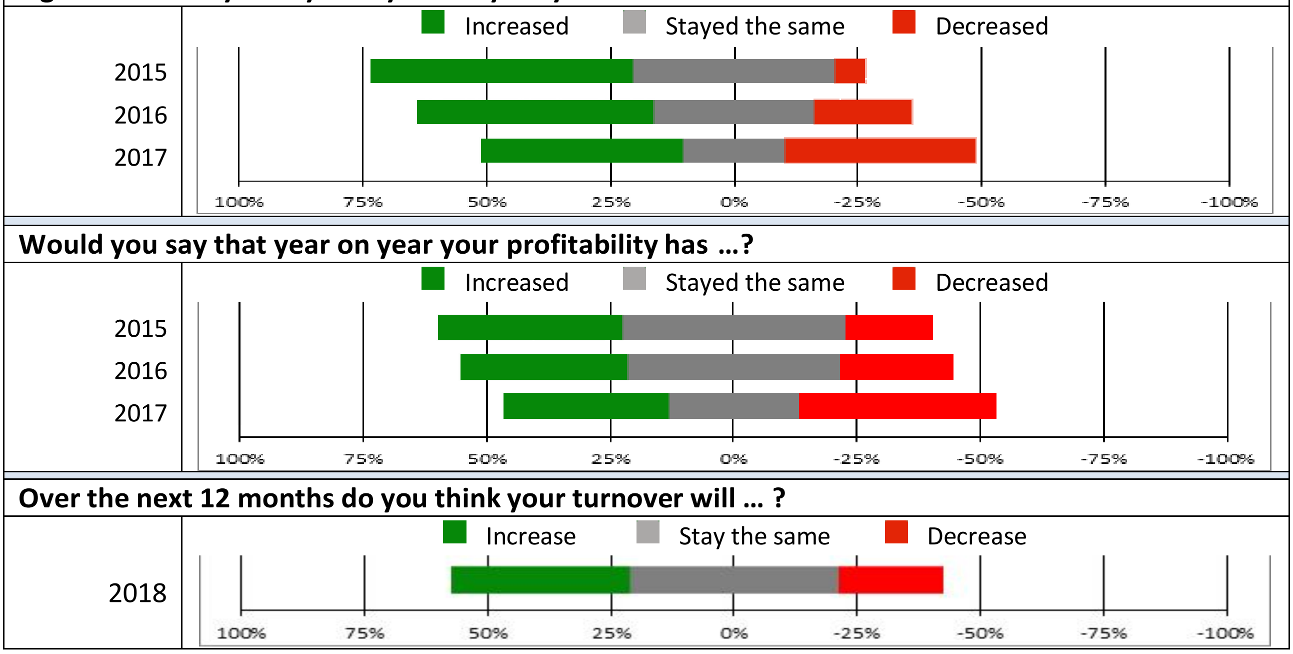
Although staff numbers were not quantified by mode of transport for each business, of the 551 employees in Oakham, it would appear that the majority of them come to work by car, parking in car-parks, in private parking or on-street. However many do walk into town, a minimum of 14 cycle to work, 14 come by bus, 7 by train, and 2 by motorbike. One person was recorded as coming to work by taxi.

1. Business performance assessment

In 2017 for most of the year the town was significantly affected by roadworks and diversions. The High Street through the centre of the Oakham was repeatedly closed to traffic, alternately in one direction and then the other, for major underground service replacement works. This made for difficulties and confusion for local people and had a marked effect on the town, with a noticeable drop in footfall and trade.

The business survey had optional confidential questions about business performance in turnover and profitability over the last three years. This was designed to give a representative picture, and to show the effects of the disturbance to the town in 2017. These questions were partially or fully completed by variously 60%–75% of respondents. The results are shown in Fig. 2 and Table 2.

Fig. 2 – Would you say that year on year your turnover has … ?



Approximately half the businesses indicated that over the last three years their turnover had increased, but only a third stated that profitability had similarly increased. Over the same period, there was a steep decline in the number of businesses reporting that their turnover had stayed the same, compounded by a steeper rise in those who confirmed turnover had decreased, from 6% in 2015 to 20% in 2016 and 38% in 2017.

As to profitability, in 2015 and 2016 a higher percentage of businesses said that this had stayed the same, but this dropped sharply in 2017 with a corresponding rise in those who reported a decreasing turnover, from 18% in 2015 and 23% in 2016 to 40% in 2017. The steady slide over the three years from the positive to the negative side of the graph is clear. The effect of the roadworks on trading in the town, mentioned by 11% of respondents, might be a contributing factor. Those businesses less affected were perhaps those less impacted by the loss of footfall.

Table 2 – Over the next 12 months do you think your turnover will…			
	Oakham numbers	Oakham %	National benchmark %
Increase	27	36%	*44%*
Stay the Same	32	43%	*38%*
Decrease	16	21%	*19%*
Total	75	100%	*100%*

As noted in Table 2, in their prognosis for the current year 36% of businesses were expecting turnover to rise, a lower percentage than any over the previous three years, and 43% to stay much the same. However 21% were expecting turnover to continue to decrease. Compared to the national average, this is a lower expectation of growth in the current year. This should be qualified however in that the comparative national averages were taken in 2016 and the economic climate in view of Brexit is currently fluid.

2. Local pressures facing businesses which are out of their control (Fig. 3)

There were 110 comments in reply to this question. The main issues were parking (22% of comments), rates and rent costs (19%), low footfall (17%), business competition (16%), lack of support from authorities (11%), poor traffic management (11%), retail offer (3%), and finally one last comment about the lack of quality staff.

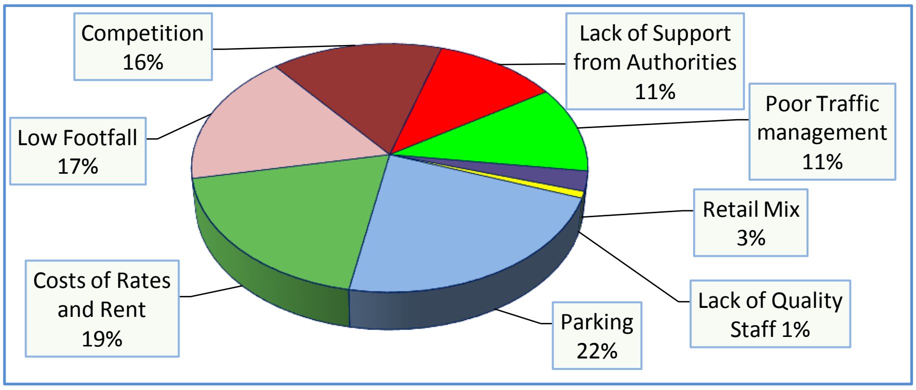


Fig. 3. What are the local pressures on your business which are out of your control?

Looking at these issues in detail, 75% of the comments on parking pressures related to availability, and only 25% to the cost. More comments were made about the high cost of rates than the cost of rents and the shortage of affordable premises. Several of the Footfall comments related to the disparities in footfall across the town, with 'off the High Street' areas suffering more than others, and the lack of bus services to help older clients access the town centre.

Of the 17 comments relating to competition, half concerned internet shopping, and the rest were about competition from superstores and the M&S shop on the bypass, with two comments on the emotive issue of competition from the many charity shops, some of which these days have a high proportion of new goods which they can sell at more competitive prices than independent shops as they have lower overhead costs.

There were nine comments which expressed quite strong views that the Councils were neglecting to support, if not actually working against the best interests of the retail sector. Out of the 11 comments about traffic management seven referred to the roadworks of 2017.

3. Positive and negative aspects of Oakham

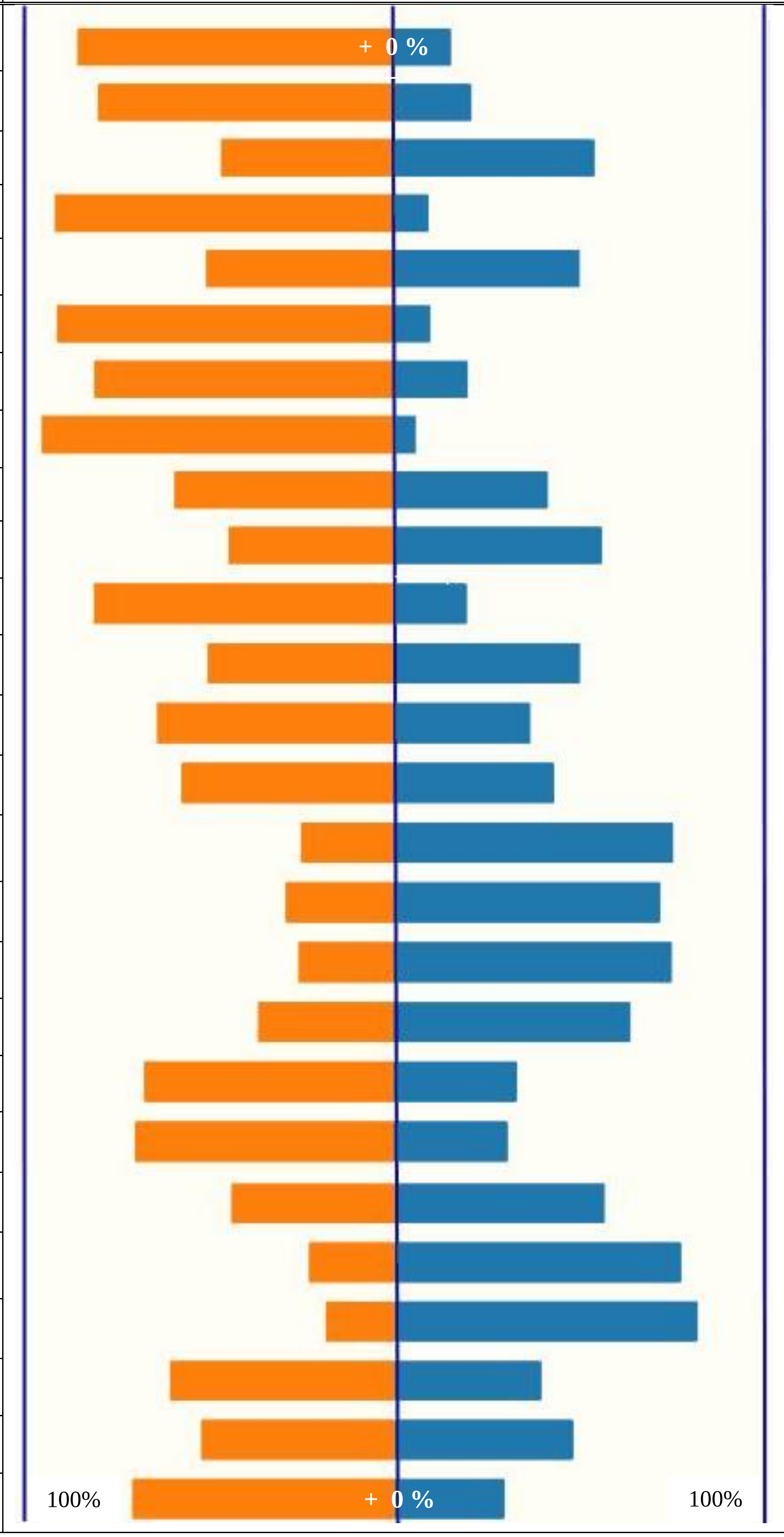
Positive and negative aspects of the town as assessed by businesses are set out in Fig. 4 below.

Looking at the list of positive advantages for businesses in Oakham, the potential value of local customers was rated most highly, at 83%, with physical appearance (70%), potential tourist customers (62%) and geographical location (61%) also near the top of the list. These levels of positive perception are all more than 20% higher than the benchmarked level for small towns nationally. Cafés, pubs and restaurants (58%), the prosperity of Oakham (55%), transport links (41%), markets (39%) and local business competition (39%) were also favourably rated by a third of respondents or more, again much higher than the national average.

On the negative side, top of the list came parking (58%) for both customers and employees. Following this came rental values/property costs (53%), competition from the internet (48%), competition from out of town (43%), and the mix of retail offer (35%). All of these reflect negative levels above the national average.

In fact levels of negative perception nearly across the board were higher than those recorded nationally, with the only exceptions being the physical appearance of Oakham and the prosperity of the town.

Fig. 4 – Positive and Negative Aspects of the Town Centre by number and percentage of respondents



	No (Positive)	No (Negative)
Physical appearance	69	13
Prosperity of the town	55	14
Labour pool	20	22
Geographical location	60	6
Mix of retail offer	36	36
Cafés, pubs, restaurants	57	7
Potential tourist customers	61	15
Potential local customers	82	5
Seasonal economy	30	20
Affordable housing	21	26
Road Links	42	10
Traffic	29	29
Public transport	38	22
Footfall	37	25
Employee car parking	20	57
Customer car parking	23	57
Rental values / rates	18	53
Availability of premises	20	32
Markets	39	20
Local business competition	39	18
Competition from other localities	21	28
Competition from out of town shopping	13	44
Competition from the internet	12	48
Events / activities	34	23
Marketing and promotion	28	27
Local partnerships and organisations	29	13

4. Suggestions for improving the town's economic performance

As with other surveys undertaken for the Task & Finish Group, we asked the business community what two things they felt would improve the town's economic performance. This produced 157 comments which fall into seven categories (Fig. 5), the first of which, with over a third of total comments, was parking. Various comments about the retail mix were the second priority with close to a quarter of all comments. The other suggestions concerned help for the retail sector (13%), promotion of Oakham and events (10%), traffic management (8%), town improvements (6%), and finally public transport at 1%.

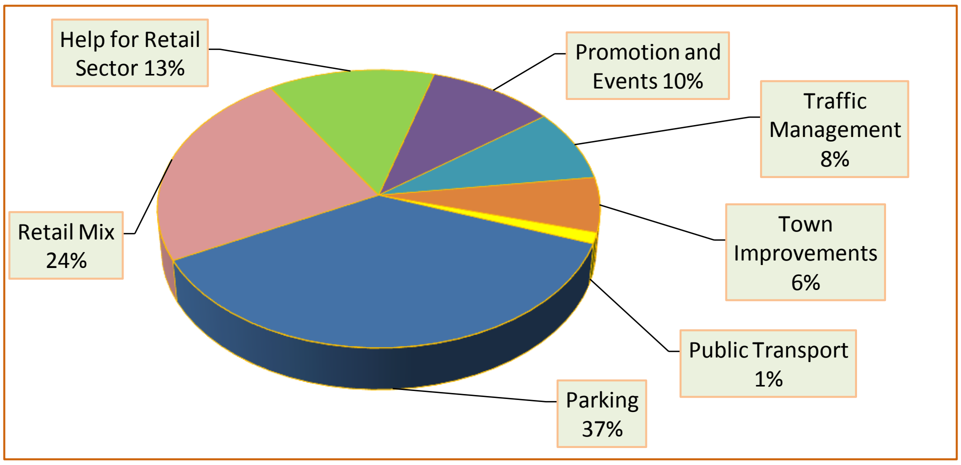


Fig. 5. What two suggestions would you make to improve Oakham's economic performance?

To understand the nature of these suggestions it is necessary to look at the data in more detail. On the question of parking 32 of the 58 comments were about reducing parking costs and about how this might be done in order to encourage shoppers, and 22 comments were simply suggesting that additional parking availability was needed. There were four suggestions that some provision should be made for more affordable parking for town centre workers.

On the question of the retail mix there were 21 suggestions that Oakham needs an increased mix of desirable shops, five of them specifically wanting to encourage more national chains, three wanting to encourage more street trading, and ten calls for reducing the number of charity shops. Allied to this were the 21 comments about financial support and incentives for businesses.

The 16 comments about promotion and the 10 for town improvements together were saying that Oakham should 'play to its strengths and its historic appearance', refurbish and improve the look of the town, improve signage, do more to promote tourism, open the museum and castle every day in summer and encourage more businesses to open on Sundays. There were several calls for more events and activities to bring in locals and tourists, and better promotion of upcoming events.

Traffic management and public transport accounted for the final 9% of comments. The three pro one-way comments were balanced by three calls to keep the traffic two-way. Strategic planning for roadworks, traffic flow and reducing HGVs through the town, plus a better bus services account for the final views.

These comments offer a clear picture of the wide range of measures that the business community would like to see implemented to improve the economic performance and viability of Oakham.

Joy Clough (ORG) &
Nick Woodley
September 2018

KPI 11 – A : Local Town Centre Users Survey – Oakham Residents Group

Three surveys were designed, produced and conducted as part of the Task & Finish process. The Local Town Centre Users and Oakham Town Visitors surveys were conducted over June and July 2018 in various locations across the town centre, and the Rutland County Visitors survey was carried out in the county outside Oakham, all by a small group of volunteers. The aim of the Local Town Centre Users survey, summarised in this section, was to establish how our town is seen by those local people who use it. Responses from Oakham Town Visitors and Rutland County Visitors are covered in report KPI 11 B.

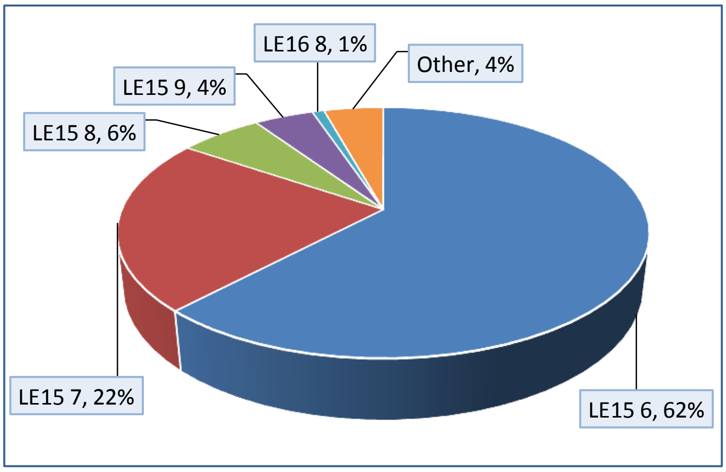
1. Survey sample

The number of interviews for each survey, a minimum of 100, was to ensure a reasonable sample and does not reflect the ratio of visitors to local users in Oakham at any one time.

Altogether 329 interviews were completed and, although a quota for age groups was not set, the balance on the whole is reasonable, the under-25s and over-70s being the least well represented (Table 1).

Respondents' age groups									
Respondents' Age	16–25	26–35	36–45	46–55	56–65	66–75	Over 75	blank	Total
Town Centre User	13	19	18	11	18	25	12	–	116
Oakham Town Visitor	10	10	17	16	18	25	3	1	100
Rutland County Visitor	5	16	22	19	27	19	5	–	113
Total	28	45	57	46	63	69	20	1	329
Total (% whole sample)	9%	14%	17%	14%	19%	21%	6%	0%	100%

Table 1. Respondents' ages by user type



Town Centre Users, as shown by their postcodes (Fig. 1), are very local. 62% come from LE15 6 (Oakham), 22 % from LE15 7 (Barleythorpe and villages to the north), 10% from LE15 8 and LE15 9 (villages to the east, south and west of Oakham), and 5% from a little further afield, and perhaps working regularly in Oakham.

Fig. 1. Town Centre Users by postcode

2. Visiting the Town Centre

How often do you visit the town centre?									
Respondent Status	Daily	More than once a week	Weekly	Fortnightly	More than once a month	Once a month or less	Infrequent	(blank)	Total
Town Centre User	35	48	15	10	5	1	1	1	116
Town Centre User %	30%	41%	13%	9%	4%	1%	1%	1%	100%
National Benchmark for small towns %	*20%*	*38%*	*21%*	*7%*	*4%*	*10%*	–	–	*100%*

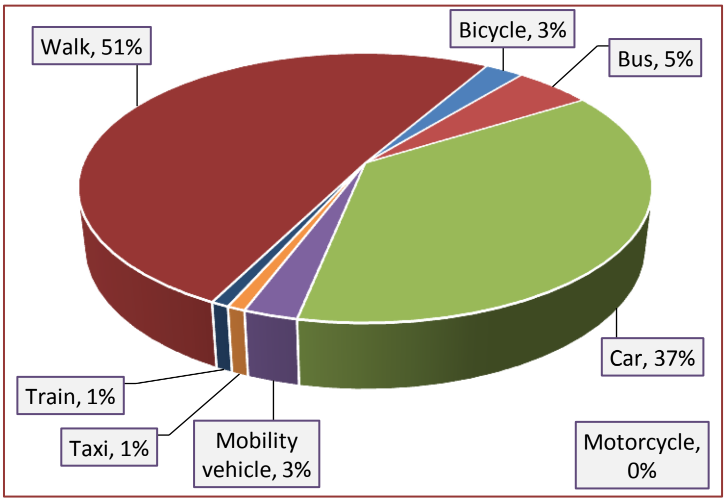
Table 2. Frequency of visits to the town centre

As shown in Table 2 it is interesting that 71% of the Town Centre Users interviewed visited Oakham more than once a week, 30% of them visiting every day. This is a much higher number than the 58% national average for small towns. 13% visited once a week, 9% once a fortnight, and 4% more than once a month. The national average has 10% visiting once a month or less but that figure is only 1% in Oakham.

How long do you usually spend in town?		
	Oakham %	Nat Benchmark %
Up to 1 hour	39%	*42%*
1 to 3 hours	51%	*44%*
More than 3 hours	9%	*13%*
(blank)	1%	–
Total	100%	*100%*

Table 3. Duration of visits to the town centre

Table 3 shows that these are not all flying visits, as 51% of respondents would be in Oakham for 1 to 3 hours, as against 39% staying less than an hour. Only 9% of local users would stay in town for over 3 hours. Comparing these numbers to the national average, Oakham Town Centre Users have a higher proportion staying 1 to 3 hours, but fewer staying for longer. Looking in detail, it is twice as many of the 16–25 year old and 66–75 year old age groups who are staying 1 to 3 hrs as opposed to up to an hour.



As for how Town Centre Users come into Oakham, a majority, 51%, walked, as opposed to 37% who came by car (Fig. 2 & Table 4). This is a reversal of the national average figure of 34% walking and 57% coming by car. Of the rest 5% came by bus, 3% each by bicycle and mobility scooter, and 1% each by taxi and train. None were recorded as coming by motorcycle.

Fig. 2. Town Centre Users: means of visiting the town centre

If we break that down still further we learn that of the 72 people from the Oakham postcode, 53 walked whereas only 11 came by car (six parking in a car park and three on-street), and of those from the postcode which includes Barleythorpe, only five walked but 18 came by car (ten parking in a car park and six on-street). Thus a higher proportion of people are walking in from Oakham than from the Barleythorpe direction, the latter being further out. Only a total of 5% came in by bus, two people from each postcode, and the three who cycled came from Oakham.

A further analysis shows us that a higher proportion of 16–25 year olds (69%) and then of 66–75 year olds (60%) walked into town, with the intervening age groups lower at 45–50%. This is mirrored in reverse for the use of cars, where it is the 16–25 year olds (15%) and 66–75 year olds (28%) who are using cars the least, with the age groups in between at 42–50% car users. In the over-75 age group we see the lowest percentage of walkers (25%) and highest of bus users (25%). In this age group also 33% were coming into town by car and 17% by mobility scooter.

How do you come into the town?		
	Oakham %	National benchmark %
Bicycle	3%	*2%*
Bus	5%	*4%*
Car	37%	*57%*
Mobility vehicle	3%	*–*
Motorcycle	–	*1%*
Taxi	1%	*–*
Train	1%	*1%*
Walk	51%	*34%*
Other	–	*1%*
Total	100%	*100%*

Table 4. Travelling to the town centre

3. Positive and negative perceptions of Oakham

Town Users were asked to highlight what they thought were the positive and negative aspects of Oakham. Aspects with the highest approval from the 116 respondents were the cafés and restaurants (73 people), followed by friendliness (66), pubs and bars (65), convenience and ease of walking about town (62 each), the Museum, Castle and historic buildings (61), and cleanliness (58).

Negative perceptions were noticeably fewer than positive ones. At the top of the negative aspects list comes national chain shops (41 people), followed closely by the retail offer (38), leisure facilities (35), parking (35), and traffic (33). However with these last two the corresponding balance of positives shows that they are not seen overall as extremely negative aspects of life in Oakham.

In all, respondents nominated 2.6 times as many positive aspects of Oakham as negative ones. In addition to these standard choices, respondents were invited to suggest other negative and positive aspects of Oakham. Of the 46 negative additional comments made, 18 referred to too many charity shops, although two other people counted them as a positive aspect. A further six people said the declining market was a negative aspect of the town although on balance twice as many thought the market to be a positive rather than negative feature.

It is interesting to note the number of people who did not comment on some of the various topics. Only 39 people failed to comment on the cafés and restaurants, whereas 72 people did not comment at all on road links. That for each item on the list an average of 60 people had no negative or positive comment to make seems to indicate that none of these are generally contentious attributes.

The positive perceptions of Oakham's cafés and restaurants and of its pubs and bars score a strong 20% and 30% higher than the national benchmarks for small towns, and the positive view of the market also recorded 20% higher. In other areas Oakham's levels of response compare reasonably with other towns nationally. With the exception of provision for leisure, levels of negativity are lower in Oakham than the national average.

Details are shown on Table 5 below, which should be compared with Table 9 in Report KPI 11 B.

Town Centre Users				
Attributes	Negative	Positive	(blank)	Total
Physical appearance	21	49	46	116
Cleanliness	2	58	56	116
Retail offer – groceries	17	32	67	116
Retail offer – clothes, gifts &c	38	13	65	116
Independent shops	16	49	51	116
National chain shops	41	23	52	116
Market(s)	14	47	55	116
Cafés / restaurants	4	73	39	116
Pubs / bars	1	65	50	116
Customer service	0	49	67	116
Friendliness	0	66	50	116
Access to services, e.g. banks, Post Office, library	14	52	50	116
Museum, Castle, historic buildings	2	61	53	116
Leisure facilities	35	19	62	116
Cultural activities / events	20	27	69	116
Road links	2	42	72	116
Traffic	33	27	56	116
Car parking	35	30	51	116
Public transport	24	27	65	116
Ease of walking around the town	8	62	46	116
Convenience, e.g. near to home	2	62	52	116
Safety	6	49	61	116
Other	46	7	63	116

Table 5. Negative and positive perceptions of Oakham (Town Centre Users)

***Key**: Table 5 gives the exact number of the 116 respondents who rated each attribute as either a negative or a positive aspect of Oakham, as well as the number who chose not to comment on each specific feature. The graded colours are a visual statement balancing the overall positive and negative perception ratings for each attribute, green being positive, through yellow, buff, pink and then red for negative. This is a valuable guide as the colouring takes into account the total percentage of people who were asked, those who didn't give an opinion as well as those who did (for example, Customer Service, where there were no negative comments and 49 positive ones: this is coloured yellow not green due to the lower number of responses).*

4. How the town centre has changed

Town Centre Users were asked how their experience of Oakham had changed in recent years. 33% thought it had worsened while another 33% thought it had stayed the same. A further 18% were of the opinion that it had changed, with both good and bad, but only 8% of respondents thought the town had improved (Fig. 3 below, and Fig. 2 in report KPI 11 B).

However, when asked, 80% of respondents said they would recommend a visit to Oakham town centre, a high proportion compared to 65% for small towns nationally. The 18% who said they would not recommend a visit compares favourably to the national average of 35%.

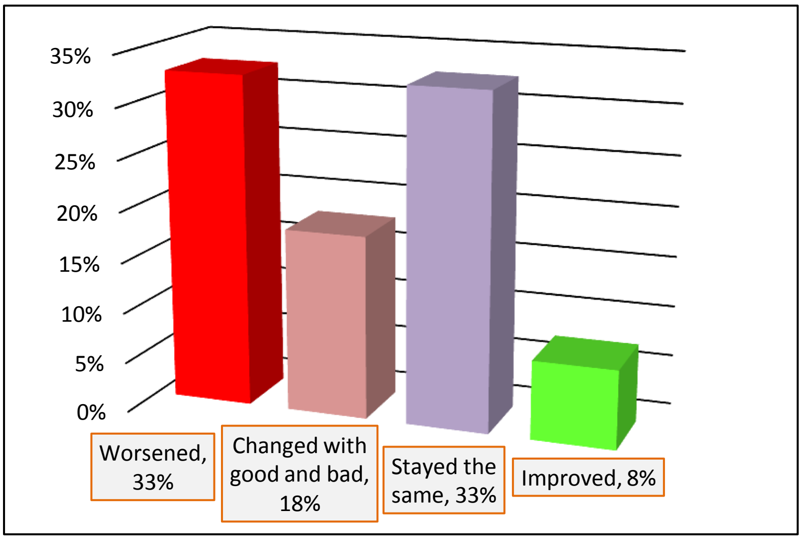


Fig. 3. Town Centre Users' perceptions of how the town centre has changed

Would you recommend a visit to the Town Centre?		
	Oakham %	National Benchmark for Small towns %
Yes	80%	*65%*
No	18%	*35%*

Table 6. Recommending a visit to the town centre

To complete the picture we asked our Town Centre Users which one word they would use to sum up Oakham town centre. In total 73% positive words were chosen as against 27% negative words. Negative words like 'boring' and 'dull' came from the 16–25 year age group, but nearly half of the negative comments, such as 'lacking', 'disappointing' and 'declining', were from the 56–75 year age group.

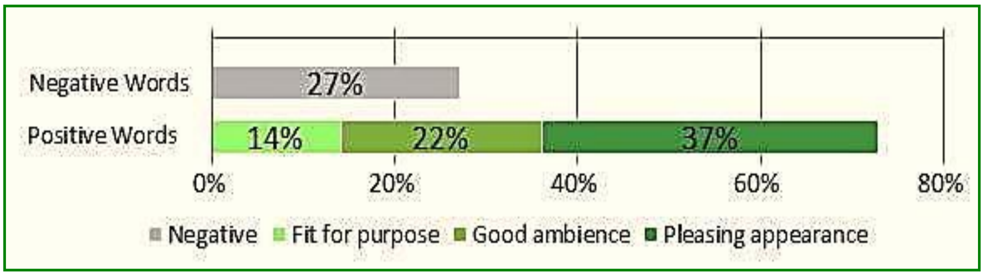


Fig. 4. Summing up the town centre

Positive words fell neatly into three groups. 14% related to Oakham's fitness for purpose, with words like 'useful', 'clean', 'compact' and 'convenient'. Then 22% described the ambience of the town as 'friendly and comfortable with community feel'. The largest group of words, 37%, related to the character and appearance of Oakham, and 'quaint' was the most commonly used, followed by 'pleasant', 'attractive' and 'historic'.

5. Suggested changes to the town centre

The final question asked what two improvements people would make to encourage them to use the town centre more, and 162 separate suggestions were recorded. Fig. 5 shows the categories of suggestions. The biggest issue raised, accounting for 51% of the comments, was concern with the retail offering. The other issues included leisure provision (15%), town centre improvements (12%), parking (10%), traffic flow (7%), food outlets (4%) and public transport (1%).

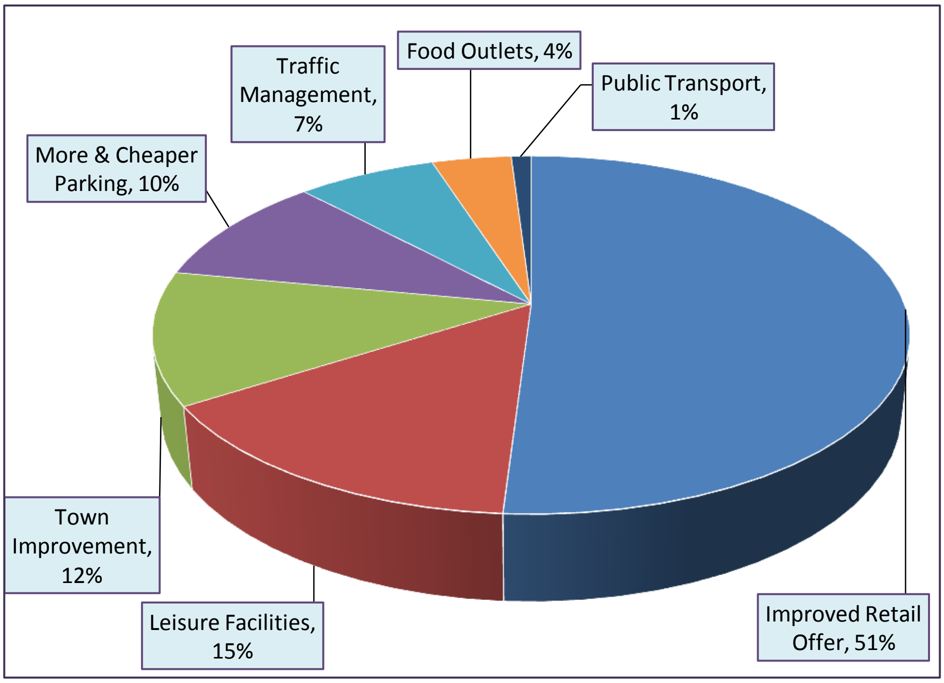


Fig. 5. Suggested Improvements to the town centre

There were 83 people who said that they would be encouraged to come into Oakham more if there was a better retail offer. In their comments the words ‘affordable’ or ‘reasonably priced’ appeared 26 times. The word ‘clothing’ appeared 24 times. Four people thought more High Street chains would be an advantage, and five thought more independent shops. Seven people wanted a better offer for children and young people, and twelve thought more diversity would help. Another twelve wanted the market to improve and for there to be a better grocery offering in the town centre.

Improved leisure provision ideas included more activities for children and teenagers, and six calls for a cinema. Town centre improvements mentioned were repairing pavements, more seating, better disabled access and an improved appearance. Parking entries were divided between more parking and free parking, and traffic management comments related to reducing traffic volume and speed in the town. Finally there were five calls for more restaurants and two for improved public transport.

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James Curtis (Curtis Associates Research)
September 2018

KP1 11 – B : Oakham Town Visitors and Rutland Visitors Surveys
Oakham Residents Group

Three surveys were designed, produced and conducted as part of the Task & Finish process. Two of these were to record the views of Oakham held by visitors, and are summarised in this section. They were completed during June and July 2018, one survey in the town, and the other in various locations less than 5 miles outside the town, at Rutland Water (at the Whitwell car park and the Lyndon birdwatching centre), at Barnsdale Gardens and at Lyndon Top camping and caravan site, all by a small group of volunteers.

1. Survey sample

Altogether 213 visitor interviews were completed with respondents whose postcodes were beyond those included in the Town Centre User group (covered in report KPI 11 A) and, although a quota for age groups was not set, the balance on the whole is reasonable, the under-25s and over-70s being the least well represented. The age groups of these respondents are shown in Table 1.

Respondents' age groups									
Respondents' Age	16–25	26–35	36–45	46–55	56–65	66–75	Over 75	blank	Total
Oakham Town Visitors	10	10	17	16	18	25	3	1	100
Rutland County Visitors	5	16	22	19	27	19	5	–	113
Total	15	26	39	35	45	44	8	1	213
Total (% whole sample)	7%	12%	18%	16%	21%	21%	4%	0%	100%

Table 1. Respondents' age groups

Origins of all visitors	Number	Percentage
LE postcodes	70	33%
PE postcodes	42	20%
NG postcodes	14	6%
NN postcodes	10	5%
Sub-total of local post-codes	136	64%
Other UK postcodes	68	32%
Overseas	9	4%
Total	213	100%

***Table 2. Visitors' origins** by postcode*

Table 2 shows the home postcodes of the visitors to Oakham and Rutland who were interviewed. The table shows that they came predominately (64%) from the counties surrounding Rutland, i.e. Leicestershire, Lincolnshire, Nottinghamshire and Northamptonshire. A further 32% came from within the UK but further afield, and there were 4% from overseas – five from Europe, one from South Africa and three from Australia.

2. Visiting the Town Centre

Oakham Town Visitors		
How often do you visit Oakham town centre?	Number	%
Just passing through / one-off visit	39	39%
Occasional day trips	27	27%
Regular day visits throughout the year	20	20%
Sub-total of day trip visitors	86	86%
Occasional weekends or short breaks	8	8%
Regular weekend visits or short breaks	4	4%
Holiday	1	1%
Sub-total of longer term visitors	13	13%
(Blank)	1	1%
Total	100	100%

Table 3. Frequency of visiting: Town visitors

Rutland County Visitors		
How often do you visit Rutland?	Number	%
First visit	25	22%
Occasional day trips	45	40%
Regular day visits throughout the year	21	19%
Sub-total of day trip visitors	91	81%
Occasional weekends or short breaks	13	11%
Regular weekend visits or short breaks	9	8%
Sub-total of longer term visitors	22	19%
Total	113	100%

Table 4. Frequency of visiting: County visitors

Of the hundred interviewed in Oakham, 47% were here on an occasional or regular day trip, and a further 39% were making one-off visits or passing through the town. This is a total of 86% on day visits as opposed to only 13% here for a longer stay. This would be keeping with the fact that two-thirds of Oakham Town Visitors came from within a reasonable driving distance. A similar pattern can be seen with those visitors in Rutland but outside Oakham, although with 6% more visitors in Rutland for longer stays, and 5% fewer on day trips.

How long do you usually spend in town?			
	Oakham Visitors %	Town Centre Users %	Nat Benchmark %
Up to 1 hour	11%	39%	*42%*
1 to 3 hours	59%	51%	*44%*
More than 3 hours	30%	9%	*13%*
(Blank)	–	1%	–
Total	100%	100%	*100%*

Table 5. Length of visit

Table 5 shows that visitors spend longer in town than local users, with only 11% staying for less than an hour compared to 39% of local users, and 30% spending over three hours, compared to only 9% of locals.

How did you travel here?	Oakham Town Visitors	%	Rutland County Visitors	%
Bicycle	2	2%	1	1%
Bus/coach	5	5%	7	6%
Car	78	78%	100	89%
Motorcycle	1	1%	–	–
Train	3	3%	–	–
Walk	11	11%	–	–
Other	–	–	5	4%
Total	100	100%	113	100%

Table 6. Travelling to the town centre

Table 6 shows that the most common method of travel for both visitor groups was by car, namely 78% for those visiting the town and 89% for those visiting the county, although 5% and 6% respectively came by bus or coach. The 11% of visitors who walked into Oakham may have been staying in the town.

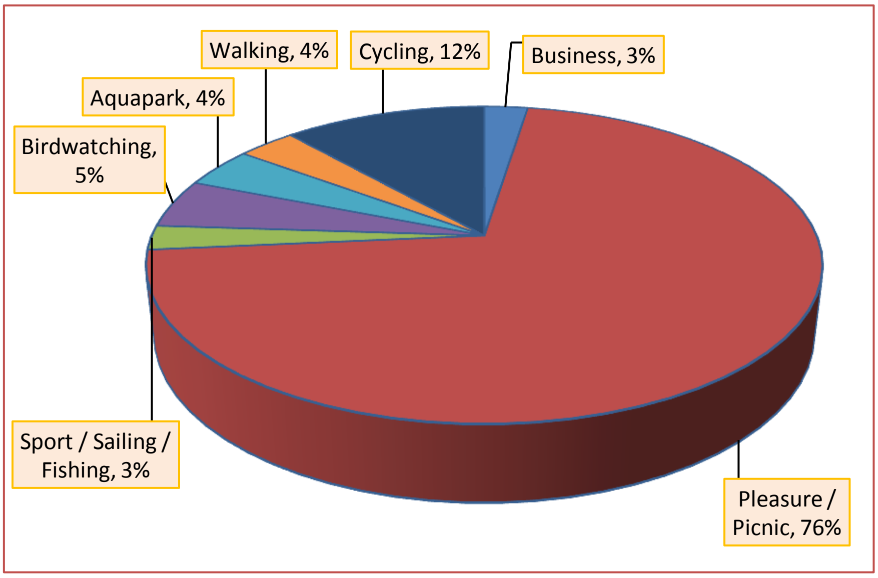


Fig. 1 shows that the most popular reason for visiting Rutland was for pleasure and picnicking, which accounted for 76% of those who came. Cycling brought 11% of the visitors, but the other attractions and activities each only drew a smaller percentage, 5% or less, to Rutland. However, some 7% of respondents cited more than one reason for their visit.

Fig. 1. Reasons for visiting

These visitors were also asked about the size of their parties. Just over half came with a second adult, but only about a fifth of the total visitors were accompanied by one or two children. Of those interviewed 14% were in Rutland with groups ranging from 8 to 53 adults, with anything from 4 to 19 children in a group. This reflects the nature of some of the attractions close to Oakham where the interviewing took place. Barnsdale Gardens have regular coach visits, and Rutland Water attracts large groups. The camping site at Lyndon Top also had groups of friends and families staying there.

3. Awareness of Oakham

As to awareness of Oakham as a destination, the level of response from Rutland County Visitors was very low: 9% had heard about it from family and friends, 3% from television, 1% from the internet, and none at all from tourism leaflets.

From where have you heard about Oakham?	
Family and Friends	9%
Television / Press	3%
Internet	1%
Tourism leaflets	0%

Table 7. Awareness of Rutland

4. Frequency of visits and attractions

Tables 3 and 4 compare the frequency with which Oakham Town Visitors and Rutland County Visitors come to the town. Tables 8 and 9 analyse when Rutland County Visitors go to Oakham and what they do when they are there.

A visit into Oakham was not intended to be part of this trip for 80% of the County visitors, and yet 67% of those interviewed had visited on a previous occasion. Looking further, data show us that of those 80% not visiting Oakham, 54% had visited on a previous trip, but they were not making a return visit this time. Of the 20% who were including a visit to Oakham, 13% had been before and were returning.

Of those with a particular reason for not visiting Oakham on this trip, 15% cited not having enough time, and 15% had no idea what Oakham had to offer.

Rutland County Visitors	Have you visited or will you visit Oakham on this trip?			Have you visited Oakham on a previous occasion?		
	No	Yes	Total	No	Yes	Total
First visit	16%	6%	22%	18%	4%	22%
Occasional day trips	35%	4%	40%	11%	29%	40%
Occasional weekends or short breaks	5%	6%	12%	2%	10%	12%
Regular day visits throughout the year	16%	3%	19%	2%	17%	19%
Regular weekend visits or short breaks	7%	1%	8%	1%	7%	8%
Total	80%	20%	100%	33%	67%	100%

Table 8. Current and previous visits

Those who had visited in the past and those who were intending to visit this time were asked which activities or attractions in Oakham they had used or visited, or were intending to. The cafés and restaurants (42%), the historic town centre (40%) and grocery shopping (35%) topped the list, followed by visits to pubs and bars (28%), retail shopping (28%) and the Castle, Museum and farm park (22%).

Rutland County Visitors			
On your visit(s) to Oakham which of the following did you or will you visit or do?			
	No	Yes	Total
Historic Town Centre	60%	40%	100%
Museum / Castle / Farm Park	78%	22%	100%
Shopping – groceries	65%	35%	100%
Shopping – gifts, clothes &c	72%	28%	100%
Market	74%	26%	100%
Cafés / Restaurants	58%	42%	100%
Pubs / Bars	72%	28%	100%
Entertainment	94%	6%	100%
Cultural events	93%	7%	100%
Services, e.g. chemist, petrol station	88%	12%	100%

Table 9. Locations and attractions visited

5. Positive and negative perceptions of Oakham

Visitors in Oakham were asked which features of the town they considered to be positive. 64% of them selected cafés and restaurants and 63% its physical appearance and cleanliness, all of these well above the national average for small towns. At 61% the ease of walking about town was slightly lower than the 67% national average. Next in positive perception came the independent shops (58%), the Museum, Castle and historic buildings (57%), and the friendliness of Oakham (53%).

Overall there was a very low level of negativity. The only attribute of the town which scored a more negative than positive score was leisure facilities. The attribute with the most negative perception, by 21% of visitors, was parking, although 35% thought this was a positive thing in Oakham. This balance is comparable to the national benchmark of 39% negative to 43% positive.

Oakham Town Visitors				
Attributes	Negative	Positive	(blank)	Total
Physical appearance	2	63	35	100
Cleanliness	2	63	35	100
Retail offer - groceries	6	19	75	100
Retail offer - clothes, gifts, &c	9	20	71	100
Independent shops	2	58	40	100
National chain shops	12	17	71	100
Market(s)	3	44	53	100
Cafes / restaurants	0	64	36	100
Pubs / bars	1	39	60	100
Customer service	0	29	71	100
Friendliness	0	53	47	100
Access to services, e.g. banks, Post Office, library	3	28	69	100
Museum, Castle, historic buildings	0	57	43	100
Leisure facilities	11	9	80	100
Cultural activities / events	6	16	78	100
Road links	1	29	70	100
Traffic	15	18	67	100
Car parking	21	35	44	100
Public transport	6	11	83	100
Ease of walking around the town	0	61	39	100
Convenience, e.g. near to home	0	25	75	100
Safety	2	26	72	100
Other	14	11	75	100

Table 10. Negative and positive perceptions of Oakham (Oakham Town Visitors)

***Key**: This table gives the exact number of the 100 respondents who rated each attribute as either a negative or a positive aspect of Oakham, as well as the number who chose not to comment on each specific feature. The graded colours are a visual statement balancing the overall positive and negative perception ratings for each attribute, green being positive, through yellow, buff, pink and then red for negative. This is a valuable guide as the colouring takes into account the total percentage of people who were asked, those who didn't give an opinion as well as those who did (for example, Customer Service, where there were no negative comments and 29 positive ones: this is coloured yellow not green due to the lower number of responses).*

Specific aspects of the town did not receive either positive or negative comments from an average of 64 visitors. Some 35 comments were made about unlisted aspects of Oakham; of these, three negative comments were made about the smelly condition and inadequate signage of the public toilets, with two further comments about signage generally, and specifically to the car parks. There were two comments on the uneven pavements. The positive comments were about the museum, the floral displays, the park [Cutts Close], the independent shops, charity shops and the small number of chain shops.

6. How the town centre has changed

How has your experience of Oakham town centre changed for you in recent years?			
	Town Centre Users	Oakham Town Visitors	Total
Worsened	33%	12%	23%
Changed with good and bad	18%	11%	15%
Stayed the same	33%	25%	29%
Improved	8%	12%	10%
No opinion / cannot say	7%	36%	20%
(Blank)	2%	4%	3%
Total	100%	100%	100%

Table 11. How the town centre has changed

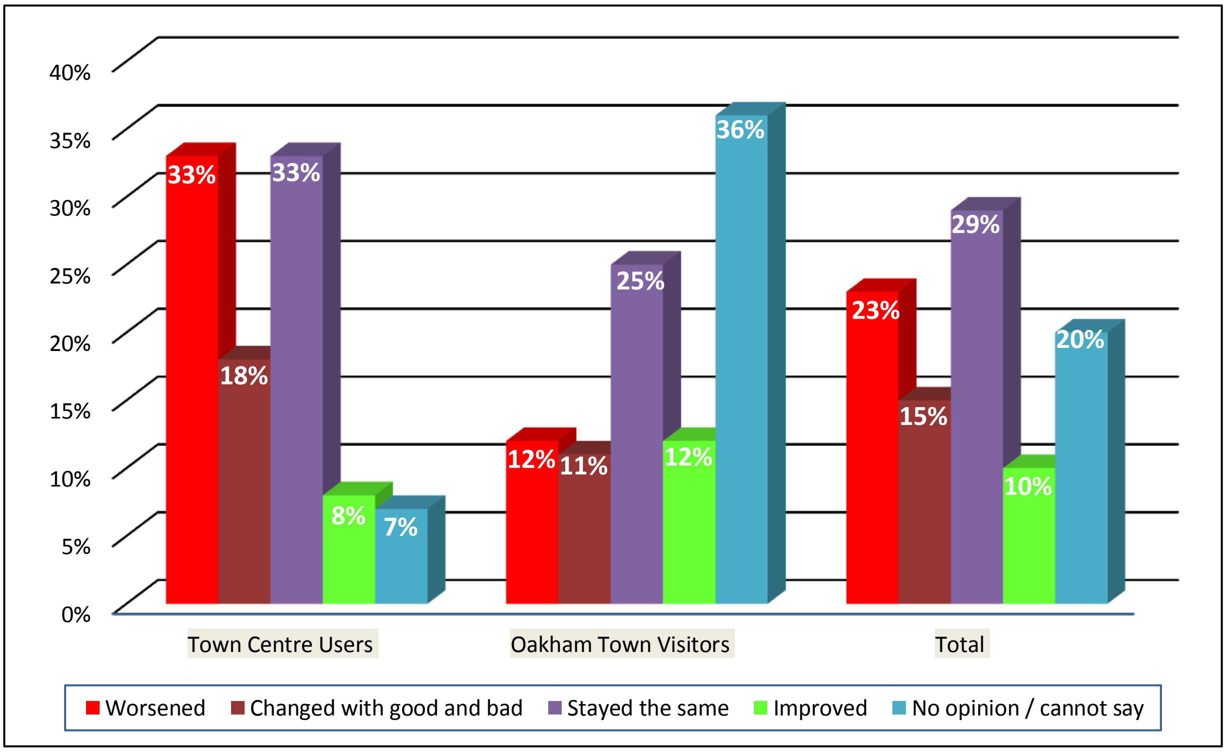


Fig. 2. Changes in the town centre as perceived by Town Centre Users and Town Visitors

A higher proportion of Oakham visitors felt the town had improved in recent years, 4% more than local town users, and a substantial third fewer visitors thought it had worsened than local users. 36 visitors did not have an answer for this question, which equates to number for whom this was a first visit. Table 11 shows that more Oakham Town Visitors than local Town Users would recommend Oakham as a place to visit.

Would you recommend a visit to the town centre?				
	No answer	No	Yes	Total
Town Centre Users	2%	18%	80%	100%
Oakham Town Visitors	1%	6%	93%	100%
Rutland County Visitors	31%	7%	62%	100%
National Benchmark for Small towns %	–	*35%*	*65%*	*100%*

Table 12. Recommending a visit to the town centre

Further examination of the data shows that the more time visitors spend in Oakham, the more highly they rate it. Of those here for the first time only 24% would recommend a visit; however, this percentage rises until of those who come on regular day trips and short breaks 90% and 100% respectively would do so.

What one word would best describe Oakham town centre?		
	Negative	Positive
Town Centre Users	27%	73%
Rutland & Oakham Visitors	7%	93%

Table 13. Describing Oakham town centre

Similarly, when asked for one word to describe Oakham town centre, there were far fewer negative words from the visitors than there were from the local users, just 7% negative as against 93% positive words. The visitors also used twice as many words as locals to comment favourably on the appearance of Oakham.

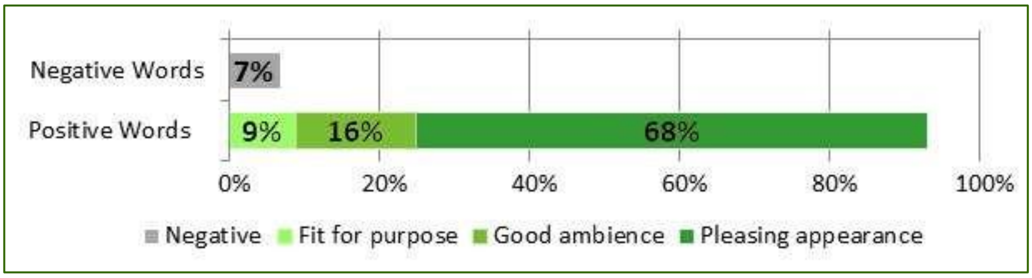


Fig. 3. Summing up the town centre

Negative comments from visitors were ‘lacklustre’, ‘stagnant’ and ‘declining’. Positive words used relating to Oakham’s fitness for purpose were ‘useful’, ‘convenient’, ‘diverse’ and ‘compact’, and the ambience was described as ‘pleasant’, ‘busy’ and ‘friendly’. Lastly, 11% of all the visitors chose the word ‘quaint’ to describe Oakham, followed by ‘picturesque’, ‘attractive’ and ’historic’. It may be noted that in fact visitors used almost exactly the same range of words to describe the town centre as did local town users.

7. Suggested changes to the town centre

As with the Town Centre Users survey, the aim of the final question in the survey was to find what improvements to the town would encourage visitors to come to Oakham more often. In all 120 suggestions were made, across a range of subjects, as shown in Fig. 4 below. Jointly, with 26% of comments each, the two most frequent subjects were the retail offer and parking, followed by 22% commenting on town centre improvements. Other suggestions covered leisure provision (12%), traffic management (10%), food outlets (3%) and public transport (2%). The difference between the visitors’ concerns and those of town users is very clear. The visitors have only half the degree of concern over the retail mix, but twice the concern for parking, and town centre improvements also feature twice as strongly on the visitors list.

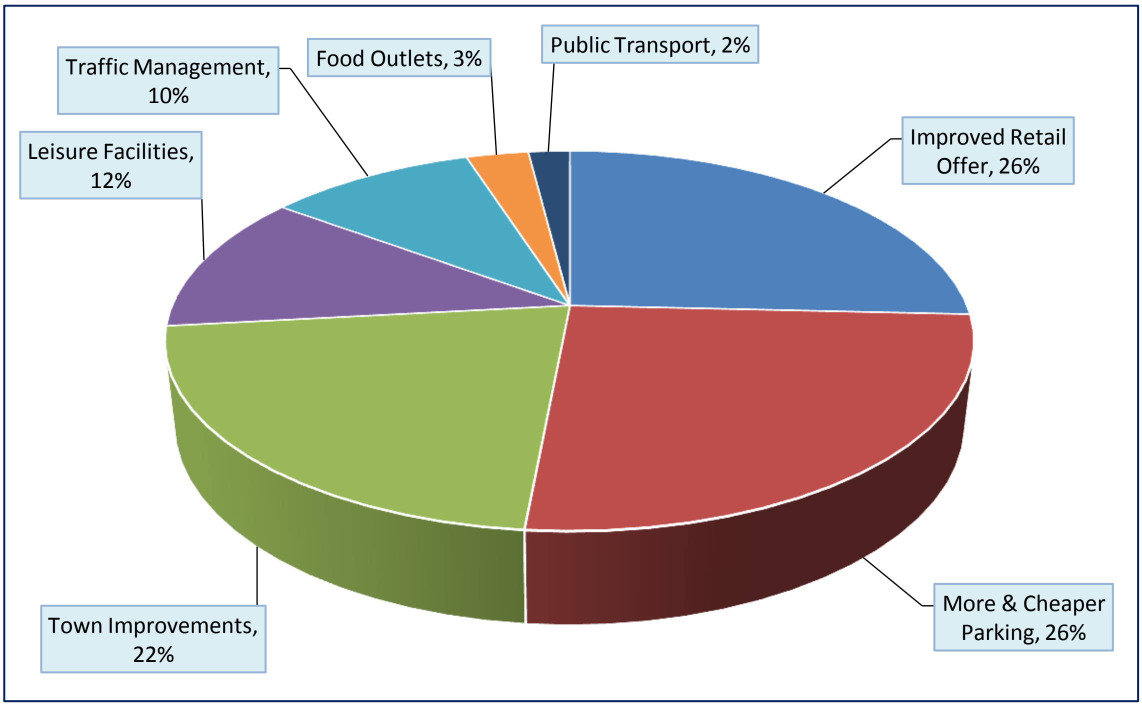


Fig. 4. Suggested improvements for the town centre

It is interesting to look in detail at the visitors' suggestions. Town users were divided equally between wanting more parking and wanting cheaper parking, yet twice as many visitors commented about parking, with over 70% of them wanting more parking, and only a little more than a quarter of that number wanting cheaper parking. There were also three people who commented that they were unable to visit Oakham as there was no provision for parking camper vans in any of the car parks. The comments on the retail offer were mostly about more shops and greater diversity. Some visitors thought more leisure facilities, more things to do, would encourage them to come more; and less traffic, heavy traffic and the speed of traffic in the centre were mentioned in 10% of comments. There were four comments about food outlets and two calling for better public transport. However where visitors' comments differed most widely from those made by town users is under the heading 'town improvements'. Here visitors made more than twice as many comments, and 54% of these concerned signage and information in the town centre. They mentioned signage to car parks, to public toilets and to hotels, and a need for tourist information and events advertising.

Joy Clough (ORG) &
James Curtis (Curtis Associates Research)
September 2018

KPI 12: Shoppers Origin Survey

The Shoppers Origin Survey records the home locations of all those who used the retail outlets and services in the town centre. These data are designed to illustrate which general geographical areas customers are coming from, and in what proportions. The information can then be used in a number of ways, for example to target advertising to expand the customer catchment area or to promote local events, for example in areas from where customers are regularly coming in good numbers.

1. The sample

Postcode Capture Record Sheets were delivered to all 240 businesses in Oakham with the Business Confidence Survey over the last two weeks of July 2018, and staff were asked to capture their customers' postcodes at point of sale over a full working week. The response, from just 43 businesses, was disappointing, but two-thirds of those had collected a good sample. Eleven businesses had collected their customer postcodes over 3 or 4 days, and 16 businesses over 5 or 6 days, and the evidence from the full total of 1766 postcode responses from all 43 businesses proves interesting.

Compared to the percentage classification of the business sector in Oakham the response sample was much stronger from the retail sector and very much weaker from financial services, but geographically the sampled premises were evenly spread through the town and all the central shopping streets were represented. Four non-retail businesses just outside the central hub also responded.

In addition to the business sector, postcodes were collected from the three main visitor attractions in the town, Oakham Castle, Rutland County Museum and the Rutland Farm Park, as well as Oakham Library, where tourist information is available.

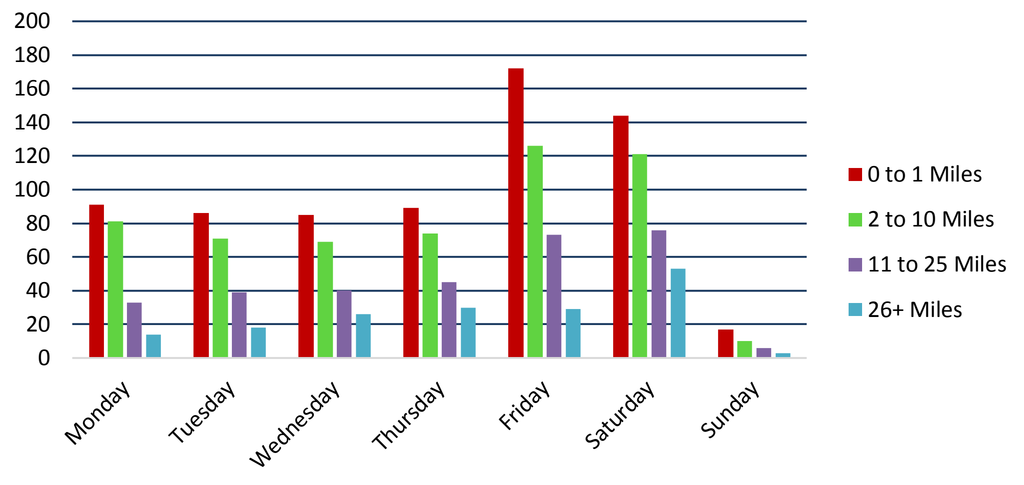
2. The Aggregated Data

In any interpretation of postcode data it is important to remember that these are based on historic post towns using a system which still owes a great deal to the nineteenth century railway network. Hence postcode areas are not coterminous with county or district boundaries. Locally, for example, Cold Overton in Leicestershire has Oakham as its post town with an LE15 7 postcode, and various parishes in the east of Rutland have Stamford in Lincolnshire as their post town and therefore PE9 postcodes. This *caveat* applies to all the postcode-based data assembled by means of any of the surveys undertaken for this project.

Table 1	**Oakham %**	**National Small Towns %**
Local: Oakham LE15 6 postcodes	40%	*66%*
Rutland Visitors: 1 to 10 miles from Oakham	32%	*27%*
Tourists & Visitors: over 10 miles from Oakham	28%	*7%*

Here the customer postcodes have been sorted into three classifications, those with LE15 6 Oakham postcodes, those with Rutland postcodes and therefore likely to live within ten miles of Oakham, and 'tourists' or other visitors living further than ten miles away. As percentages these figures are very different from those of the national averages shown in Table 1, as the number of tourists or distant visitors using Oakham businesses is very much higher. On the face of it the number of local shoppers seems much lower than the average but it is important to take into consideration that half of those living between 1 and 10 miles from Oakham had LE15 7 postcodes, and although this includes mostly Rutland villages to the north-east and north-west, it also includes the large Barleythorpe housing estates adjoining Oakham, and considered by many to be part of the town.

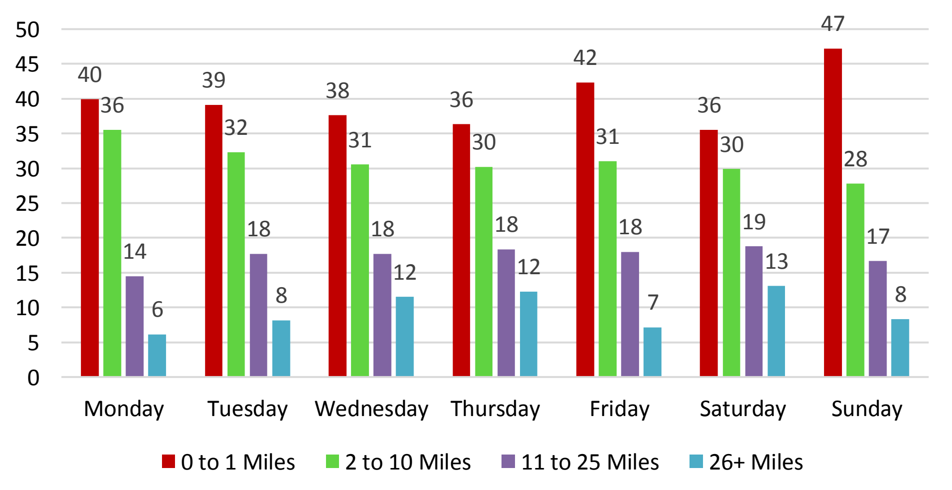
Fig. 1. Distance travelled to businesses by day



In the graph in Fig. 1 the postcode data are divided into four zones, for distances 0–1 mile from the town centre, 2–10 miles (of which half are Barleythorpe, Langham and other villages to the north), 11–25 miles, and over 25 miles, and this produces a consistent pattern when divided into the number of shoppers by day. The highest proportion of customers is local, and that number lessens as the distance they have travelled increases. To confirm this, taking into account the sparseness and erratic nature of some of the data, the second graph, Fig. 2, has the data for each day averaged: the same correlation emerges. It is demonstrable that the major percentage of Oakham customers either live in the town or within ten miles.

It is also notable that the highest levels of activity were on the Friday as well as the Saturday (Fig. 1). There is no perceptible difference between the Wednesday market day and the other weekdays, which seems to indicate that retail trade may not be boosted by those who come into town to use the mid-week market.

Fig. 2. Distance travelled as percentage of visits



Plotted on a map (Fig. 3), the postcodes of origin show the geographical spread of where Oakham's more distant customers are travelling from (excluding 16 customers from overseas or with no fixed address). There are scattered dots as far away as London, Norfolk, Northumberland and even Scotland, but the majority are within reasonable driving distance. Melton Mowbray and Stamford are discernible, and there appears to be a spread of customers coming from the Corby and Kettering direction to the south, but the 'hot-spots' are the neighbouring large cities of Peterborough, Leicester and Nottingham.

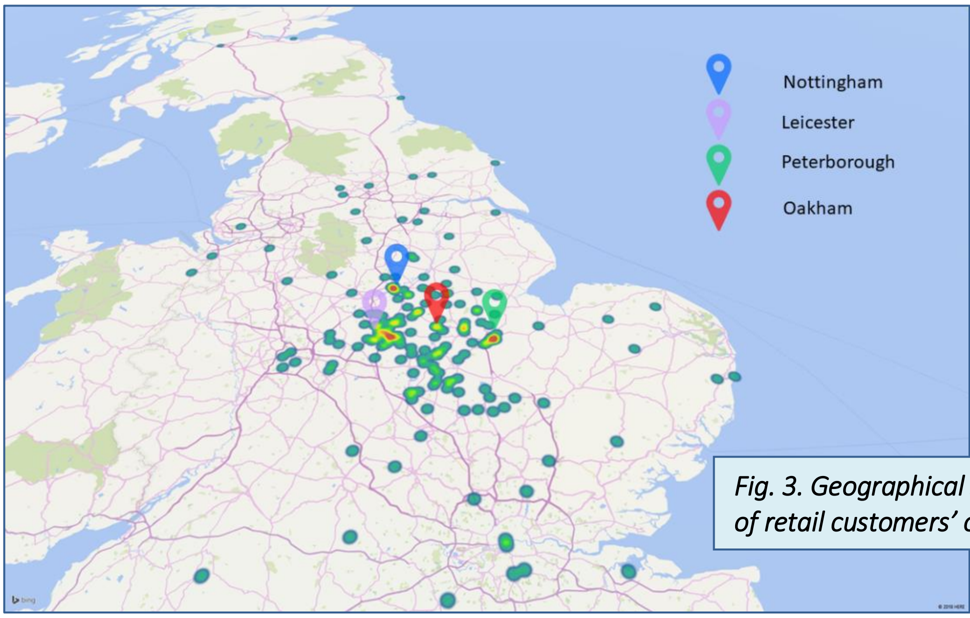


Fig. 3. Geographical spread of retail customers' origins

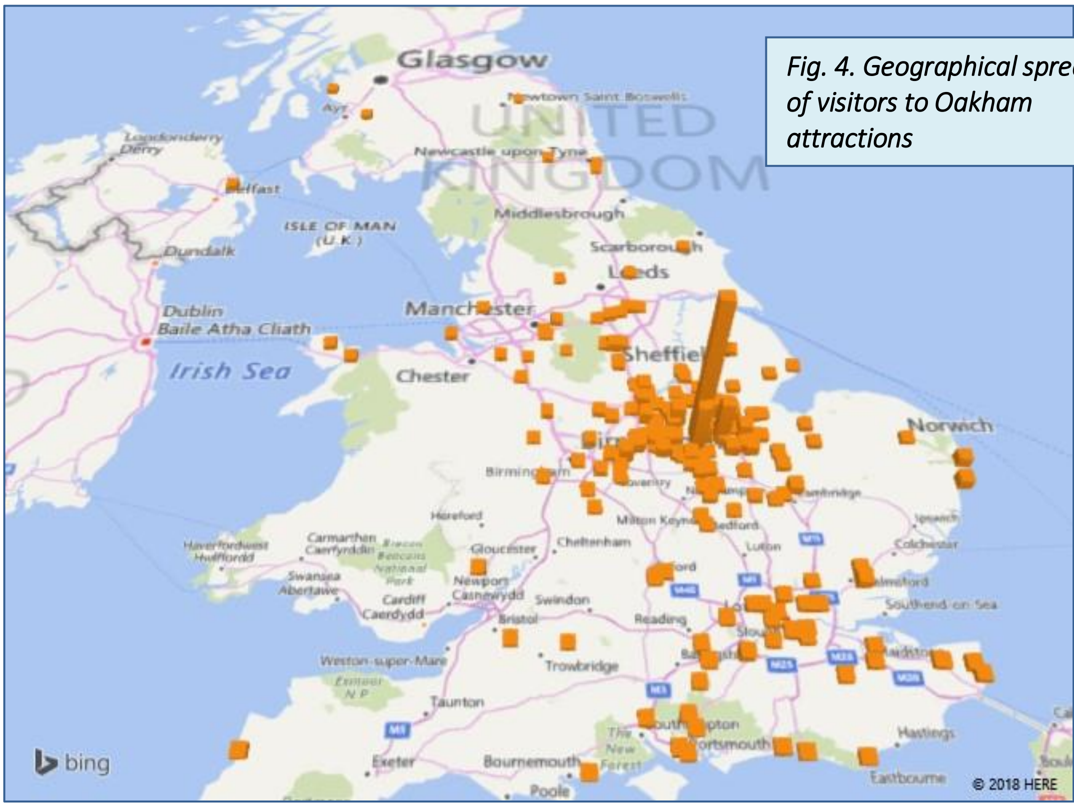


Fig. 4. Geographical spread of visitors to Oakham attractions

This second map (Fig. 4) plots the home location of the postcodes given by visitors to the Oakham attractions, namely the Castle, Museum, Farm Park and library. The spread is quite different from those collected at the retail and service businesses in the town. The 3D column format of this map shows that these venues are well supported by local people, but also by a heavy density of visitors from the surrounding towns and cities. Furthermore the spread across the country is much wider, especially from London and the Home Counties. Not shown at all here are overseas visitors – six from Europe plus a French group, and 20 from across the world, notably eight from Australia.

Enlarging each map, there is a hint that the pattern of dots follows the main arterial routes across the region. A much larger sample would be needed to substantiate this, but if true it might not be unexpected.

Joy Clough and Nick Woodley

The issue of air pollution around the Level Crossing on Brooke Road

Note: *This pollution report is submitted by a member of the Residents Group. Although related to one specific location, it is equally pertinent to other locations in the town. The Task & Finish Group might ask Rutland CC whether pollution monitoring has been or could be done in Oakham, and look at the results with a view to considering recommendations.*

As a local resident and a Geography Teacher I have become concerned at the levels of air pollution around the Brooke Road level crossing. I have noted that motor vehicles waiting at the crossing tend to have their engines running whilst the drivers are waiting for the barriers to lift. It has been widely documented that idling motor vehicles emit significant amounts of air polluting chemicals that have harmful effects on people's health.

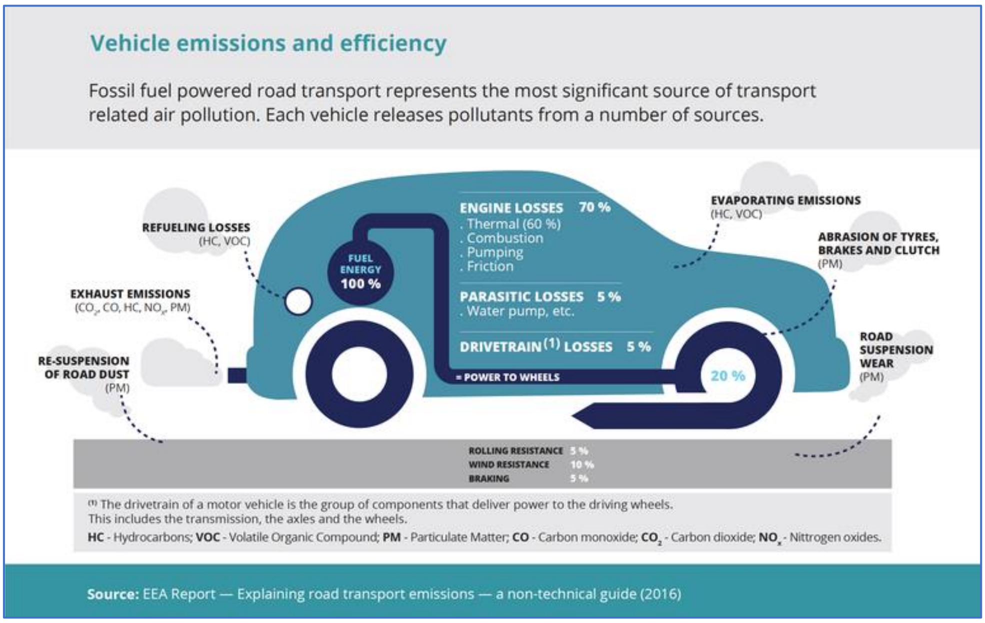


Fig. 1. Vehicle emissions and efficiency

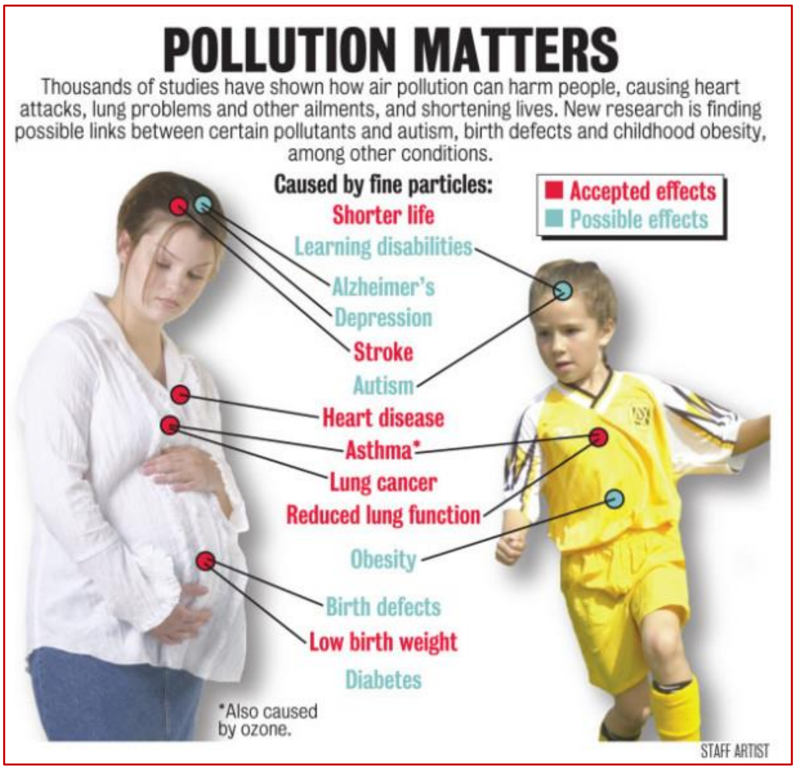


Fig. 2. Harmful effects of fine particle pollution

The level crossing is on a popular walking route for young school children who attend Brooke Hill School. Young children are particularly adversely affected by air pollution from motor vehicles as they are shorter and therefore their airways are closer to the exhaust pipes. Air pollution from vehicles has been linked to exacerbating health issues such as asthma and may even impair brain development.

The level crossing is also a place where pedestrians and cyclists wait as they travel to and from Oakham town centre or further afield. Once again this means that for the duration of the wait they are inhaling the airborne pollutants. For the cyclists who may be breathing hard from the exercise (like-wise for runners) then these pollutants will be inhaled deep into the lungs.

Fig. 3. An air pollution monitor

Clearly at present I have no factual data to present about air quality at the crossing, so I propose that a study be made. There are several readily available air monitoring kits that are affordable and easy to use that will measure nitrous oxide levels and other harmful gases (Fig. 3). Once reliable data have been collected they can be presented to help address the situation.

To reduce air pollution at the crossing a series of signs could be displayed urging drivers to turn their engines off whilst they are waiting. This has the added benefit of saving the driver money from greater fuel efficiency.

It should also be noted by urban planners that any increase in the number of motor vehicles on the approaches to the crossing – Derwent Drive, Brooke Road and Welland Way – would increase air pollution. The building of new houses along Brooke Road would lead to an increase in the number of vehicles waiting at the crossing, which would increase pollutants making the problem worse.

Further notes

A recent work published in the National Academy of Sciences of the USA where research was done on the effects of air pollution on thousands of Chinese people found that exposure to high levels of pollutions is the equivalent to losing one year of education. This alarming research is worse for older people. The research found that older men (over 64) particularly are at risk of impaired brain function from breathing in polluted air. From a Rutland point of view this is particularly concerning given our aging demographic and that many people wish to carry on working past traditional retirement ages. It would also be the case that many elderly Rutland residents would be involved in making complex decisions both at work and in their personal lives.

An Ontario study attributes one in ten dementia cases to living near busy roads. The cost of caring for dementia is a huge burden for both the carers and for the local councils who often part-fund the care requirements. This means it makes good economic sense to try to reduce levels of air pollution where ever possible.

The effects on the mental health of children and teenagers are also well documented. It is likely that because they are still growing they are more at risk from developing mental health issues. A study in Sweden found that a relatively small increase in the levels of Nitrous Oxide, a component of car exhaust, of 10 mcg per cubic metre caused a 9% increase in mental illness in children. The current EU and WHO maximum exposure to NO2 is set at 40mcg per cubic metre. Given that diesel vehicles generally emit more NO2 than petrol cars and that all motor vehicles emit more NO2 whilst idling then there is a clear risk to children's health if the number of vehicles waiting at the crossing were to increase because of a new housing development. It should further be noted that diesel cars are more popular in Rutland because of its rural nature (nationally 2 out of every 5 cars is a diesel) and that many diesel vans, which frequently have even higher NO2 emissions because of their greater mileage, also use this route. Because many people in any new estates would be travelling outside of Oakham for work it would be a safe assumption that they would be using motor vehicles. The government has said it wants to phase out petrol and diesel cars sales by 2040 but this is a long time to wait for improvements in air quality when children's health and educational attainment is at risk.

Bibliography and further reading

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Chris Moloney
28th August 2018

Appendix A: Individual comments from 2018 research

Note: Numbers indicate the number of occurrences of any comment or expression made more than once

Which one word would you use to describe Oakham Town Centre?

From the Town Users Survey

Positive ***85 comments (73.3%)***

quaint	9	average	good	rural
friendly	8	brilliant	I like it	safer than a city
pleasant	5	character	interesting	safe
quiet	4	characteristic	interesting, well	small
attractive	3	classic town centre	serviced for shops	traditional
historic[al]	3	clean & useful	market town	unique
busy	2	compact	nice little town	unique, historic
charming	2	community feel	oldy-worldy	useful
comfortable	2	conservative	perfect	variety
great	2	convenient	pleasant	vibrant
lovely	2	cosy	pleasing	welcoming
nice	2	fine	picturesque & traditional	
pretty	2	functional	quirky	
adequate		getting better	reasonably classy	

Negative ***31 comments (26.7%)***

boring	4	declining	2	disappointing compared	shabby
dull	4	disappointing	2	Stamford	unencouraging
dying	3	deteriorated		lacking	worsening
poor	3	dire		lifeless	
tired	3	failing		negative	

From the Town Centre Visitors Survey

Positive ***90 comments (92.8%)***

quaint	11	absolutely lovely	different	outing
pleasant	8	architecture &	exciting	quaint & friendly
attractive	5	surrounding scenery	friendly	quaint market town
pretty	4	a place to retire	great	quintessentially English
historic	3	brilliant, quaint	historic, delightful	rural
unique	3	character	idyllic	rustic
traditional	3	charming & interesting	like any other	safe
appealing	2	charming	lovely environment	special
beautiful	2	clean	lovely, interesting	tidy
busy	2	compact	medieval	traditional English
interesting	2	convenient	nice	unspoiled
lovely	2	country town	perfect	very lovely & peaceful
old England	2	cute	picturesque	
picturesque	2	delightfully English	pleasant worthwhile outing	

Negative ***7 comments (7.2%)***

boring	2	lacklustre	stagnant
disappointing		not like it used to be	improvement needed

From the Rutland County Visitors Survey

Positive ***73 comments (93.6%)***

quaint	8	atmosphere	nice little town	quirky, beautiful
picturesque	6	convenient	nice town	relaxing
pretty	6	civilised	old, attractive	refined
lovely	3	different, character	peaceful	rustic
pleasant	3	diverse	pleasant retreat	traditional
beautiful	2	friendly	picturesque, interesting	traditional mkt town
clean	2	good market	pretty & historical	unique
growing	2	handsome	pretty and quaint	useful
historic	2	looks pretty	pretty but getting bigger	very pleasant
nice	2	lovely historic town	pretty market town	
olde worldy	2	market town	quaint little town	
rural	2	nice people, beautiful	quintessentially British	

Negative ***5 comments (6.4%)***

decline disjointed	OK quiet	no idea, don't remember

What do you think are the positive or negative aspects of Oakham?

From the Town Centre Users Survey

Positive 'other' comments

charity shop(s) no empty shops	2	park [Cutts Close] quiet	schools & Oakham in bloom

Negative 'other' comments

Town Centre Improvements	
appalling state of pavements uneven paths footpaths need sorting, including cobbles not tarmac to castle safety need for crossing from the Lodge don't feel safe - young and vulnerable need to attract visitors parking on pavement maternity services medical services (?) difficult to get pushchairs around	dying : pavements need refurbishing safety concern at pavement edges with mobility scooter safety issues crossing at Church St and for children at library lack of benches drains smell West End post office queues poor access to Post Office poor public transport, miss the hourly bus cash points on a Sunday
Parking	
can wait too long for car park car parks should be free to encourage people to a) come and b) stay need free parking, because I work so difficult	have to know where car parks are paying for parking puts people off. Stow on the Wold and Witney both have free parking, we should or it kills trade too much infill building instead of car parks
Railway crossing	
traffic bad due to level crossing level crossing x 3	stuck in traffic at crossing can affect enjoyment

Retail Mix including Charity Shops	
more affordable clothes shops no affordable shoe shops need more shops for youngsters & affordable clothes nowhere to buy kids clothes & underwear more shops for children charity shops **x 11** estate agents **x 2** too many estate agents, charity shops, hairdressers	more chain shops shops dead - no choice too many pubs no greengrocers too many charity shops **x 4** too many charity shops & hairdressers too many estate agents, hairdressers, charity shops
Market	
market market dwindling	market declining x 3 market too small, not enough choice
Leisure	
need cinema & bowling alley not enough for teenagers	events not directed at young

From the Oakham Town Visitors Survey

Positive ‘other’ comments

beautiful museum, terrific guide
calm
charity shops
come to the new parenting classes at Children's Centre because better than Stamford
loved every minute, so much to do
lovely flowers
no national chain shops
not too busy, relaxing
park good air bnb place
unique, self-sufficient, individual shops
unspoilt
sitting out, quiet (positive)

Negative ‘other’ comments

car park signs hidden by trees
signage **x 3**
signage – parking
signage for toilets **x 2**
public toilets – cleanliness
uneven pavements
uneven pavements
lovely, but miss Furleys
lack of visible police
modern buildings (negative)
West End

What two improvements would encourage you to use the town centre more?

From the Town Users Survey

Town Centre Improvements	
outdoor seating areas	more greenery
semi-pedestrianised but with parking	better (old style) architecture
improved characterful shop fronts	nicer appearance
lower rent & rates for retail	make more attractive with cycle friendly
police presence w/e evenings - noise & violence	more bike parks
no more big roadworks	mend pavements **x 2**
disabled access	improved pavements
more disabled friendly	mostly pavement potholes
Parking	
free parking **x 5**	less traffic
more free parking **x 3**	less traffic & parking in High St
cheaper parking	slow traffic ban lorries
more parking	get rid of heavy duty traffic
more car parks – flat	traffic chaos jumping lights at train
parking, need more of it	traffic reduction increase civic pride
improve parking	better traffic control
parking	better traffic management **x 2**
more parking in market square	reduce traffic flow away from town centre
better parking	traffic to be directed to by-pass
less on street parking	
Retail Mix	
affordable shops **x 3**	children's clothes shops
cheaper shops **x 2**	more clothing stores, especially
better & affordable shops	cheaper shoe & clothes shops
better / wider / diverse / variety / range of shops **x 4**	more reasonably priced shoe & clothes shops
more affordable shops **x 3**	more reasonably priced clothing shops
better shops **x 5**	more affordable clothes & shoe shops poundland
better clothes shops **x 2**	some affordable clothing chains
affordable clothes shops **x 4**	reasonably priced shoe & ladies
more popular shops for clothes & shoes	better mid-priced shoe & clothes shops
better choice & cheaper shops	more reasonably priced ladies clothing shops
better shops, affordable clothes and national chains	more shoe, clothes
more reasonably priced shops	more clothes shops **x 3**
better variety of affordable shops for young and old	top shop or new look for school clothes
more retail shopping	generic clothing for younger people
more national / high street chain shops **x 3**	retail children's clothing
right shops mid-priced shops	more larger shops for men
no more chains	M&S Food
more independent shops **x 5**	grocery shop on High St
more shops **x 3**	another grocery shop in town centre
shops	vegetable shops
more affordable & variety shops	supermarket on High St
more & better quality shops better access to post office	affordable off licence
more shops for the young people	greengrocers
shops for teenagers	more olde worlde shops
more diversity of shops fewer charity shops	more gift shops
more shops - booksellers, antiques	more market stalls / bigger market **x 2**
less charity shops / too many charity shops **x 2**	better market **x 3**
more variety of shops like Mkt Harborough	more real shops more banks

Public Transport	
bring back 12.30 bus	
better public transport	

Food Outlets	
fast food restaurant for the young	family friendly restaurant
more proper restaurants	cheaper cafés
more restaurants	more restaurants less cafés

Leisure	
recreational activities for children & teenagers	more activity – bowling, dog crèche for town centre
activities for young couples	more events eg beer festivals
teenage friendly things safer places for teens & children	decent swimming pool
leisure activities esp. children's	councils to support events better – advertise
more for children to do & see	more activity eg bands in parks
activities for teenagers	open museum at weekends
cinema **x 5**	exhibitions and events
more things to do - cinema	leisure activities **x 3**
skateboard facility badly designed – it is for BMX, hard for kids with skate boards and scooters	somewhere where people can have coffee and play chess and board games

What two improvements would encourage you to come to Oakham more often?

From the Oakham Town Visitors Survey

Retail Mix	
better selective shops	good shops like Furleys
accessibility more shops	individual shops
more shops and businesses	more independent classy shops
better shops **x 2**	maintain independent shops
better shops more diversity	just great, don't want big national chains on holiday
variety shops **x 2**	more boutique shops
reasonably priced clothes shops	bring back the music shop
shopping offer limited, especially children	prevent out of town developments
more clothes shops for younger people **x 2**	longer shop opening
nice ordinary shops, clothes	larger market
more clothes shops at reasonable prices	market - more communal area
fewer charity shops	market to stay open to afternoon

Parking	
cheaper parking **x 2**	free parking like in other places better
better, more, cheaper parking	better parking **x 4**
more (public) parking **x 3**	parking **x 2**
more parking nearer the shops	

Town Centre Improvements	
signage to go out of town	tourist information
sign posting for hotels	more public information out on view
signage to public toilets / public conveniences **x 2**	daytime activities publicised
signage to toilets / better parking	more flowers (in town) **x 2**
signs to centre / market maps in car park	more benches
better signage, especially of car parks	visible policing
lop tree over the long stay carpark sign	keep its identity

Leisure	
leisure activities	more things for kids family events
more leisure activities	more things to do
leisure facilities - bowling	cinema
more leisure facilities eg. sports centres, leisure complex eg. bowling	ability to turn up at cinema for show without pre-booking
Food Outlets	
quieter places to eat	more cafés - basic prices
better food outlet	more gluten free dining
Public Transport	
public transport about transport	
better public transport different	
Traffic Management	
better crossing nr level crossing	weight restriction on high st
railway crossing without queues	reduce traffic in High Street
less traffic / zebra crossing	traffic spoiling high st
crossings **x 2**	ensure deliveries are complete by 10.00am
road bridge over railway	resurface Brooke Rd car park [*NB has now been done*]
eve end of day traffic volume and speed	

What two improvements would encourage you to come to Oakham more often?

From the Rutland County Visitors Survey

Retail Mix	
noticed more charity shops	better clothes shops etc
more bookshops more clothes shops -white??	fewer shops closing down, more variety
more clothes shops	better range on market
Parking	
(car) parking **x 4**	more free parking
better (car) parking **x 4**	cost of car parks
more parking **x 2**	parking for motor homes **x 2**
improve layout & parking	parking for bigger vans
park and ride	
Town Centre Improvements	
advertising	better toilet facilities **x 2**
better signage	street too narrow
better signage for car park	improved pavements, worried about tripping
signage promoting the town from Rutland Water	dog-friendly pubs
Leisure	
museum, castle	prettier more nightlife
more entertainment / events **x 2**	nice area
more to do	always enjoyed
not a lot for kids	

From the Business Confidence Survey

What are the local pressures facing your business which are out of your control?

Rents, Rates & Financial Issues	
Business rates too high driving locals out of town	High rents make expansion difficult
High business rates	High rents **x 3**
Outrageous business rates	Rent
Business Rates **x 2**	Affordability of premises in Prime Locations.
Rates **x 4**	Lack of quality staff
Rates and Overheads	Living wage. . .
Rental / business rate costs **x 3**	Pensions
Rates are not applicable for me but I appreciate their impact on other businesses.	Lack of suitable office space may force a move to another town to enable expansion
Lack of Support from Councils	
Local authorities not working together	Government cuts
The County Council. Neglect of business. Groups are set up then fail due to apathy	The Council working against business such as one way system
Lack of confidence that council is making the right decisions in the interests of retailers	Town Council only appear interested in "Golden Triangle" : Church St.-High St.-Market Place-Mill St.
Unhelpful council	National economy and lack of proactive support from RCC
Councillors not listening to local business people	Council wasting money
Government changes to legislation affecting landlords	Brexit
In the short time I have been trading in Oakham, I have noticed a huge divide between Mill Street and the rest of the town. Nice if you have a business there and can afford to shop there. Why isn't there any promotion of important independent businesses in the Rutland Living who cannot afford to advertise? Money begets money and Oakham is losing independent stores because they are not promoted because they cannot afford to advertise. There are very wealthy people in this area and then there are normal hardworking people who cannot afford the housing, cannot afford the upmarket shops and from talking to them in my shop, they feel like they are left with the option of charity shops and ever dwindling independent shops that cannot survive.	Oakham doesn't need a one way system, it needs a drastic overhaul of its high street stores so people can afford to trade, maybe not in the conventional sense any more, but offer pop-up options. Look at changes to business contracts so that those who would like to trade could manage to do so. We can't keep blaming the downturn in Retail on the internet, people will buy on-line if there are no independent shops to go to, then where will your 'potential' tourist customers and 'potential' local customers go?? There are really talented people in the area and town who would be a real asset if they had the opportunity - give them a chance and promote them. My shop will be available in October, let's hope the next tenant has more luck.
Low Footfall	
During prolonged roadworks, nearly the whole of 2017, people stopped shopping in Oakham and haven't returned. They formed new buying patterns, which happens very quickly. We need to find a way to get people back, hence the 'shop-local' suggestion.	I have only been open for 14 months. The first 6 months were OK but the 2nd six months up until this past month have been awful. Much less footfall. The road works made a massive difference to a point where my takings were down by half.
getting people to shop on the high street	Quietness of the town
Attract more people into town	Footfall is dropping / declining footfall **x 2**
Lack of bus services for older clients	No passing trade at this end of town
Economic issues=poor spending	Very poor footfall at this end of town
Weather	Footfall
The Location	Lack of footfall / Poor footfall **x 3**
Customer flow	Less people coming into town as no reason
Local perception that Northgate is "Out of the way" or hidden	The lack of people through the town. Dropped off dramatically since Christmas.

Competition	
Other salons opening	Internet / Online shopping **x 6**
Supermarkets / Superstores **x 2**	Local perception that everything is cheaper online
Competition from BP M&S on bypass	Lure of internet shopping
Charity Shops	Mobile traders
Competition from quantity of Charity Shops	Local competition
Too many charity shops and decline of independent retailers	Attraction of customers to Oakham from surrounding towns

Parking	
Lack of / Availability of (car) parking &c **x 9**	Cost of parking / car park charges **x 3**
Lack of free or cheap parking	We need more free parking !!!!!
Increase car parking (in centre) **x 2**	Immediate parking restrictions.
Parking (issues) **x 4**	Ability to have customer car park
Parking (charges and lack of it)	1 hour fee parking removed?
Town planning-parking. Lack of space for van outside.	Parking. Can we have a business parking permit.

Retail Mix	
Poor mix of retail shops (too many of the same type)	Too many opticians
Insufficient choice for shoppers means they go elsewhere	Too many charity shops

Traffic Management	
Local road closures **x 3**	Any roadworks in the town has a significant impact on our turnover. We relocated our shop from Melton in Dec 2017 and did well until the roadworks started. Since they have finished our turnover has dramatically increased. We would not have been able to keep the shop open if these had continued for much longer. We are therefore against any unnecessary major works that have an impact on the traffic flow through the town and discourage people from visiting.
Long term digging up of main road	
Works in area, gas/road/water	
Seemingly endless traffic restrictions-works which are deterring clients	
Footfall used to be good, but lots stopped coming with the prolonged roadworks and never came back.	
Traffic Management	
Potential one way system	
Poor state of paved areas and street furniture	Train Crossing is a negative aspect

What two suggestions would you make to improve the town's economic performance?

Retail MIx	
More shop variety (no more charity shops and cafés)	Better shops in town
Less / stop / reduce number of Charity Shops **x 4**	Improve / increase / wider mix of retail shops **x 8**
Less charity shops and cafés / coffee shops **x 2**	Increase quantity of retail shops
Better selection of shops with far fewer charity shops	Increased mix of desirable shops
Stop any more Charity Shops/Cafés/Hairdressers opening	Improve / encourage mix of Independent retail shops and attract (national) chains **x 2**
Reduce quantity of Charity Shops & Estate Agents	Encourage more big name chain stores
More footfall. Fill vacant shops.	Encourage more quality national chains to open
Have the market all down the High St. when it's the Farmers Market	Better retail mix including attracting nationwide chain to stimulate more independents
More affordable shopping	Improved Retail Offering
No empty shops	Reduce quantity of same type of shops
More shops (fill empty ones)	Stop Superstores
More Market Shops and Pubs	Get rid of big multi nationals and supermarkets
Allow street traders May to September	

Public Transport
Add more bus services
Better public transport

Traffic Management	
Improve traffic flow	Keep two way traffic
Improve traffic management	Keep two-way traffic through the High St.
Sorting roads and public transport	Keep High St. open to traffic
Traffic management	Banning HGVs from town except for deliveries
Make town one-way/pedestrianised	"I strongly disagree with making Mill St one-way, it would kill the businesses. I feel something needs to be done to improve the High Street and would agree with an East to West one-way system."
One-way system	
Better Strategic Planning, so roads not dug up for months on end	
Town Centre Improvements	
Refurbish High St	Resurface the roads and restyle the market square
Improve town centre	Suggest a Council run shop-local initiative drive
Pedestrianised area within town	Tidy up streets from crossing to Wilko's
Improve signage	Improvement of appearance from crossing to Willco
Instead of talking about it, being negative and not spending the allocated money, Get on with it!	Increase footfall Refurbish High St
Tourism and Promotion	
Better / improve tourist promotion **x 2**	Play to the town's strengths i.e. historic
Better notification / promotion of events **x 2**	Incentives to bring trade back, events/things to do
Town Marketing (tourism)	Encourage more businesses in town to open on Sundays
Improved tourist promotion nationally	Castle & museum to be open every day in the summer
Better promotion of what Oakham has to offer (i.e. Melton Leaflet)	More events in Oakham to bring in the locals and attract tourists
Advertising for Oakham to bring more people into the town	The more events that bring people into Oakham the better
Events, activities to attract more youth	People
Parking	
Increased quantity of car parking **x 13**	Parking for Business owners and staff
Better / improved parking **x 3**	Employee parking free or reduced cost
Better on street parking	Would like to have employee car parking
Cheaper car parking / reduce parking costs **x 5**	Increase off-street parking
More and cheaper parking **x 4**	Better parking for customers
Cheaper parking. 1 hr free!!	Improved parking including longer free time
Cheaper off-street car parking and free on-street parking for longer	Increased quantity of parking for workers in town at an affordable rate
More free parking with no charge to access on the High Street	Affordable parking Rethink cost of parking, we want people to linger
Free parking **x 7**	Lower parking charges or free to encourage footfall
More parking free **x 3**	Free parking area on Market Days
Improved car parking – reduced price or FOC for short durations	Introduction of 2hr parking on the street - as in Uppingham
Free parking for (at least) 2 hours **x 2**	Saturday parking at nominal charge for all day (removes pressure from shoppers allowing them to relax and stay)
Parking **x 3**	
Availability of parking	
Support for Local Business	
Lower / cheaper Rents and Rates **x 3**	Help for smaller businesses
Business Rates rises and cost	More office space needed in/near town centre
Lower / cheaper / concessionary business rates **x 4**	Build affordable office space
Lower business rates on High St (to reduce business closures)	Encourage more independent shops (low rates to incentive)
Rents & Rates to be more attractive to retailers	More employment on outskirts of town
Make High Street premises affordable to Independents	More low rent shops/units for new businesses
Reduce rates for High St	Incentivise SM's & business owner
Affordable rent to allow more independents	

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Report No: 237/2018
PUBLIC REPORT

COUNCIL

17 December 2018

POVERTY IN RUTLAND

Report of the Scrutiny Commission

Strategic Aim:	All	
Exempt Information	No	
Cabinet Member(s) Responsible:	N/A	
Contact Officer(s):	Helen Briggs, Chief Executive	01572 758201 hbriggs@rutland.gov.uk
	Natasha Taylor, Governance Team Manager	01572 720991 ntaylor@rutland.gov.uk
Ward Councillors	All	

DECISION RECOMMENDATIONS
That Council:
1. Endorses the Poverty Review Final Report (Appendix A) and approves the recommendations detailed on page 8 of the report.

1 PURPOSE OF THE REPORT

1.1 To provide the final report arising from the Scrutiny Poverty Review and seek Council approval of recommendations as detailed in the report.

2 BACKGROUND AND MAIN CONSIDERATIONS

2.1 The Scrutiny Commission agreed to undertake a review of Poverty in Rutland in August 2016. The project objectives were:

- To develop an agreed definition(s) of Poverty in Rutland;
- To develop a Council policy to be approved by Full Council that will outline for Rutland how the Council will act to positively impact on poverty within the County.

2.2 An all Members Workshop held on 13 September 2016 identified a list of areas for further investigation. These areas were then investigated and discussed at corresponding Scrutiny Panel meetings during November and December 2016 and February 2017.

2.3 A Green Paper was published for consultation in April 2017.

3 CONSULTATION

3.1 Consultation on the Green Paper took place between April and May 2017. The Green Paper was sent to Parishes, Key Partners and Organisations and was published on the website.

4 ALTERNATIVE OPTIONS

4.1 Council can decide not to approve the report and recommendations, or suggest alternative recommendations.

5 FINANCIAL IMPLICATIONS

5.1 There are no direct financial implications arising from the report. All suggested improvements to processes, accessibility of information and delivery of services can be met within existing resources.

6 LEGAL AND GOVERNANCE CONSIDERATIONS

6.1 The review took place as part of the Council's Scrutiny Process.

7 DATA PROTECTION IMPLICATIONS

7.1 A Data Protection Impact Assessments (DPIA) has not been completed because there are no risks/issues to the rights and freedoms of natural persons.

8 EQUALITY IMPACT ASSESSMENT (MANDATORY)

8.1 An Equality Impact Assessment (EqIA) has been completed. No adverse or other significant issues were found.

9 COMMUNITY SAFETY IMPLICATIONS

9.1 There are no community safety implications.

10 HEALTH AND WELLBEING IMPLICATIONS

10.1 There are no health and wellbeing implications.

11 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

11.1 To approve the Poverty in Rutland Final Report and recommendations.

12 BACKGROUND PAPERS

12.1 Poverty in Rutland Green Paper

13 APPENDICES

13.1 Appendix A - Poverty in Rutland - Final Report

13.2 Appendix A1 - Table of Issues identified by Scrutiny

13.3 Appendix B - Supporting Data - Poverty in Rutland

A Large Print or Braille Version of this Report is available upon request – Contact 01572 722577.

Poverty in Rutland: Scrutiny Review

December 2018

Foreword from the Scrutiny Commission

In August 2016 Scrutiny Commission, with support from Members of Scrutiny Panels, decided to undertake a review of Poverty in Rutland. This was a new approach to Overview and Scrutiny and would see the Scrutiny function within Rutland County Council identifying a policy area and initiating and feeding into policy development for that area. By adopting this new approach we gained the benefit of all our members' experience, skills and knowledge in order to benefit all our residents.

Rutland is a great place to live and work. However, within our population, we know there are issues of relative poverty. These can be visible issues that we can see in small areas of the County but they can also be hidden away, for example loneliness and rural isolation. It is right and proper that we consider all residents when we produce policies and our first aim will be to define what poverty is in Rutland.

Through the review so far we have confirmed that Rutland is seen as a relatively affluent area, but the result of this is that those suffering from or on the verge of poverty can feel further marginalised and reluctant to ask for help. This is why we want to ensure that we look more closely at local needs and how all our future policies can be managed in a way that makes sure we don't adversely affect those who are less well-off, whilst ensuring that support and advice is readily available, well publicised and accessible to all that need it.

We want to thank everyone who has been involved in the project and hope that the outcome will be a genuinely positive one for the Rutland Community.

The Scrutiny Commission (Councillors Burkitt, Conde, Callaghan)

Background and Introduction

1) Scope of the Review

The Rutland County Council Corporate Plan highlights the need to support individuals, families and our community to reach their full potential. The focus within the plan on growth will assist in generating and supporting enhanced economic prosperity. In addition to this the following 3 strands were identified as key areas for investigation and development as part of this review:-

- Education and Advice
- Tackling the stigma of poverty
- Poverty Proofing

2) The Process

September 2016 - Member Workshop held in order to:

a) Establish a database and profile of poverty information for Rutland – raise awareness and knowledge amongst our Members
b) Establish the objectives for the review
c) Agree the process for the review
d) Identify the areas which members wish to consider in more detail as part of the review
e) Identify potential expert witnesses

December 2016 - February 2017

Each scrutiny panel investigated a range of issues relating specifically to their panels (Appendix A1). This included an examination of the evidence base, hearing from expert witnesses and exploring some of the solutions to the issues identified.

April - May 2017

Green Paper published. Consultation with Key Partners, Members and Public.

3) Objectives of the Review

i. To develop an agreed definition(s) of Poverty in Rutland
ii. To develop recommendations to be approved by Full Council that will outline for Rutland how the Council will act to positively impact on poverty within the County.

4) The Context of Poverty in Rutland

In Rutland the context looks and feels different to that within the national context. Very early in the process the following became apparent:-

a) Relative poverty is a key issue within Rutland. It isn't unusual to find within a community individuals and families living next to each other at opposite ends of the poverty spectrum. As the incidence of poverty is comparatively low the support mechanisms that might be present in areas where poverty is more prevalent are scarce. E.g. It is only recently that discount retailers have started to emerge in Rutland.

b) Pockets of deprivation exist within otherwise affluent communities.

c) The reality is that almost anyone within the Rutland community can experience poverty at a point in time through changes in circumstance - in many instances beyond their control. For example bereavement, illness, redundancy or relationship breakdown.

Members were keen therefore not to be restricted in their interpretation of a 'definition' of poverty. They were clear that this review was about:-

- Relative poverty and disadvantage
- Crisis – caused by a range of circumstances
- An acceptance that 'Capital rich' does not equate to the means to live on
- Rutland's isolated community brings with it different causes of and solutions for poverty
- The vital importance of information, advice and support
- Stigma associated with poverty and entitlement to assistance

5) The Definition of Poverty in Rutland

It was clear from the evidence and feedback considered as part of the review that Poverty could be subjective dependent on the demographic of a particular area. Members were keen to find a definition which reflected the specific challenges affecting Rutland Residents.

It is proposed that the definition below captures the unique nature of the Rutland demographic and as such the way in which poverty may be experienced in Rutland:

Poverty in Rutland manifests itself in a feeling of financial isolation where information and advice can be difficult to access and services and support can feel out of reach in terms of both cost and the ability to understand and be understood. In Rutland those in poverty may feel marginalised from a society which on the outside appears to be relatively affluent and as such people may hide or ignore the burden of their financial difficulties resulting in an escalation of their issues.

Statistical Evidence and Information

In examining poverty within Rutland a number of data sources were examined including national and local sources. Information was also drawn from a document produced by Citizens Advice Rutland in 2016[1].

Rutland is 148/152 in terms of the index of multiple deprivation upper tier local authorities in England. However we do know that there are wards within Rutland that suffer from income, employment, education, skills and training deprivation. We are aware of health inequalities and barriers to housing and fuel poverty. Child Poverty in Rutland currently affects 505 children under 16 (8.5%)).

A snapshot of Rutland specific data in relation to poverty is captured in **Table 2.** This information dispels the 'myth' that poverty and relative poverty doesn't exist in Rutland.

Table 2

Food bank vouchers issued in Rutland	306 issued during 2014/15
Homelessness applications	67 (15/16)
Children eligible and claiming for Free School Meals	272 (15/16)
Households living in Fuel Poverty	10.6% (2014)
Hardship applications	205 received during 15/16
Housing Benefits claimants	2031
Number of children living in poverty	8.5%
Debt enquiries to the Rutland CAB	1415 during 15/16

This overview of information is drawn from a much larger evidence base which can be found in Appendix B – Supporting Evidence, Poverty in Rutland.

[1] Rutland – the best place to live…… For everyone? A report on poverty in Rutland 2016. Citizens advice Rutland

Rutland County Council

The Scrutiny Process

The full list of issues identified through the Scrutiny Process can be found at Appendix A1, the main themes are summarised below:

1) Education and Advice

There was a need to improve support in core financial life skills. This needed to start at the earliest stage of life – in our schools. Access to advice and support for individuals and families must also be in place to support in times of crisis and when circumstances change prompting a risk of crisis.

2) Tackling the stigma of poverty

Rutland data identified a high proportion of unclaimed benefits and entitlement. Expert witnesses and anecdotal feedback indicated that there is often an unwillingness to ask for help and take up entitlements. This can make an existing problem worse as individuals and families miss out on much needed financial support.

3) Poverty Proofing

It was essential that we understand the impact on individuals, families and communities of decisions taken by the Council. It was also necessary for us to understand the impact of decisions taken elsewhere that impact on the Rutland community.

A mechanism is required to ensure that when decisions are taken the impact on individuals, families and communities are considered in relation to the impact on economic well-being.

Support Currently Available

The Scrutiny Process also highlighted areas where the Council was currently providing support for individuals and their families at risk of, or suffering from, financial hardship including:

- Financial Crisis Support
- Local Council Tax Support
- Housing Benefit, Housing Support and Homelessness Services
- Contract with Citizens Advice for provision of services in relation to housing, homelessness, debt and welfare issues
- Sign- posting through the "Help with money" website page
- Financial Safeguarding alerts
- Benefit Health Checks
- Education and support for vulnerable children and young people in relation to key life skills (financial management and budgeting)
- Working with partners to reduce levels and impact of child poverty through the Child Poverty Strategy and Pledges
- Use of Community Agents to promote community activities and assist with access to services
- Transport and Travel Schemes

Response to the Consultation

Response to the consultation was poor with only a handful of responses being received from external and stakeholder organisations, elected members and members of the public. Social isolation and the need for support services which were tailored to meet the specific needs of people living in Rutland were highlighted.

Conclusion

The Review covered a wide range of subjects including child poverty, fuel poverty, financial awareness and debt and the relationship between health and poverty. This Green Paper was key to providing a context for further discussion of the issues around poverty in Rutland.

Poverty can be difficult to define and it is clear that some aspects of poverty that have been considered are evident across the Country, whilst others are unique to Rutland, it is hoped that the availability of information and continued discussion will raise awareness of these more hidden aspects of poverty in Rutland.

The review identified that there is a real need to do more to support those who find themselves ‘living in poverty’. However, there is also a strong need to make sure that we do all we can to support individuals and families where they are at risk from changing circumstances of moving into a ‘poverty’ situation.

Recommendations

1. Ensure key Council employees within RCC are aware of financial support that is available and are able to identify circumstances where signposting to these services would be appropriate;
2. Ensure that the Council’s dedicated website page is reviewed on a regular basis and includes all current information regarding financial support and services available in a clear and easy to understand format;
3. Amend the Corporate Report template to include a prompt to encourage authors to consider potential impacts of Council Policies on the economically disadvantaged;
4. Commit to identify and review policy changes and other interventions on a regional and national scale that might impact on the economic well-being of individuals, families and communities within Rutland;
5. Request periodic reports from Citizens Advice Rutland to be submitted to the Growth, Infrastructure and Resources Scrutiny Panel detailing take up of financial crisis support and analysis of the causes and impact of intervention;
6. Develop a programme in partnership with key stakeholders to improve education in relation to debt to enable Children and Young People to be more financially literate.

Topic/Scrutiny Panel	Issues Identified
1) Review of the Crisis Fund (Resources Scrutiny Panel 10 November 2016 and 16 February 2017)	• The award system focuses more on the crisis itself and an immediate solution rather than analysing the applicants overall situation, lifestyle and other issues that may be contributing to their need for support; • A number of people submit repeat applications for the same or similar crisis situations even though the fund is limited to 3 awards per financial year; • Most awards are not subject to any type of review or follow up to see if the award achieved its purpose or if refused what steps the applicant took to alleviate the crisis; • The Council does not currently routinely review the system to discover what impact (if any) the crisis funds awarded had on the claimants; and • It was not currently possible to track which clients referred to CAB actually made contact for support due to Data protection issues.
2) Financial Awareness (Resources Scrutiny Panel 10 November 2016)	• Individuals were often reluctant to seek advice and when they did it was often too late; • It was considered important to teach financial life skills at an early age; • People are not aware what help is available; and • It would be helpful if the list of identified organisations who could also offer assistance was up-to-date. People in financial difficulty could then be signposted to these associations.
3) Debt Recovery Process (Resources Scrutiny Panel 10 November 2016 and 16 February 2017)	• People with debt are not always in financial difficulties; • People are reluctant to contact the Council or avoid our calls; • People often ignore the early letters and miss opportunities to avoid incurring fees later on; • People often agree to payment arrangements that they can afford at the time and then an unexpected cost comes along that means they don't keep to the arrangement so they stop paying altogether; • Sending debts to bailiffs works as lots of people pay but for some people it just makes things worse as more fees are added so people end up paying a lot more than their original debt; • Housing Benefit overpayment debt will get more difficult to collect and it is growing as people don't report their change in circumstances in a timely way and people are often on low incomes and struggle to pay their overpayment back; and • Further welfare reform changes such as the roll out of Universal Credit and the Benefit Cap may impact on household budgets.

Topic/Scrutiny Panel	Issues Identified
4) Childcare and the impact on Poverty (People (Children's) Scrutiny Panel 17 November 2016 and 23 February 2017)	• The proposed Early Years National Funding Formula to increase free entitlements for three to four year olds from 15 to 30 hours, if implemented, could have a significant impact on the viability of Rutland Early Years Providers; • The imminent (National) cuts in funding for child care support could impact disproportionately on Rutland residents; and • Support needs to be closely monitored though the collection of additional information to ensure the small amount of funding has the greatest impact and targets families most in need. • Paying for essential childcare before and after school from organised providers represents a significant financial burden for parents who work, or would like to work full time. Many people rely on friends and family for provision of this care.
5) Rutland Children, Young People and Families Plan 2016-2019/Child Poverty Strategy (People (Children's) Scrutiny Panel 17 November 2016)	• The current plan and strategy were satisfactory, but should be kept under review and amended in line with the outcomes of the Poverty Review.

Topic/Scrutiny Panel	Issues Identified
6) Homelessness (Places Scrutiny Panel 24 November 2016)	• The Rent Deposit Scheme was designed to help with the costs of private rental deposits. Efforts were made to recoup this money, with payment plans set up, but often the full amount was not repaid; • A breakdown of the reasons (hidden pressures) for housing allocation and homelessness might help to understand the causes; • Housing allocation worked on a points system, which helped to avoid the under occupation of homes, however, properties for older people often did not meet tenants aspirations; • Housing at St Georges Barracks would still be used for forces accommodation once the base had been closed. Issues arise if families were to split, service personnel would stay in the home with the rest of the family potentially becoming homeless; • The majority of homelessness cases in Rutland were due to: • Issues with Social and Private Housing/Landlords • Parents / relationship breakdown • Poverty affected people that were asset rich but cash poor; • Reduced tolerances of Social Housing Landlords, could result in repeat homelessness; • The Council did not currently have enough housing stock, particularly 4/5 bedrooms homes for larger families; • A Social Housing marketing exercise was carried out 2 years ago. The result was that the number of people on the Housing Register increased as a result of increasing awareness through marketing Social Housing options; • There was more the Council could do regarding communication; • Disruptive families with complex issues that may result in homelessness had limited options given the rural nature of Rutland; • Service users in need of housing related support often struggle with financial and practical aspects of moving home because of their experiences or their level of skills – Assistance provided to service users can be extensive but is focused on promoting independence.
7) Domestic Abuse (Places Scrutiny Panel 24 November 2016)	• Domestic abuse could be both the cause and the effect of Poverty; • Although support for victims of domestic abuse had improved since new contract arrangements had been put in place, the LLR Joint Contract should be kept under review; • The Council currently has no Perpetrator Programme in place (Work was underway to put a programme in place with funding supported by the LLR Police and Crime Commissioner)

Topic/Scrutiny Panel	Issues Identified
8) Health Inequalities (People (Adults and Health) Scrutiny Panel 1 December 2016)	• Those who are economically disadvantaged may find it difficult to make healthier lifestyle choices in terms of diet and activity/exercise; • Being sedentary has a high impact on heart disease and diabetes; • Improvements could be made regarding communicating and promoting local sports clubs and activities to encourage members of the community to take part; • Transport and costs of activities could be restrictive; • Sports activities did not appeal to all people, but increasing any physical activity would have a positive impact; • Local initiatives and schemes were not always supported appropriately, which made it more difficult for those working hard to promote activities in rural locations; and • Education on the benefits of activity/exercise and healthy eating in schools could be improved.
9) Access to Services (People (Adults and Health) Scrutiny Panel 1 December 2016)	• Rutland was considered to be reasonably affluent, but rurality and isolation were a barrier to accessing services. It is more difficult to ask for help in a more affluent area where a person might feel they were in the minority; • There was an assumption that everyone could access information through the internet, but the elderly, frail and disabled might not have access to the internet and others might not be able to afford internet connection; • There was a need to look towards the voluntary sector, Community Agents and also improving community relations. Parish Councils and Meetings may also help people with accessing services and encourage/coordinate volunteers; and • People who have moved into the area may not have a network of support in family or friends that live locally and so will be isolated in that way.

Topic/Scrutiny Panel	Issues Identified
10) Fuel Poverty (People (Adults and Health) Scrutiny Panel 2 February 2017)	• Many properties and some villages in the county were wholly without a mains gas supply. Spire Homes, who manage social housing stock in the County, worked with the Council to install gas and subsequently central heating in some properties in Oakham. Where this was not possible they had upgraded the existing electric heating provision; • Improvements to insulation could be limited where a property had listed building status or was in a conservation area; • Publicity surrounding initiatives and help around energy switching, fuel poverty and other issues was mainly internet based. It was felt that this was not sufficient as not all households had access to the internet; • Statistics on fuel poverty could be flawed, for example: a well-insulated, energy efficient property with a low household income could still be in poverty but would not be included in the statistics due to the energy requirements being low. Conversely, rural solid wall properties would fall into the statistics possibly having high energy requirements but many have a higher household income and fuel bills would not result in residual income being below the poverty line; • Energy costs did not attract financial assistance from government sources in the same way as council tax might; and • Spire Homes could ask tenants for information but there was no obligation on tenants to supply it. Without knowledge of household income or fuel costs it was not possible to ascertain which properties suffered from fuel poverty.
11) Transport Poverty (Places Scrutiny Panel 9 February 2017)	• There is a rural transport network connecting the smaller market towns in Rutland, there was little or no evening and Sunday services; • Call Connect was being considered as part of the Transport Review, but this service was very expensive form of public transport; • Raising awareness of the issues and promotion of volunteers helping within their own communities may alleviate some of the issues; • There were several successful “Good Neighbour Schemes” running within the County including in Whissendine, Market Overton and Greetham, but these were not always well-publicised; • Non-emergency medical transport was not well publicised, this service allowed people to access transport to hospital appointments as long as had a medical need; and • Transport Poverty in Rutland was probably a low risk and dispersed, but that did not negate from the impact on those that suffered from Transport Poverty.

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Rutland
County Council

Supporting Evidence - Poverty in Rutland

Statistical evidence used to inform the Scrutiny review of poverty in Rutland.

Table of Contents

Introduction

This document contains the original supporting evidence supplied as part of the initial presentation for the Poverty in Rutland scrutiny project.

Also included, where applicable is any supporting data included in the 8 scrutiny panel meetings held since the original presentation.

Population Growth

The mid 2016 population estimate shows there are 38,000 residents living in Rutland. Since 2001 the population in Rutland has increased by 9.8%. This is slightly lower than both the East Midlands and National average[1].

Area	Population in 2001	Population in 2015	Percentage increase
Rutland	34,600	38,000	9.8%
East Midlands	4,189,600	4,677,000	11.6%
England	49,499,700	54,786,000	10.7%

This can also be broken down by ward, showing Uppingham and Oakham NW are the two most populous wards in Rutland, with Martinsthorpe the least populous.

	All ages	0-15	16-64	65+
Braunston and Belton	**1,321**	210	792	319
Cottesmore	**2,438**	404	1,514	520
Exton	**1,339**	152	792	395
Greetham	**1,954**	171	1,454	329
Ketton	**2,872**	521	1,535	816
Langham	**1,433**	244	758	431
Lyddington	**1,331**	180	789	362
Martinsthorpe	**1,068**	104	615	349
Normanton	**3,564**	568	2,294	702
Oakham NE	**3,088**	625	1,903	560
Oakham NW	**4,100**	852	2,448	800
Oakham SE	**2,499**	378	1,275	846
Oakham SW	**2,251**	386	1,229	636
Ryhall and Casterton	**2,852**	494	1,668	690
Uppingham	**4,701**	1,029	2,678	994
Whissendine	**1,235**	181	702	352

[1] ONS Mid-Year Population Estimates for High Level Areas.

Population Density

Rutland has very low population density, at 98 people per square kilometre, compared to a national average of 413[2].

Recently published data[3] allows us to break this down by ward, showing that some communities across Rutland are very sparsely populated.

	Ward	People per Sq. Km
Rutland 001A	Cottesmore	91
Rutland 001B	Exton	27
Rutland 001C	Greetham	46
Rutland 001D	Normanton	75
Rutland 002A	Langham	121
Rutland 002B	Oakham NW	507
Rutland 002C	Oakham NW	545
Rutland 002D	Whissendine	76
Rutland 003A	Oakham NE	1,960
Rutland 003B	Oakham NE	2,918
Rutland 003C	Oakham SE	1,428
Rutland 003D	Oakham SQ	961
Rutland 004A	Ketton	116
Rutland 004B	Ketton	80
Rutland 004C	Normanton	105
Rutland 004D	Ryhall and Casterton	130
Rutland 004E	Ryhall and Casterton	54
Rutland 005A	Braunston and Belton	29
Rutland 005B	Lyddington	38
Rutland 005C	Martinsthorpe	45
Rutland 005D	Uppingham	428
Rutland 005E	Uppingham	907
Rutland 005F	Uppingham	837

[2] ONS Compendium of UK Statistics 2014, http://www.neighbourhood.statistics.gov.uk/HTMLDocs/dvc134_c/index.html
[3] ONS Population Density at Lower Layer Super Output Area, 2016.

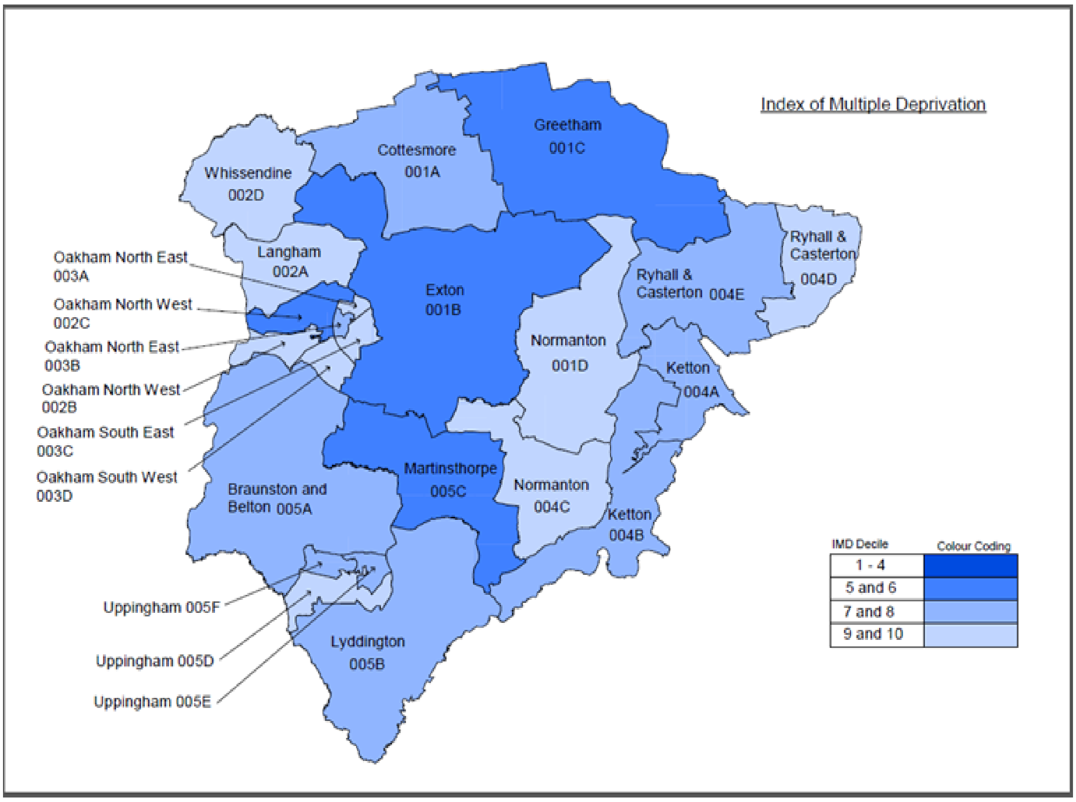
Indices of Multiple Deprivation

The Indices of Multiple Deprivation (IMD) is a national dataset that ranks areas in the country in terms of relative deprivation using seven domains; the measures are then combined into an overall measure called the Index of Multiple Deprivation. The areas used are known as Lower Super Output Areas (LSOA's) of which there are 32,844 in England.

The IMD ranks areas in England from 1 (most deprived) to 32,844 (least deprived), deprivation deciles are published alongside ranks, grouping the small areas into 10 groups from 1 (most deprived) to 10 (least deprived).

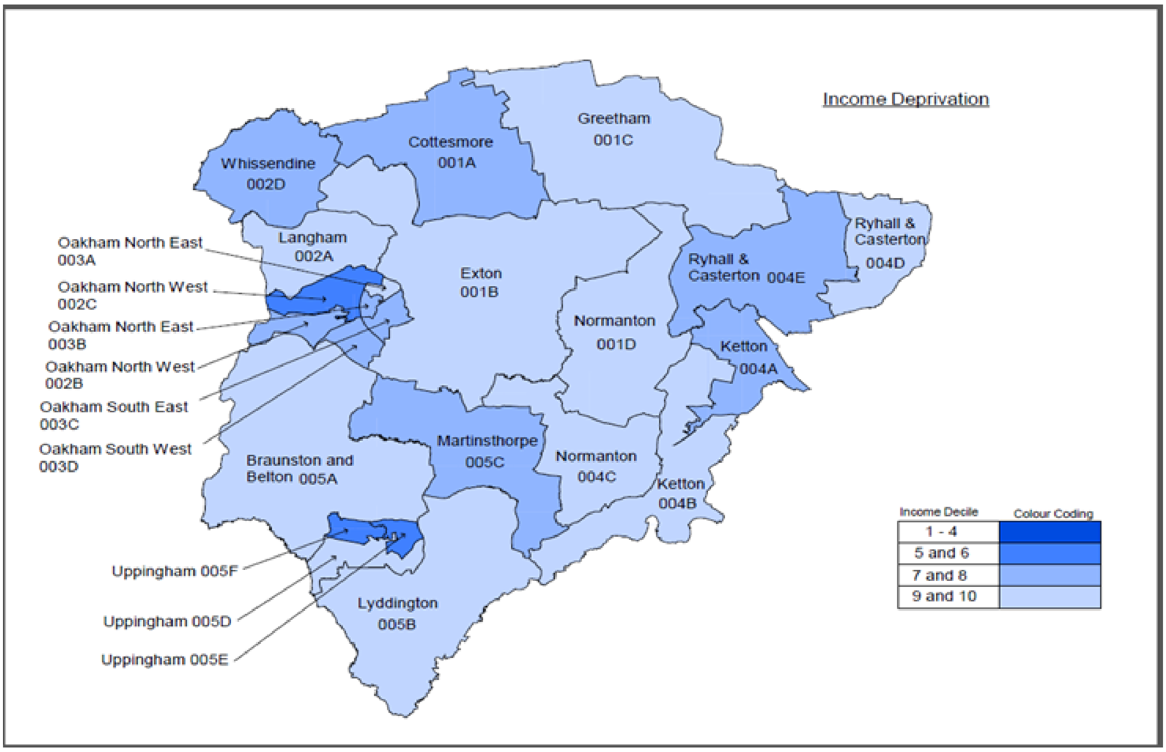
The data is published every 2-3 years and was last published in 2015.

Rutland is one of the most affluent counties in England; of 152 Upper Tier Local Authorities, Rutland ranked 148[4]. However in many cases pockets of deprivation and need can be hidden even when using IMD and the index is therefore not a suitable tool for identifying and targeting individuals. The individual domains of the Indices do give a good indication of the specific types of deprivation affecting individual areas of Rutland as can be seen over the next few pages.



[4] ONS English Indices of Deprivation 2015

Income Deprivation



This domain measures the proportion of the population experiencing deprivation due to low income and combines the following indicators:

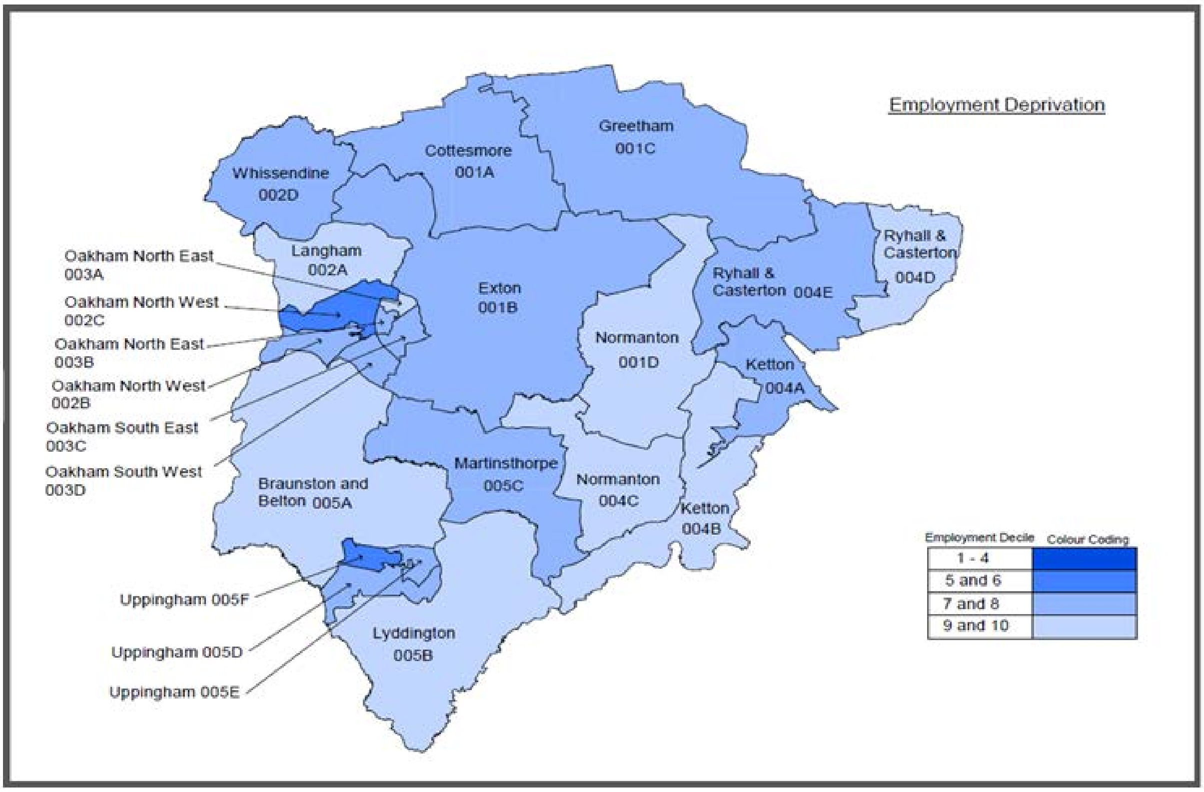
Adults and Children in families receiving

- Income Support
- Jobseekers Allowance
- Employment Support Allowance
- Pension Credits
- Child Tax Credit and Working Tax credit families not already counted

Income Deprivation can also be split further for two specific age groups:

- Deprivation affecting children (0-15), which shows that areas in Rutland with highest levels of children affected by Income Deprivation are Rutland 005E (Uppingham) with 15.9% affected and Rutland 002D (Whissendine) with 15.3%
- Deprivation affecting adults (60+), which shows that Rutland 003B (Oakham NE) with 16.1% and Rutland 002C (Oakham NW) with 14.6% have the highest levels

Employment Deprivation

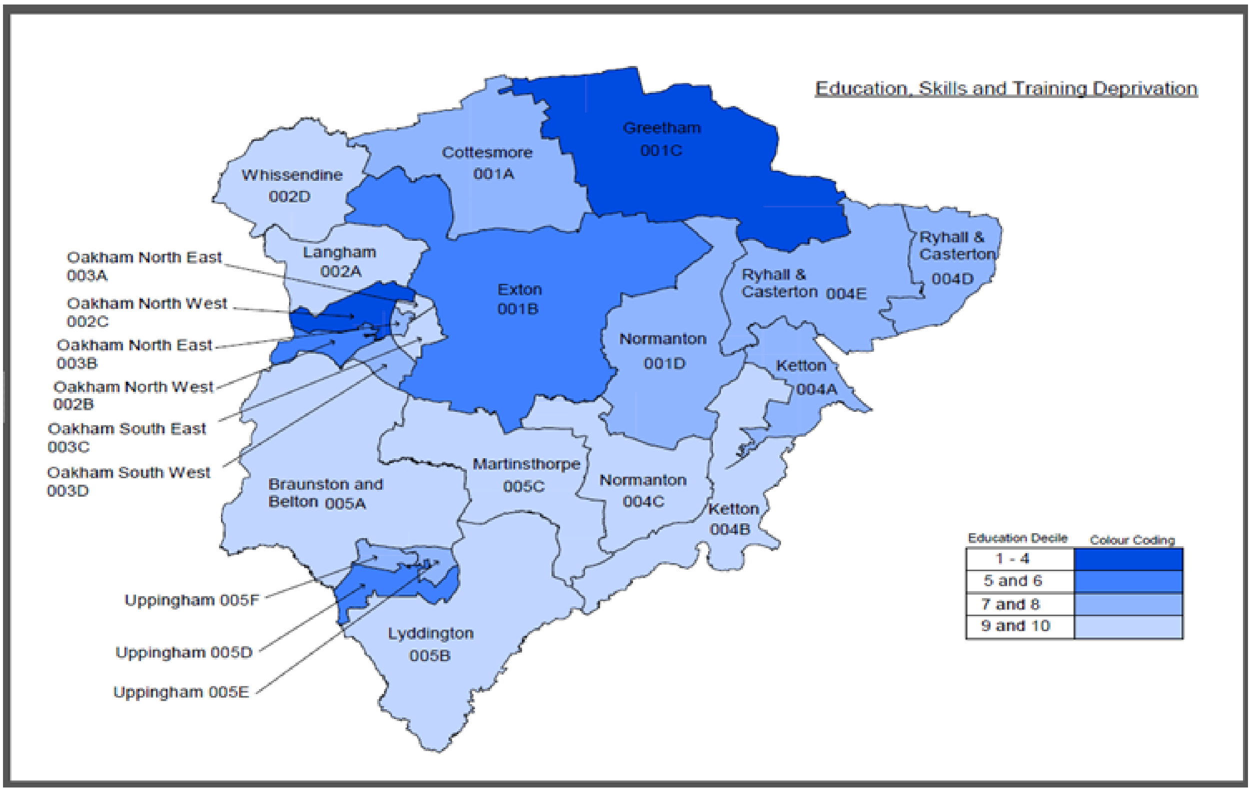


Employment deprivation measures the proportion of the working age population in an area involuntarily excluded from the labour market. This includes people who would like to work but are unable to do so due to unemployment, sickness or disability.

It includes claimants aged 18-59/64 of the following:

- Jobseekers allowance
- Employment and Support Allowance
- Incapacity Benefit
- Severe Disablement Allowance
- Carers Allowance

Education, Skills and Training Deprivation



This domain measures the lack of attainment and skills in the local population. Two specific areas of Rutland stand out in this domain, Greetham and Oakham NW.

For children the indicators used to measure this are:

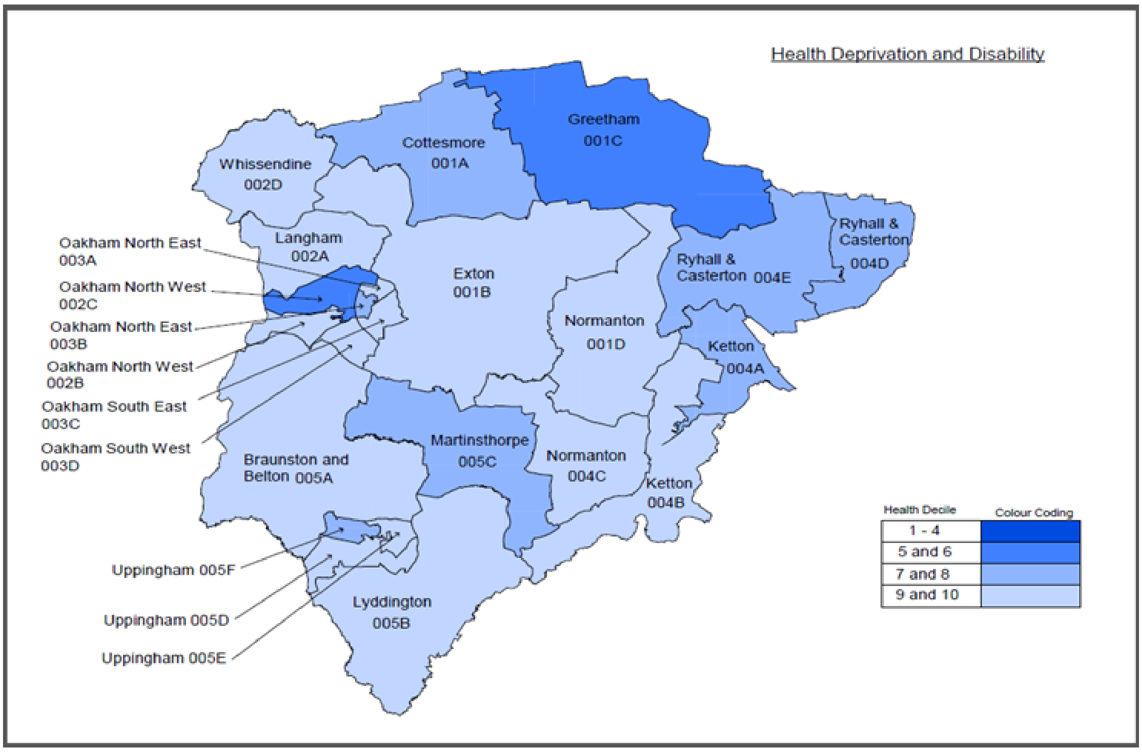
- Key stage 2 and 4 attainment
- Secondary School absence
- Staying on in education post 16
- Entry to higher education

For adults it looks at:

- Adults with no or low qualifications
- English language proficiency

Other Deprivation

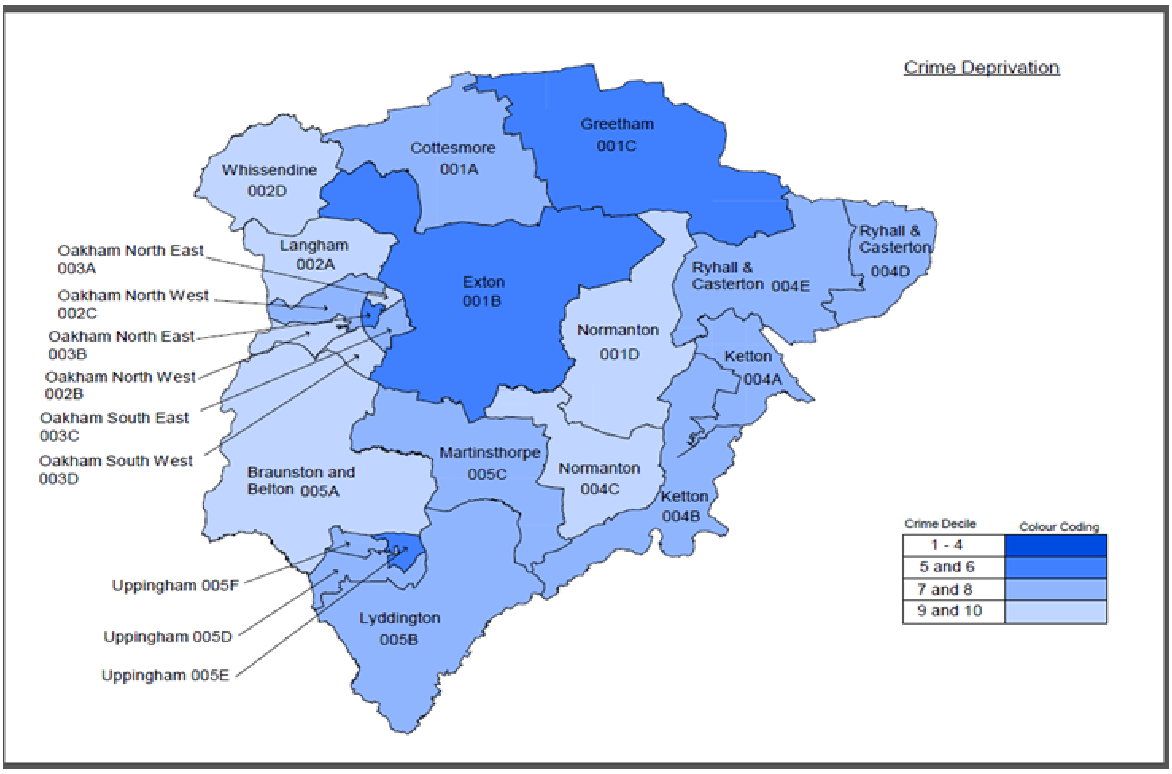
Health and Disability



This domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health and includes:

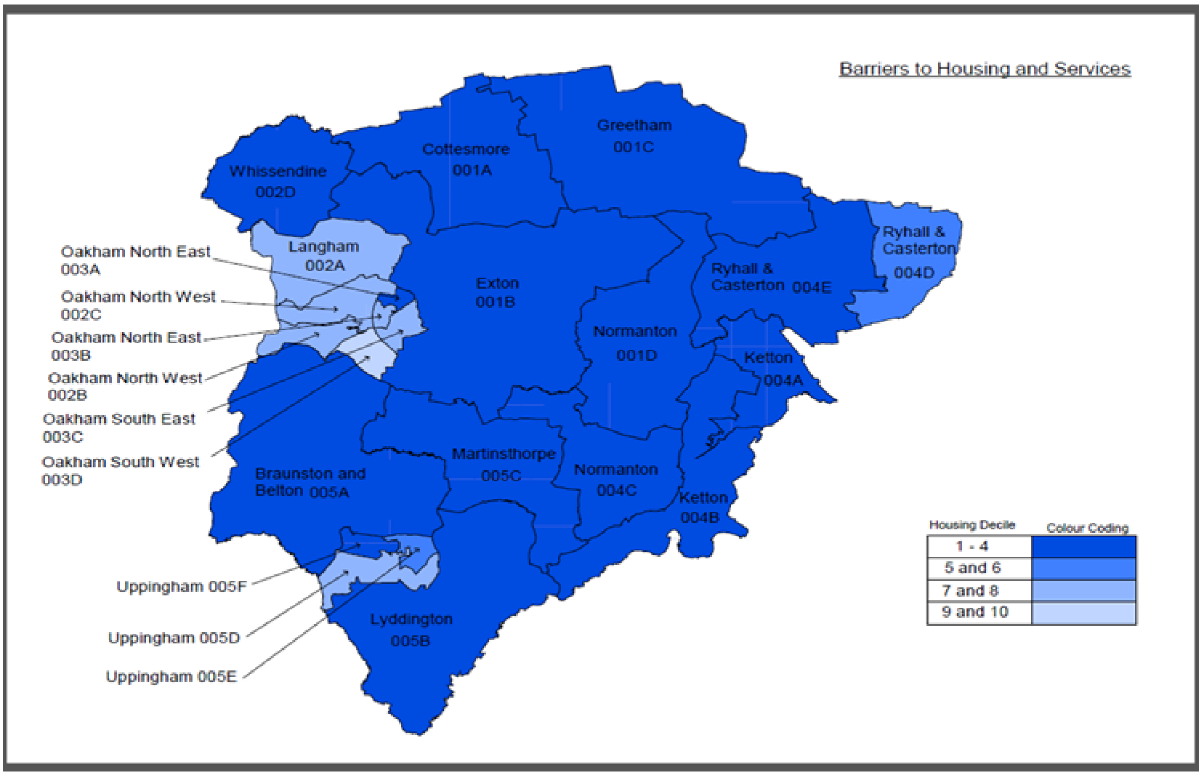
- Years of potential life lost, death before the age of 75 from any cause
- Comparative illness and disability, based on those receiving benefits due to inability to work through ill health
- Acute morbidity measured by taking the level of emergency admissions to hospital
- Mood and anxiety disorders, a broad measure of levels of mental health which in this respect includes mood, neuroses, stress related and somatoform disorders

Crime



Measures recorded crime rates for violence, burglary, theft and criminal damage

Housing



This domain measures the physical and financial accessibility of housing and local services. Rutland, like many rural areas, comes out quite poorly for this domain, in many cases due to the isolation of some communities within the county and the distance to many amenities and also the generally high cost of housing (both rental and to buy) in Rutland.

The measures used for this domain are:

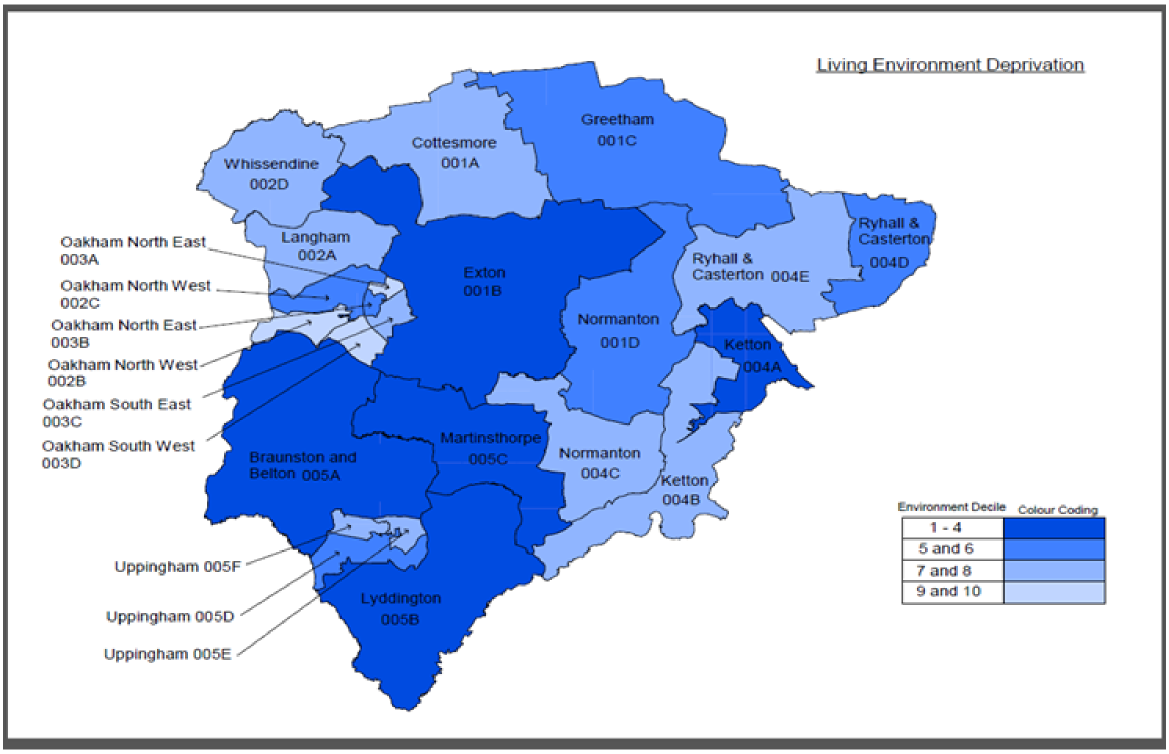
Geographical Barriers:

- Road distance to a post office, primary school, general store/supermarket and GP surgery

Wider Barriers:

- Household overcrowding – The proportion of all households which are judged to have insufficient space to meet the household's needs
- Homelessness – Local Authority district level rate of acceptances for housing assistance under the homelessness provisions of the 1996 Housing Act
- Housing Affordability – Difficulty of access to owner-occupation or the private rental market, expressed as the inability to afford to enter owner occupation or the private rental market

Living Environment:



This measures the quality of the environment, and falls into two sub domains.

Indoors Living Environment:

- Houses without central heating: the proportion of houses that do not have central heating
- Housing in poor condition: the proportion of social and private homes that fail to meet the Decent Homes Standard

Outdoors Living Environment:

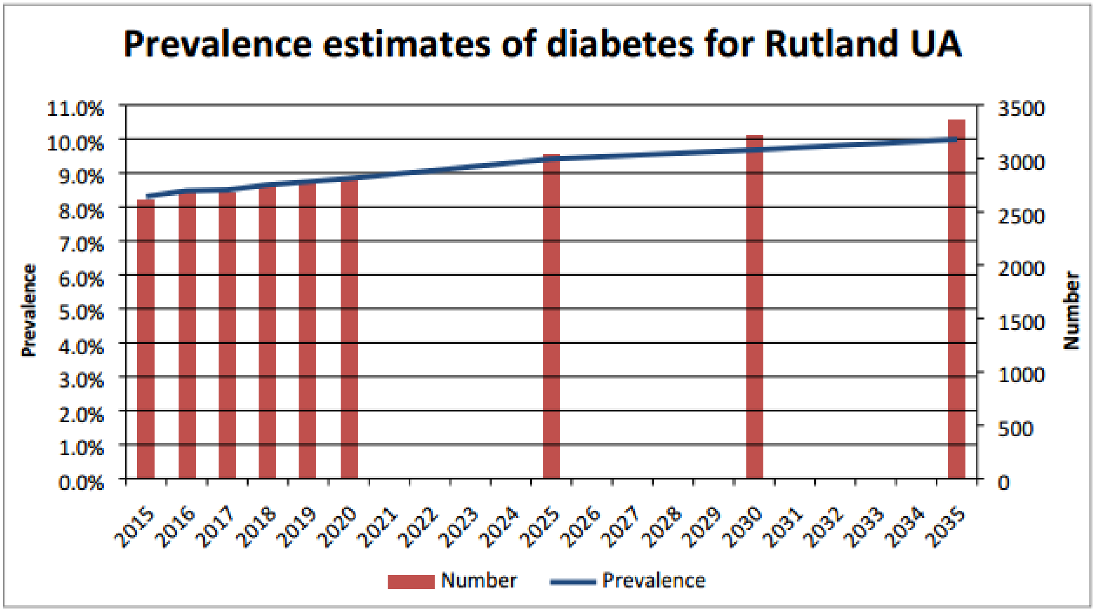
- Air Quality: A measure of air quality based on emissions rates for 4 pollutants
- Road traffic accidents involving injury to pedestrians and cyclists

Public Health

The links between poverty and poor health are well accepted. Social inequalities in health arise because of inequalities in the conditions of daily life and poverty is a key aspect of this. These differences have a high impact, because they result in the people who are worst off experiencing poorer health and shorter lives.

- 67.3% of adults in Rutland are estimated to have excess weight (2016), significantly higher than the national average (64.8%)[5].

- 6.75% of Rutland population 17+ are diagnosed with diabetes. Again significantly higher than the England average of 6.4%. It is unclear as to the exact reason for this higher prevalence and it may be the result of better diagnosis by local GP's[6]. However there is evidence that the rate of diabetes is set to rise to over 10% in Rutland on the next few years:



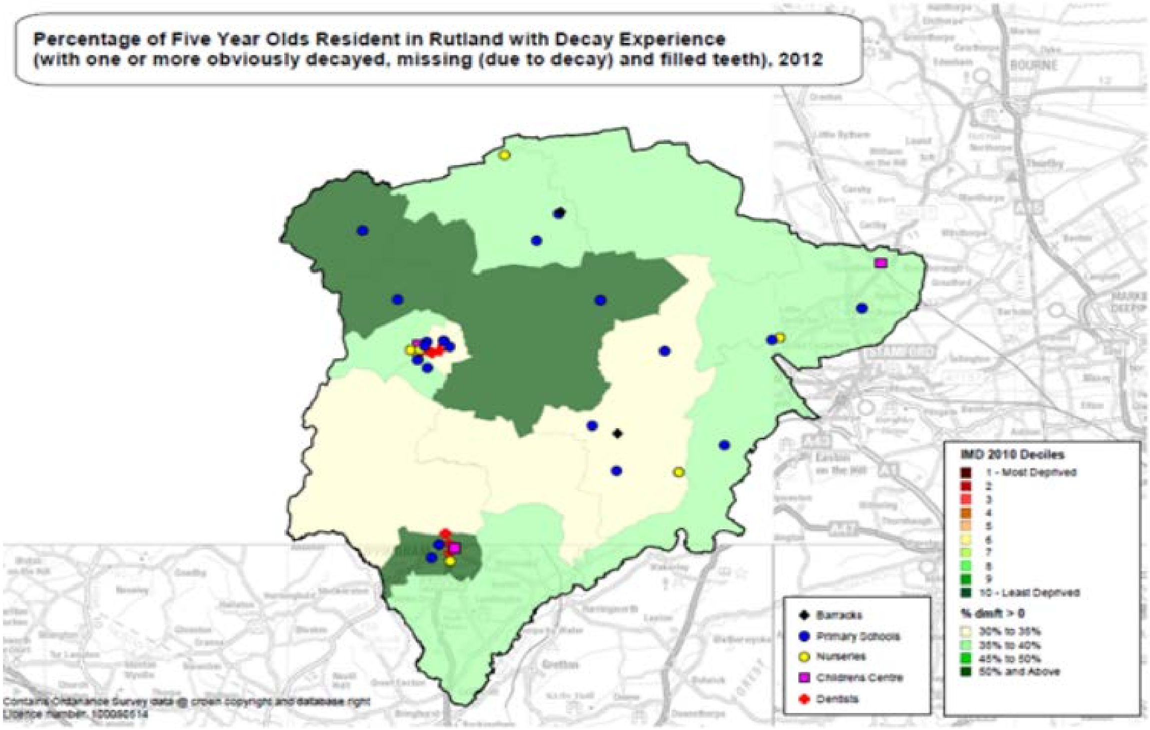
According to oral health surveys for 3 to 5 year olds there are high levels of tooth decay in Rutland:

- 40.3% of five year old children sampled had decayed missing or filled teeth[7]. This dropped to 28.8% in 2015[8] but is still well above national levels

Each year the National Child Measurement Programme measures children in reception class and year 6. We have looked at this data over several years and compared it to data on tooth

[5] Active People Survey 2016 – sample 1372 people
[6] 2014-15 Quality and Outcomes Framework Data
[7] Oral Health Survey of five year old children 2013 PHE
[8] Oral Health Survey of five year old children 2015 PHE

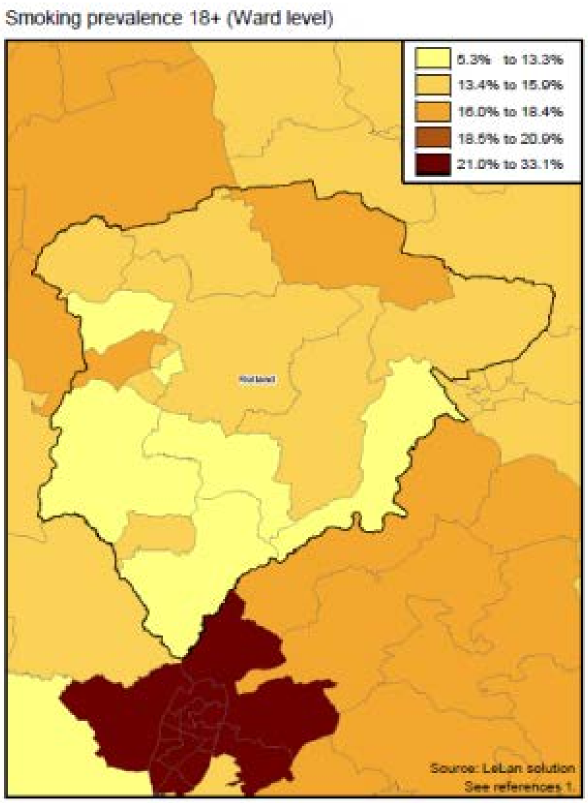
decay and families in poverty. This has shown some correlation between areas of high tooth decay and excess weight in year 6 and children in families in poverty:

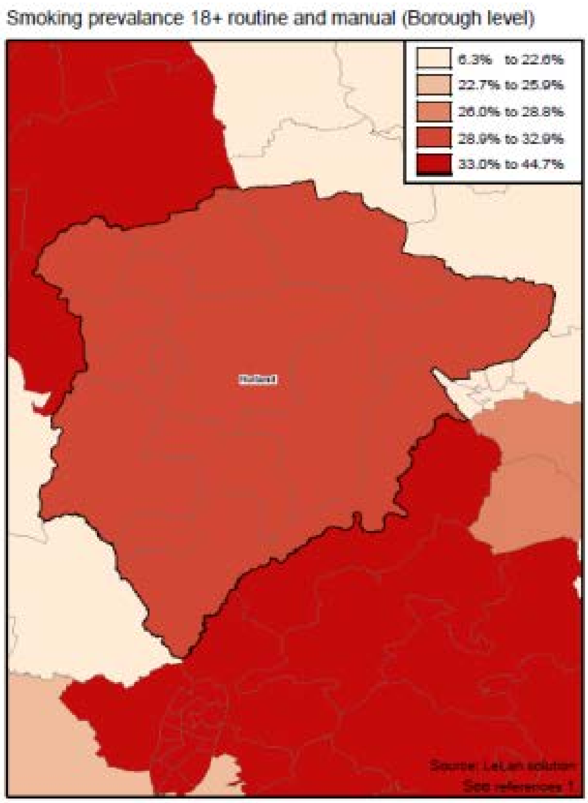


Percentage of year 6 children with excess weight 2012/13-2014/15[9]:

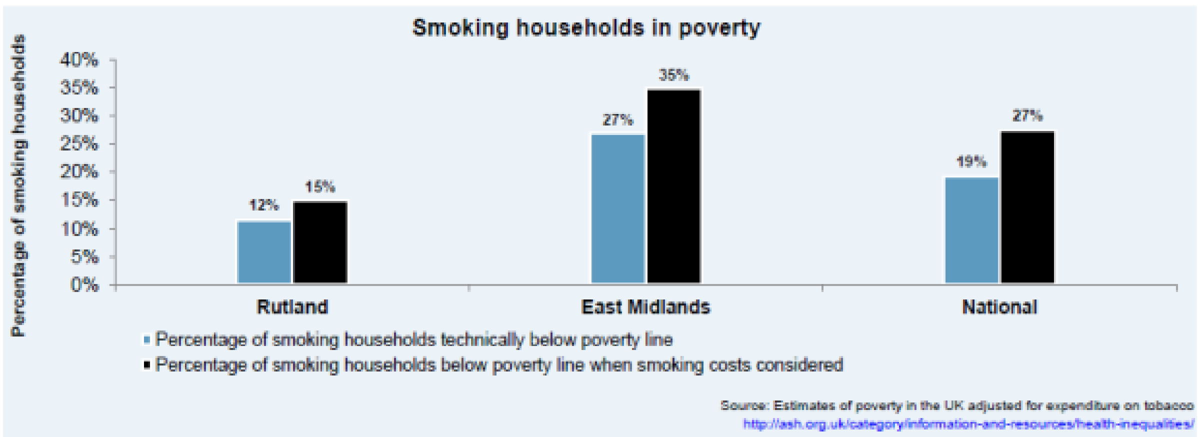
[9] National Child Measurement Programme, Health and Social Care Information Centre

Smoking shows one of the clearest links between poverty/low income and poor health and kills 80,000 people in England each year. Workers in manual and routine jobs are twice as likely to smoke as those in managerial and professional roles and unemployed people are twice as likely to smoke as those in employment. On average in Rutland 14.1% of adults smoke, rising to 29.6% for ‘Routine and Manual’ workers:





National data shows that 3 out of 4 families who receive income support spend a seventh of their disposal income on cigarettes. The chart below shows how the cost of smoking increases the number of households in poverty:



Rutland County Council

Income and Employment

As at the end of September 2016, 76.4% of the working age population were in employment in Rutland compared to 74.3% in the East Midlands as a whole. Rutland's employment figure has been declining over the last few quarters to a low of 74.6% at the end of June 2016 but has now started to increase again. This may be because the Employment Rate figure only looks at those who are working age (16-64) so doesn't include those who are still working past 'retirement' age[10].

Gross weekly pay in Rutland is £490.90, lower than both regional (£501.70) and national (£541.00) averages[11]. There is also a wider gap between male and female pay in Rutland compared to nationally, which may account for why gross weekly pay as a whole is lower:

	Rutland(pounds)	East Midlands	Great Britain
Full Time Workers	£490.90	£501.70	£541.00
Male FT Workers	£576.00	£549.10	£581.20
Female FT Workers	£440.10	£433.10	£481.10

Full time wages in Rutland have increased by 15.4% since 2006 (from £425.40). Over the same period average pay is 18.6% higher in the East Midlands and 21.3% higher nationally.

The Labour Market Statistics also split down employment by occupation type, showing that 56.7% of those employed in Rutland are in the first three groups (Managers and professionals) compared to 40.9% in the East Midlands and 45.1% nationally.

	Rutland	East Midlands
1. Managers, Directors and Senior Officials	19.5%	10.1%
2. Professional Occupations	19.2%	17.3%
3. Associate Professional and Technical	18%	13.4%
4. Administrative and Secretarial	8.1%	10.2%
5. Skilled Trades Occupations	8%	11.4%
6. Caring, Leisure and other Service Occupations	6.9%	9.4%
7. Sales and Customer Services	#	7.2%
8. Process Plant and Machine Operatives	#	8.6%
9. Elementary Occupations	12.1%	12.2%

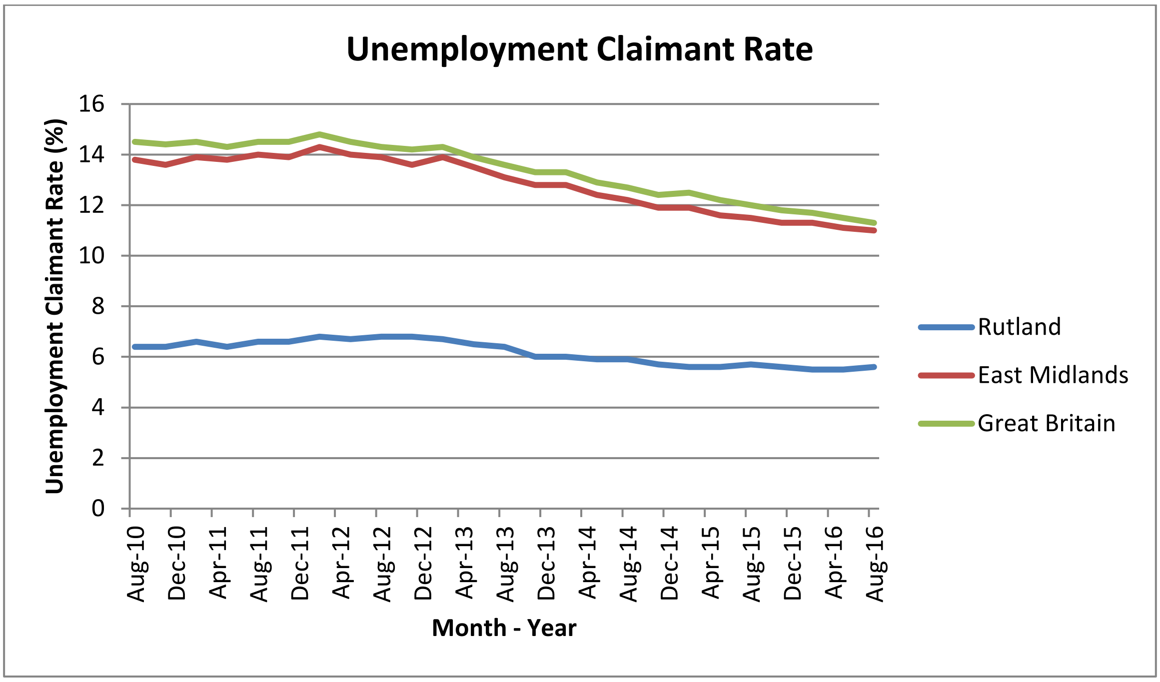
Sample size too small for reliable estimate

[10] ONS Labour Market Statistics, Employment and Unemployment (Oct 2015-Sept 2016)
[11] ONS Labour Market Statistics, Earnings by place of residence 2016

Unemployment

As at August 2016 5.6% of the working age client group were claiming benefits, compared to a national average of 11.3% (and 11% in the East Midlands)[12].

This, in real terms, accounts for 1,250 people in Rutland a reduction from 1,490 in Aug 2011.



[12] ONS Labour Market Statistics, Main Benefit Claimants

Council Tax/Housing Benefit

Difficulties in low pay and/or reliance on benefits are exacerbated by high unavoidable costs in Rutland, including Council Tax which is amongst the highest in the country.

Average Council Tax (band D) for the authority and neighbouring authorities is shown below[13].

Rutland	£1,528
Nottingham	£1,517
Leicester	£1,354
Nottinghamshire	£1,291
Derby	£1,236
Derbyshire	£1,165
Lincolnshire	£1,129
Leicestershire	£1,127
Northamptonshire	£1,111

The tables below show the numbers claiming Council Tax and Housing Benefit Support in 2015/16:

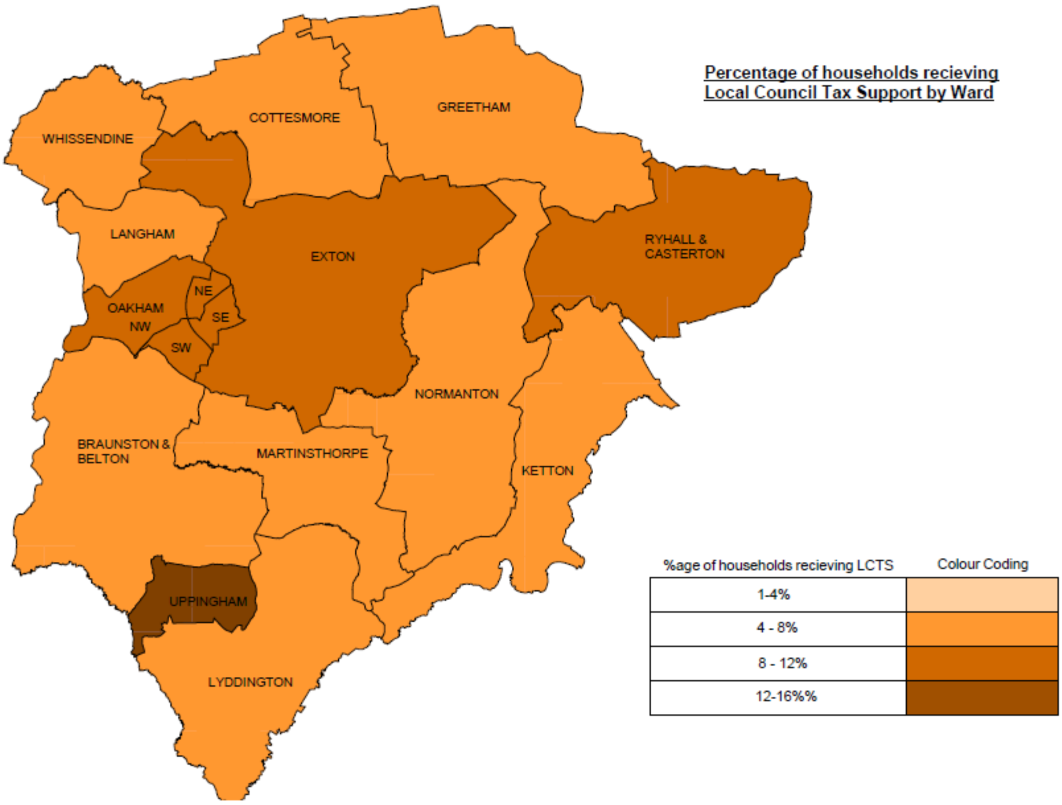
Council Tax Support – Total Number of claimants 2015-16			
Ward	**Pension Age**	**Working Age**	**Total**
Braunston and Belton	25	19	44
Cottesmore	59	52	111
Exton	41	36	77
Greetham	26	21	47
Ketton	72	53	125
Langham	37	24	61
Lyddington	23	16	39
Martinsthorpe	31	16	47
Normanton	66	42	108
Oakham North East	87	95	182
Oakham North West	118	193	311
Oakham South East	106	55	161
Oakham South West	62	62	124
Ryhall and Casterton	93	51	144
Uppingham	145	172	317
Whissendine	28	21	49
Total	**1019**	**928**	**1947**

[13] Official Statistics – Council Tax levels set by local authorities in England 2016-17(revised)

Council Tax Support – Total Number of claimants with children 2015-16			
Ward	**Pension Age**	**Working Age**	**Total**
Braunston and Belton		6	6
Cottesmore		30	30
Exton		20	20
Greetham		9	9
Ketton	[redacted]	29	31
Langham		13	13
Lyddington		6	6
Martinsthorpe		8	8
Normanton		22	22
Oakham North East		39	39
Oakham North West		108	108
Oakham South East		25	25
Oakham South West		45	45
Ryhall and Casterton	[redacted]	37	38
Uppingham		77	77
Whissendine		14	14
Total	[redacted]	**488**	**491**

Housing Benefit – Total Number of claimants 2015-16			
Ward	**Pension Age**	**Working Age**	**Total**
Braunston and Belton	29	22	51
Cottesmore	59	53	112
Exton	42	33	75
Greetham	25	22	47
Ketton	73	56	129
Langham	37	25	62
Lyddington	23	17	40
Martinsthorpe	34	15	49
Normanton	67	41	108
Oakham North East	87	105	192
Oakham North West	114	221	335
Oakham South East	102	66	168
Oakham South West	64	67	131
Ryhall and Casterton	96	57	153
Uppingham	144	180	324
Whissendine	27	28	55
Total	**1023**	**1008**	**2031**

Housing Benefit – Total Number of claimants with children 2015-16			
Ward	**Pension Age**	**Working Age**	**Total**
Braunston and Belton		9	9
Cottesmore	[redacted]	30	31
Exton		17	17
Greetham		11	11
Ketton	[redacted]	34	36
Langham		15	15
Lyddington		8	8
Martinsthorpe		8	8
Normanton		25	25
Oakham North East		49	49
Oakham North West	[redacted]	125	126
Oakham South East		28	28
Oakham South West	[redacted]	47	48
Ryhall and Casterton		39	39
Uppingham		90	90
Whissendine		18	18
Total	[redacted]	**553**	**558**



Crisis Fund

Crisis support is intended to provide financial support to meet or help to meet a need that unless provided would severely disadvantage the applicant or a member of their household.

Crisis support can also provide emergency financial support where the applicant or a member of their household would suffer severe disadvantage if their immediate needs are not met.

Anyone can apply for support but the policy does highlight that people on certain benefits (Income Support, Job Seekers Allowance, Pension Credit, Employment and Support Allowance and Universal Credit) may be more likely to apply due to their limited income.

The tables below provide some detail of how many claims we receive, how many are successful and where the claimants are located (the ward):

Number of applications received and the decision made:

Year	Applications received	Applications awarded	Applications refused or referred
2014/15	324	207	117
2015/16	205	142	63
2016/17 (upto Nov)	109	94	15

Successful Applicants and the Ward area that the applicant resides in:

Ward	Applications awarded 15/16	%	Applications awarded 16/17 (to Nov)	%
Braunston and Belton	3	2.1%	0	0
Cottesmore	3	2.1%	0	0
Exton	0	0	1	1.1%
Greetham	2	1.4%	2	2.1%
Ketton	3	2.1%	1	1.1%
Langham	5	3.5%	4	4.3%
Lyddington	1	0.7%	0	0
Martinsthorpe	0	0	1	1.1%
Normanton	4	2.8%	2	2.1%
Oakham NE	23	16.3%	18	19.1%
Oakham NW	33	23.3%	34	36.2%
Oakham SE	7	4.9%	0	0
Oakham SW	8	5.6%	7	7.4%
Ryhall and Casterton	2	1.4%	3	3.2%
Uppingham	26	18.3%	16	17%
Whissendine	2	1.4%	0	0
Homeless (connection to Rutland)	20	14.1%	5	5.3%
Total	**142**	**100%**	**94**	**100%**

The following table details the type of item awarded in 2016/17 (upto November). In some cases people are awarded multiple items e.g. a food bank voucher and fuel for cooking/heating:

Item	Number awarded
Bedding	1
Clothing	2
Cooker	1
Food – supermarket voucher	4
Food – food bank voucher	41
Food – food parcel (supplied to RCC)	21
Fridge	1
Fuel for cooking/heating	21
Fuel for vehicle	1
Furniture package (Melton Furniture project)	5
Public Transport	4
Moving expenses	3
Toiletries	1
Washing Machine	1
Other living expenses	14
Total	121

Crisis Support Applications in the twelve months – 01/11/2015 to 31/10/2016

In the twelve months there were 210 applications made from 116 individuals.

No. of Applications made	**No. of Individuals**
1	75
2	20
3	7
4	5
5	3
6	3
7	3

The reasons given for making the applications were as follows, separated into income receipt problems, income spent, household problems, personal issues, and others:

Income Receipt Problems

	Delays	**Reduced**	**Stopped**	**Intermit**	**Total**
ESA	1				**1**
Jobseekers Allowance	4				**4**
Maternity Allowance	1				**1**
Undisclosed benefits	21	10	13		**44**
Universal Credit	3				**3**
Maintenance			1		**1**
Tax Credits	1	1	5		**7**
Wages	6		23	1	**30**

Not disclosed					**2**
Cannot manage/budget					**12**
					105

Income Spent

	Total
Bailiffs	**1**
Bank Charges	**1**
Council Tax	**1**
Court Fine	**1**
Hospital visit costs	**1**
Victim of crime	**3**
Water bill	**1**
Other/undisclosed	**5**
	14

Household Problems

	Breakdown	**Needed**	**Total**
Boiler breakdown	1		**1**
Cooker		1	**1**
Electricity		1	**1**
Fire			**1**
Fridge	1		**1**
Gas canister		2	**2**
Lost key			**1**
Newly housed		20	**20**
Washing Machine	1		**1**
Other household item	2		**2**
			31

Personal Issues

	Total
Cannot work	**1**
Fleeing domestic violence	**6**
Health problems	**4**
No food	**3**
Relationship breakdown	**4**
	18

Other Application Reasons

	Total
Loans made to a Court of Protection client	**6**

Moving home	**13**
Social Services supported – neglect	**1**
Toiletries needed	**1**
Travel costs	**6**
No reason given for the application	**15**
	42

Household make-up information in the twelve months – 01/11/2015 to 31/10/2016

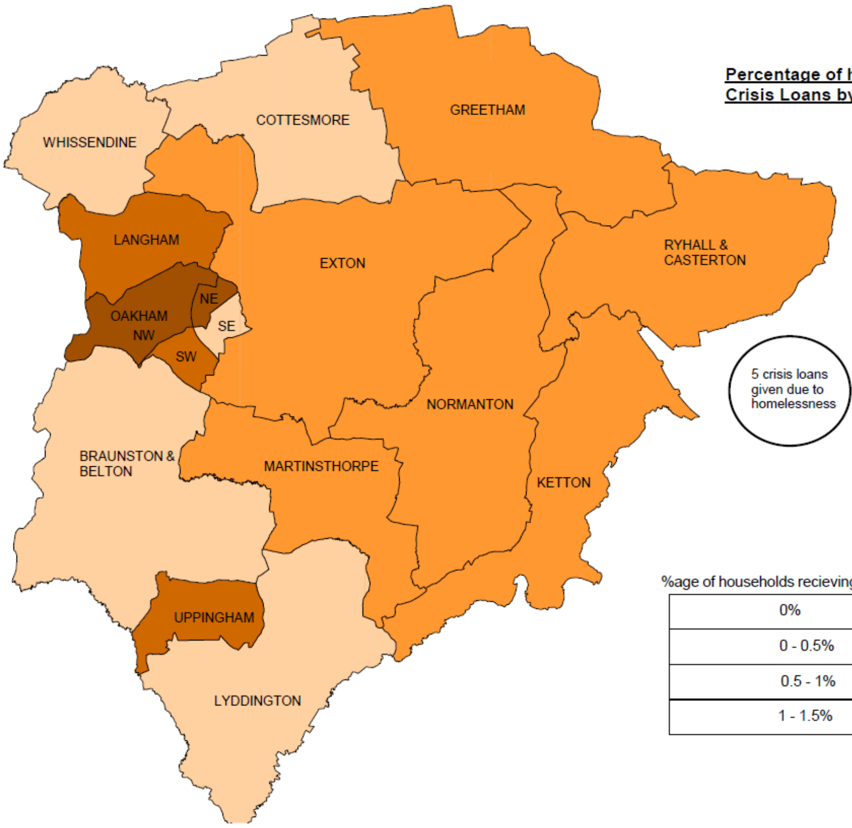
Household	**Numbers**
Age not disclosed	11
Single with no children & Working Age	146
Single Parent & Working Age	15
Couple with no children & Working Age	4
Couple with children & Working Age	12
Single & Pension Age	21
Couple & Pension Age	1

Gender of Applicant	**Numbers**
Female	90
Male	120

Age Range	**Numbers**
Undisclosed	11
Aged 18 to 19	16
Aged 20 to 29	53
Aged 30 to 39	55
Aged 40 to 49	29
Aged 50 to 59	24
Aged 60 or more	22

Children:	**0**	**1**	**2**	**3**	**4**
Single	178	6	4	5	0
Couple	5	6	2	2	2
	183	**12**	**6**	**7**	**2**

Percentage of households recieving Crisis Loans by Ward



%age of households recieving a Crisis Loan	Colour Coding
0%	
0 - 0.5%	
0.5 - 1%	
1 - 1.5%	

Rutland County Council

Child Poverty

Child Poverty in Rutland is currently at 8.5%, a 1.3% increase on previous data (an actual increase of 70 children from 435 to 505). Most of this increase is concentrated in three wards, Langham where there has been a 6.5% increase on the previous year, Greetham where has been a 6.3% increase and Lyddington where there has been a 3.9% increase:

	% of children in low income families	Change from last reported data
Braunston and Belton	4.3%	0.7%
Cottesmore	3.2%	-0.4%
Exton	7.6%	3%
Greetham	12.8%	6.3%
Ketton	5.8%	-0.7%
Langham	10.8%	6.5%
Lyddington	6.7%	3.9%
Martinsthorpe	5.4%	-3%
Normanton	5.1%	1.6%
Oakham NE	9.5%	1.7%
Oakham NW	14.8%	-0.2%
Oakham SE	5.4%	0.9%
Oakham SW	10%	1.6%
Ryhall and Casterton	8%	1.6%
Uppingham	12.5%	1.4%
Whissendine	14.4%	1.1%

What is the experience of poverty like for children? (National data)

Percentage of children wanting but not having…	Family income per head: bottom fifth	middle fifth	top fifth
a week's holiday away from home	55	23	3
separate bedrooms for boys and girls over 12	26	13	2
safe outdoor play space	25	12	5
swimming at least once a month	22	6	1
friends around for tea/snacks once a fortnight	17	5	1

"The bottom fifth of children lead radically different lives from the top fifth: fewer or more cramped living space, fewer places to play or opportunities to swim, and a lack of means to entertain their friends."

Transport Poverty

Transport poverty is a difficult concept to describe and one that both policy makers and practitioners have been struggling to adequately define or measure for many years. It is most frequently associated with those without access to a car, but can also include households that own a car but cannot afford to use it for some or all journeys; or to individuals in households who only have one car that is used to transport a family member to work, leaving other residents without access to private transport some or all of the time.

In Rutland there are 603 cars and vans per 1000, and 87.6% of households have a car or van – this is relatively high compared to the UK average[14]. Nevertheless car ownership and use tends to be higher in rural areas where services are more dispersed and longer distances travelled to access them. Expenditure on transport costs also place more of a burden on rural households who spend 12.5% of Household income on transport compared to 10.7% in urban areas[15]

[14] Car ownership rates by Local Authority in England and Wales (RAC Foundation), 2012
[15] Gov.UK transport costs analysis, 2015

Fuel Poverty

Fuel Poverty in England is measured using the Low Income High Costs (LIHC) Indicator. Under this, a household is considered to be fuel poor if:

- They have required fuel costs that are above average (the national median level)
- Were they to spend that amount, they would be left with a residual income below the official poverty line

The key data sources used to compile this data are the annual English Housing Survey and fuel price data estimated from quarterly energy prices and the ONS consumer price index.

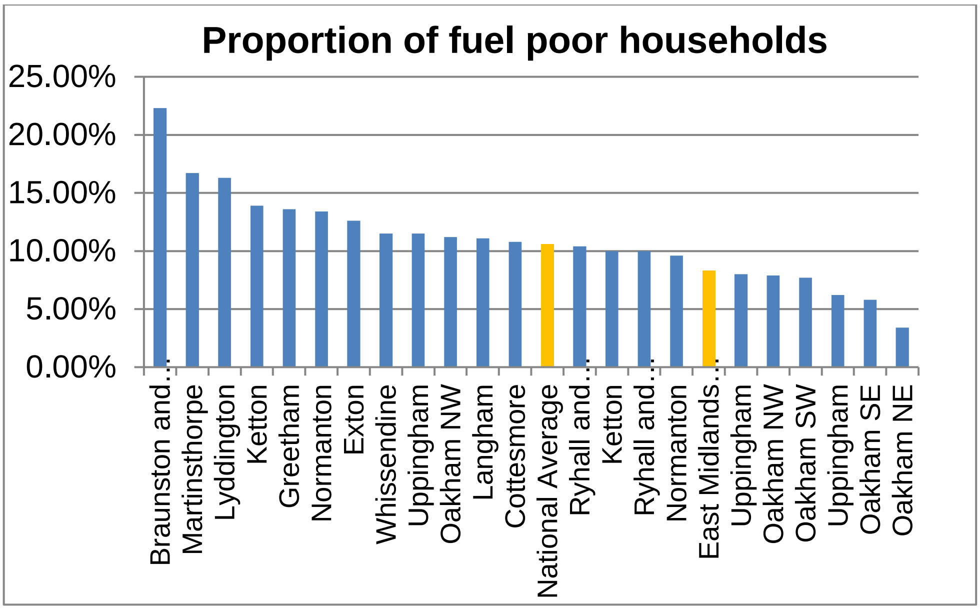
- There are 3 key elements in determining whether a household is fuel poor:

- Household Income
- Household Energy Requirements
- Fuel Prices

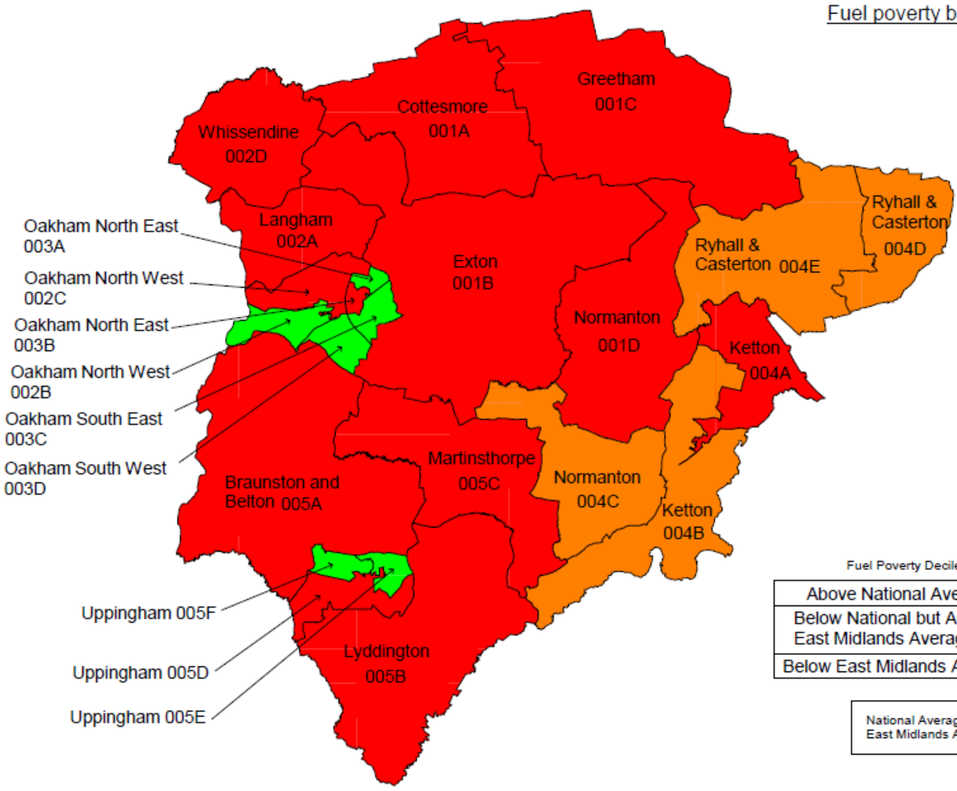
The table below shows the proportion of fuel poor households against the national definition:

	2011	2012	2013	2014
Rutland	13.6%	11.9%	9.3%	10.6%
East Midlands	13.3%	13.2%	10.4%	10.1%
England	11.1%	10.8%	10.4%	10.6%

Recent data at ward level shows that fuel poverty is an issue in a number of wards with a majority above the national average:



Fuel poverty based on LSOA



Fuel Poverty Decile	Colour Coding
Above National Average	
Below National but Above East Midlands Average	
Below East Midlands Average	

National Average = 10.6%
East Midlands Average = 8.3%

Free School Meals

Eligibility:

	Total number of pupils	% eligible for free school meals	Number eligible for FSM
Uppingham Cluster	1490	3.80%	57
Oakham Cluster	2234	7.30%	163
Casterton Cluster	1815	4.40%	80
Total number eligible for Free School Meals			**300**

Claiming:

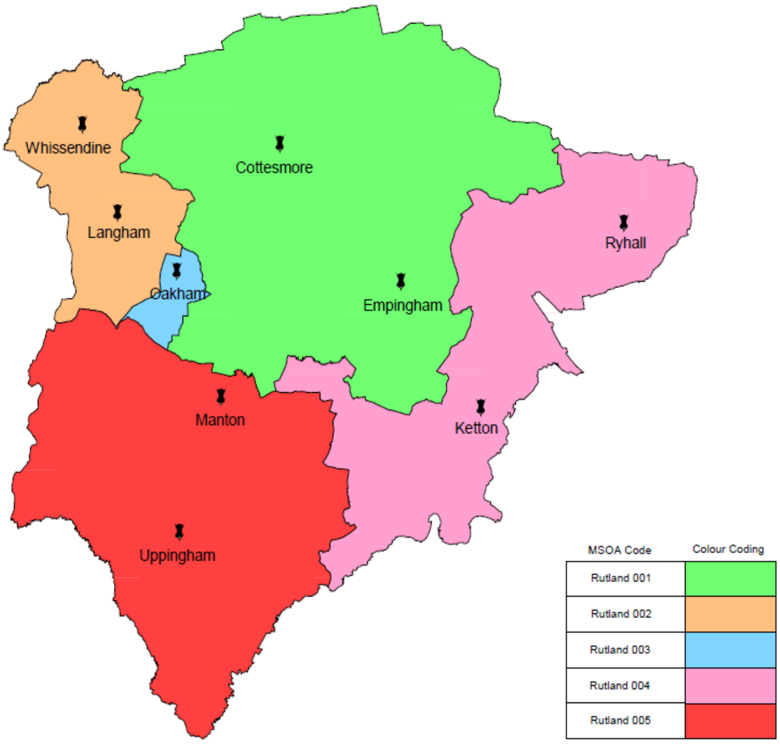
	Number of pupils known to be eligible and claiming
Rutland Nurseries and Primaries	141
Rutland Secondaries	131
Total eligible and claiming	**272**

As the tables above show, there are 300 children eligible for Free School Meals in Rutland, of which 272 (91%) are currently claiming meals, and 29 (9%) are not.

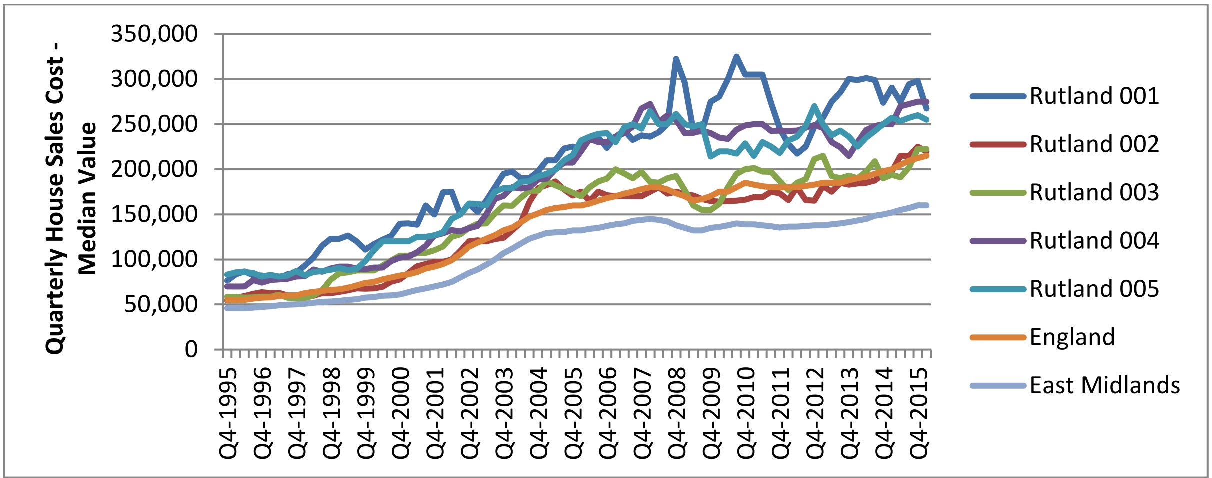
In comparison, research published by the Department for Education in 2013 put the national average for percentage of pupils entitled to free school meals and not claiming them at 14%

House Prices

The Office of National Statistics have starting publishing data on house price statistics for small areas. Data is released down to the Middle Super Output area level. Rutland is comprised of 5 MSOA's as shown below[16]:



Median price paid by Middle Super Output Area:



[16] ONS House price statistics for small areas in England and Wales: to year ending March 2016

House prices in Rutland have risen significantly since 1996, with 4 of Rutland's 5 MSOA's increasing by more than the East Midlands average (248.2%).

Percentage increase in Median Price paid between 1995 and 2016

	Median property value year to Q4 1995	Median property value year to Q1 2016	% increase in median house cost between Q4 1995 and Q1 2016
Rutland 001	£76,500	£267,500	249.67%
Rutland 002	£54,750	£219,873	301.59%
Rutland 003	£58,500	£222,250	279.91%
Rutland 004	£70,000	£275,000	292.86%
Rutland 005	£83,000	£255,000	207.23%

The median house price in Rutland is now £247,924 compared to £160,000 in the East Midlands. The table below shows how this has changed between 1995 and 2016.

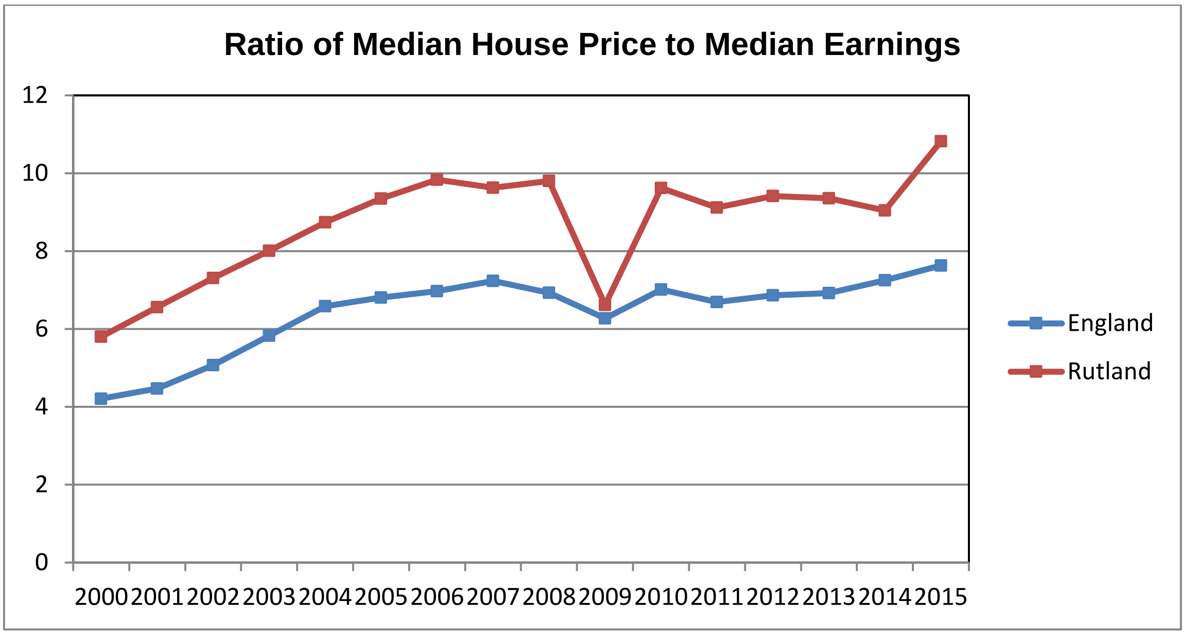
Average median house price to East Midlands average

	Median property value year to Q4 1995	Median property value Q1 year to 2006	Median property Value year to Q1 2016
Rutland	£68,550	£203,594	£247,924
East Midland	£45,950	£132,000	£160,000
Difference	**£22,600**	**£71,594**	**£87,924**

The cost of renting is also higher in Rutland (average £625pm) compared to comparators (£600 nationally and £525 in the East Midlands).

House Affordability

Apart from a 'dip' in 2009, the disparity between the median house price in Rutland and median earnings has steadily increased from a ratio of 5.8 in the year 2000 (compared to an English average of 4.21) to a ratio of 10.82 in 2015[17].



[17] DCLG (2016) Table 577 Housing Market: ratio of median house price to median earnings by district

Homelessness

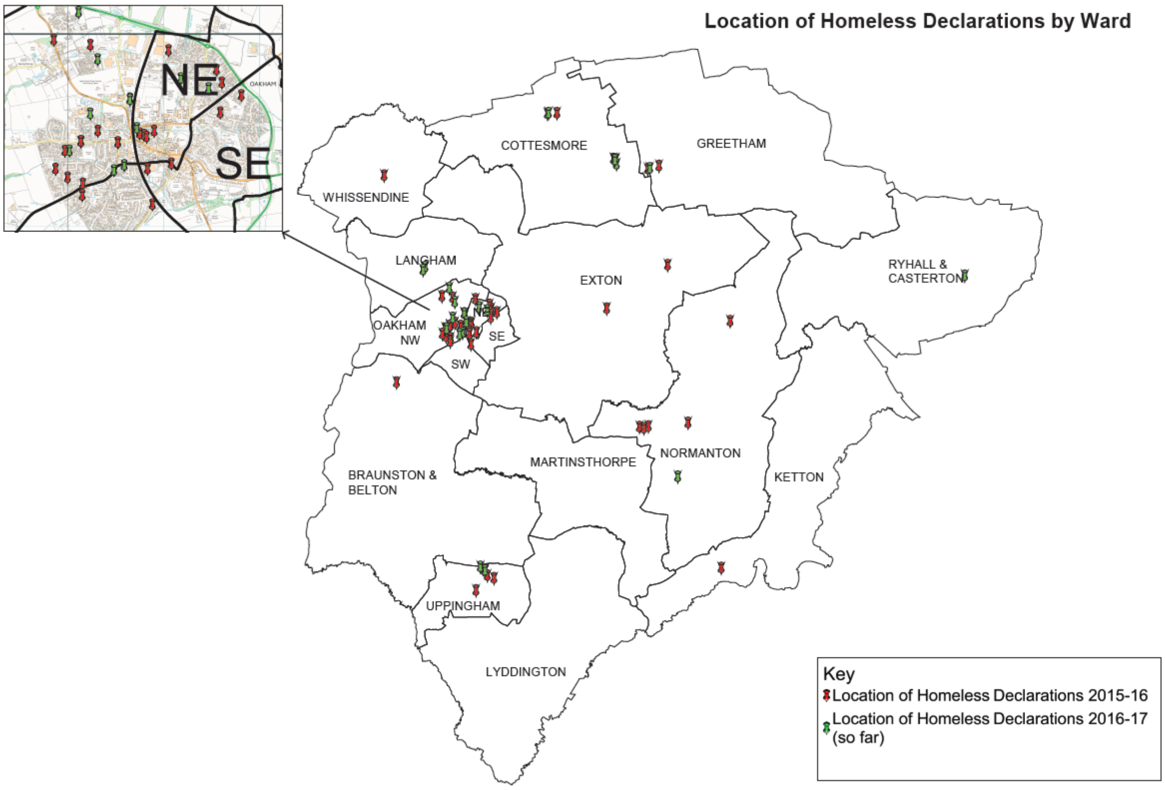
Every year, perhaps 2,000 households in Rutland, with some of these moves due to choice and others forced by circumstances.

In 2015/16

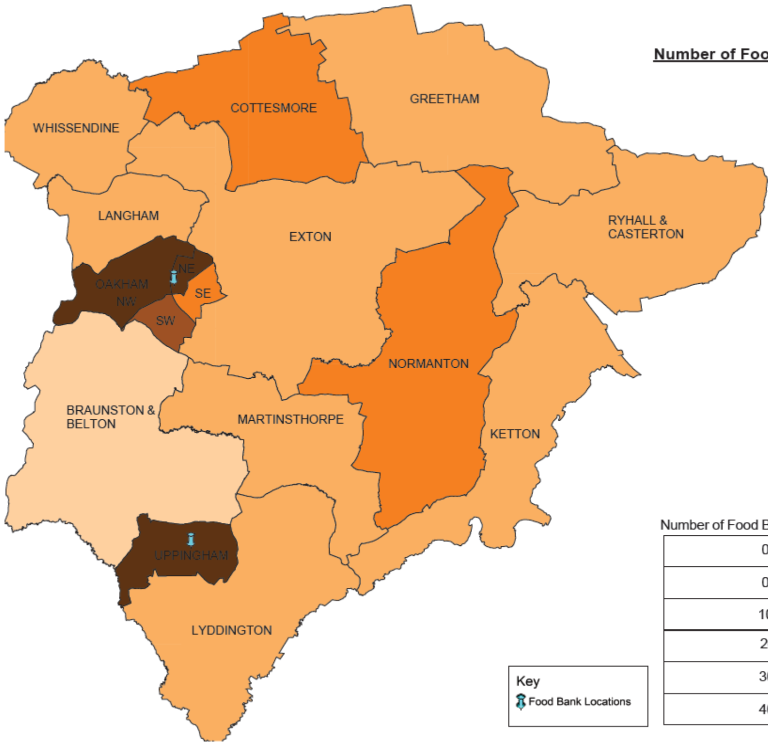
- there were 67 homelessness preventions by the Housing Options team;
- 34 households were accepted as unintentionally homeless and in priority need;
- 19 households who made homelessness applications were not class as homeless;
- eight were homeless but not in priority need;
- one household was in priority need but was classed as intentionally homeless.

There were 334 households on the housing register at 31st March 2016

The map below shows the homeless declarations received by the Authority, broken down by Ward.



Food Banks



Number of Food Bank Vouchers recieved by Ward

Ward	Number_of_Food_Bank_Vouchers
Braunston and Belton	0
Cottesmore	12
Exton	4
Greetham	9
Ketton	4
Langham	4
Lyddington	1
Martinsthorpe	1
Normanton	14
Oakham North East	70
Oakham North West	72
Oakham South East	14
Oakham South West	32
Ryhall & Casterton	3
Uppingham	62
Whissendine	4

Number of Food Bank Vouchers recieved	Colour Coding
0	
0 - 10	
10 - 20	
20 - 30	
30 - 40	
40+	

Food vouchers issued by Ward from Stamford food bank – April 1st 2016 to October 1st 2016				
Ward	No. Vouchers	Adults	Childrens	Total
All Saints Ward	40	62 (59.62%)	42 (40.38%)	104
Fineshade Ward, East Northamptonshire	3	6 (40%)	9 (60%)	15
Dole Wood Ward	3	4 (66.67%)	2 (33.33%)	6
Ketton Ward, Rutland	3	8 (57.14%)	6 (42.86%)	14
King's Forest Ward, East Northamptonshire	4	5 (100%)	0 (0%)	5
Market and West Deeping Ward	2	2 (100%)	0 (0%)	2
Glen Ward	6	11 (84.62%)	2 (15.38%)	13
NFA	31	36 (87.8%)	5 (12.2%)	41
Northborough Ward, Peterborough	1	2 (100%)	0 (0%)	2
Oundle Ward, East Northamptonshire	5	5 (100%)	0 (0%)	5
Bourne Austerby Ward	2	4 (100%)	0 (0%)	4
Ryhall and Casterton Ward, Rutland	7	11 (61.11%)	7 (38.89%)	18
St. George's Ward	33	36 (52.17%)	33 (47.83%)	69
St. Mary's Ward	80	118 (80.27%)	29 (19.73%)	147
St. John's Ward	3	5 (45.45%)	6 (54.55%)	11
Casewick Ward	1	2 (100%)	0 (0%)	2
Unknown	6	7 (26.92%)	19 (73.08%)	26
Totals	230	324	160	484

[18]

[18] South Lincs. Data provided by Stamford Foodbank.

Mosaic

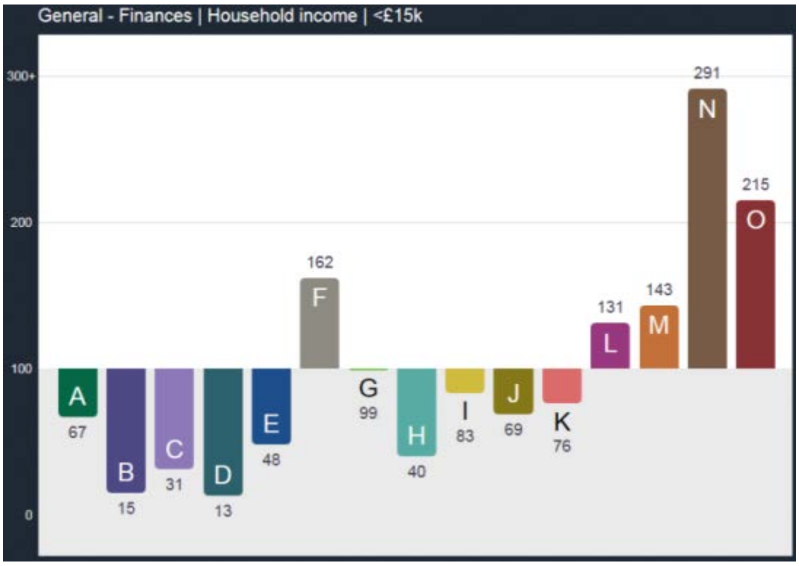
Experian Mosaic uses data from many sources to group and segment households into 15 groups (and subsequently into 66 types).

Looking at Mosaic data for Rutland shows the following breakdown:

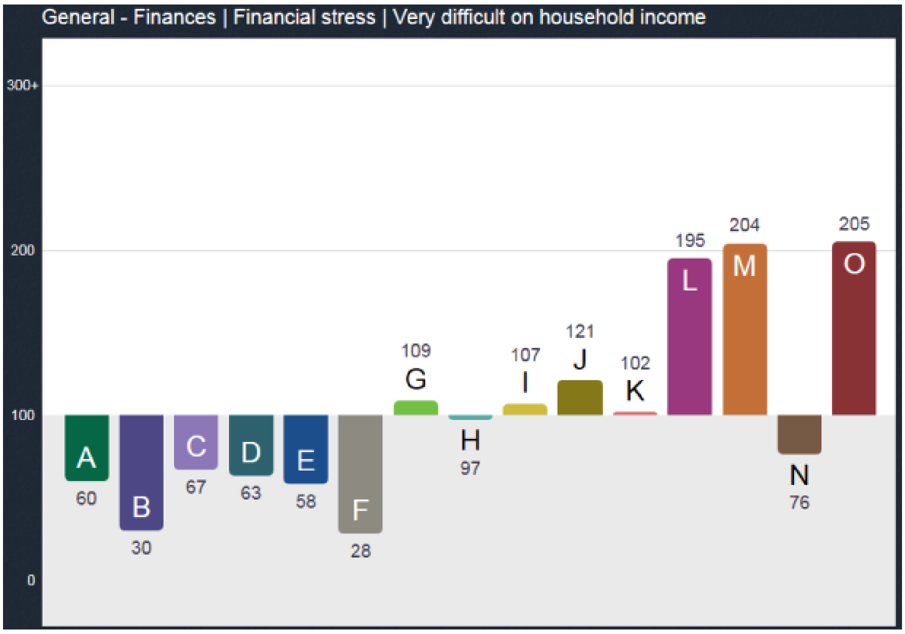
	Households	Population	Postcodes
A – Country Living	4,654	11,001	487
G – Rural Reality	3,756	9,464	256
H – Aspiring Homemakers	1,557	3,951	105
B – Prestige Positions	1,339	3,285	94
D – Domestic Success	1,100	2,757	40
U – Unclassified	0	1,704	74
E – Suburban Stability	456	1,073	18
L – Transient Renters	515	992	28
N – Vintage Value	558	939	31
M – Family Basics	329	851	10
F – Senior Security	399	781	26
J – Rental Hubs	199	316	16
K – Modest Traditions	145	315	9
I – Urban Cohesion	23	39	4
C – City Prosperity	3	8	1
O – Municipal Challenge	0	0	0

The Mosaic data can then be used to identify those groups who are statistically more likely to have certain characteristics commonly associated with poverty, three examples of which are below:

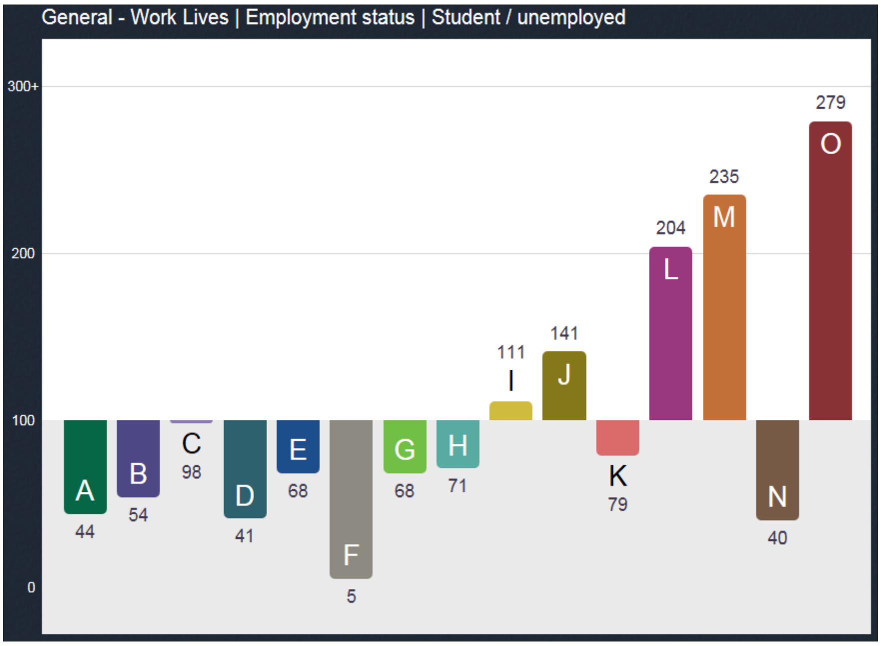
<u>Households with an income of less that £15,000</u>



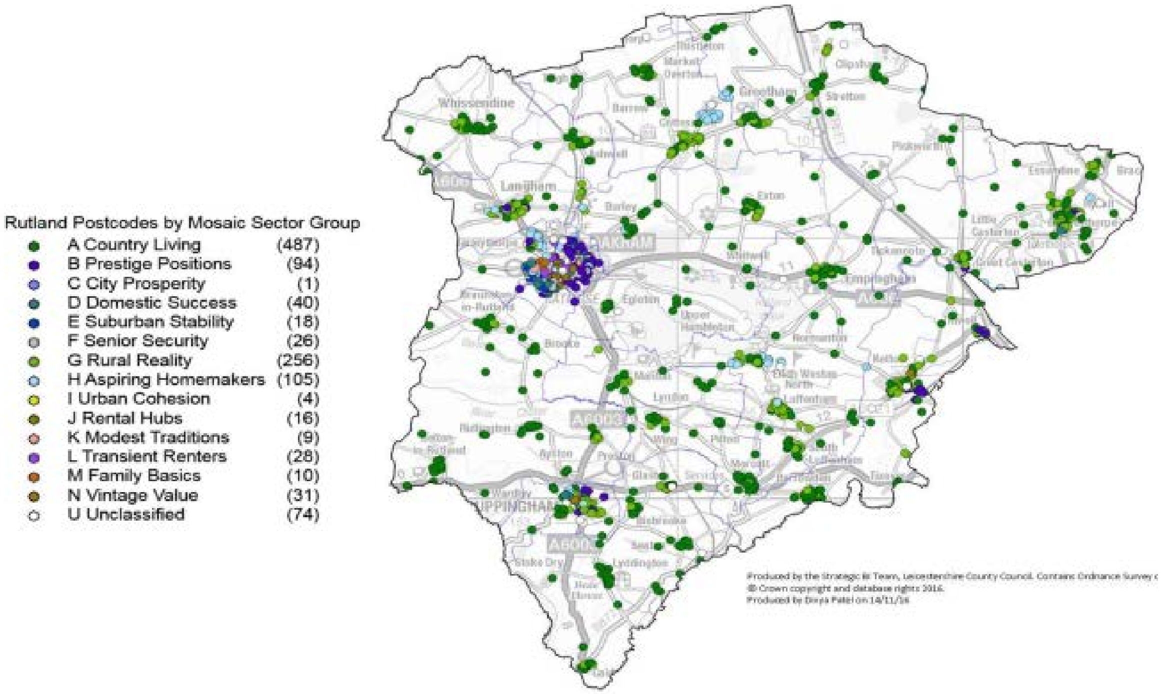
Households suffering acute financial stress

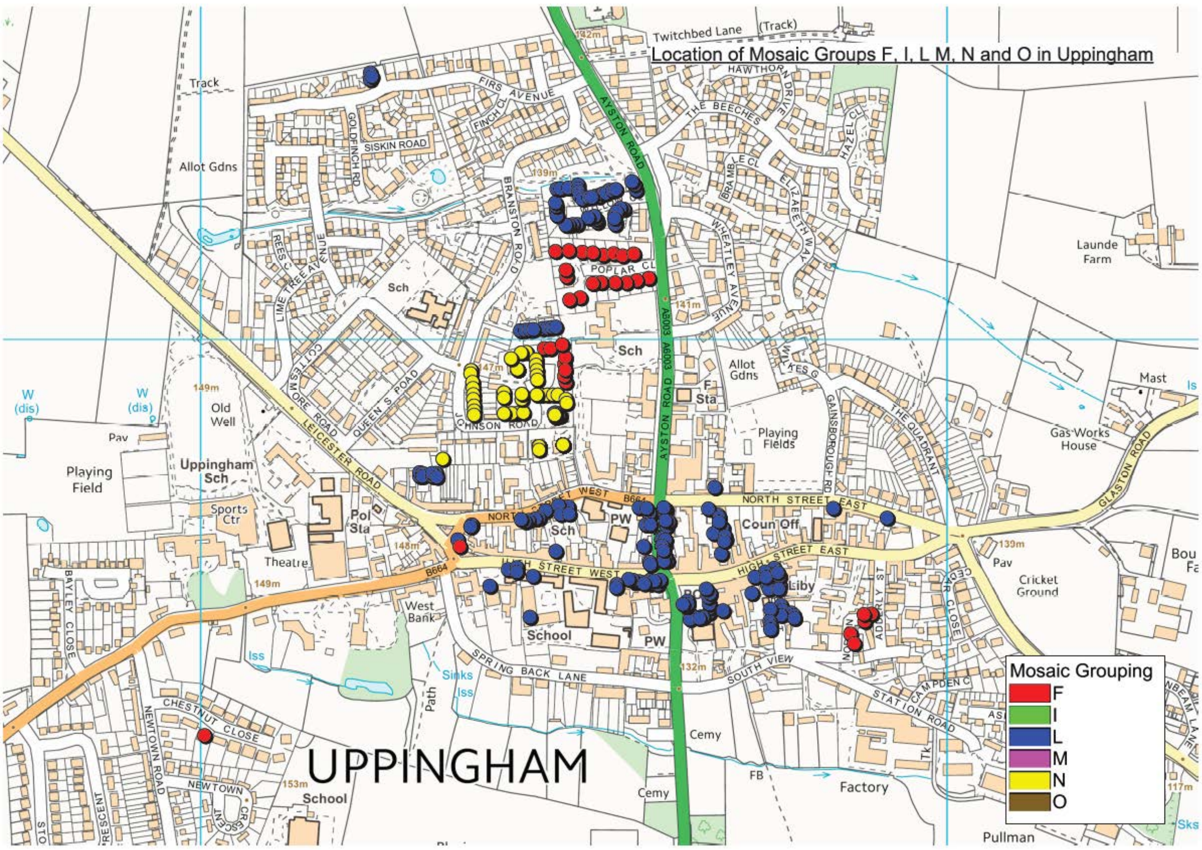


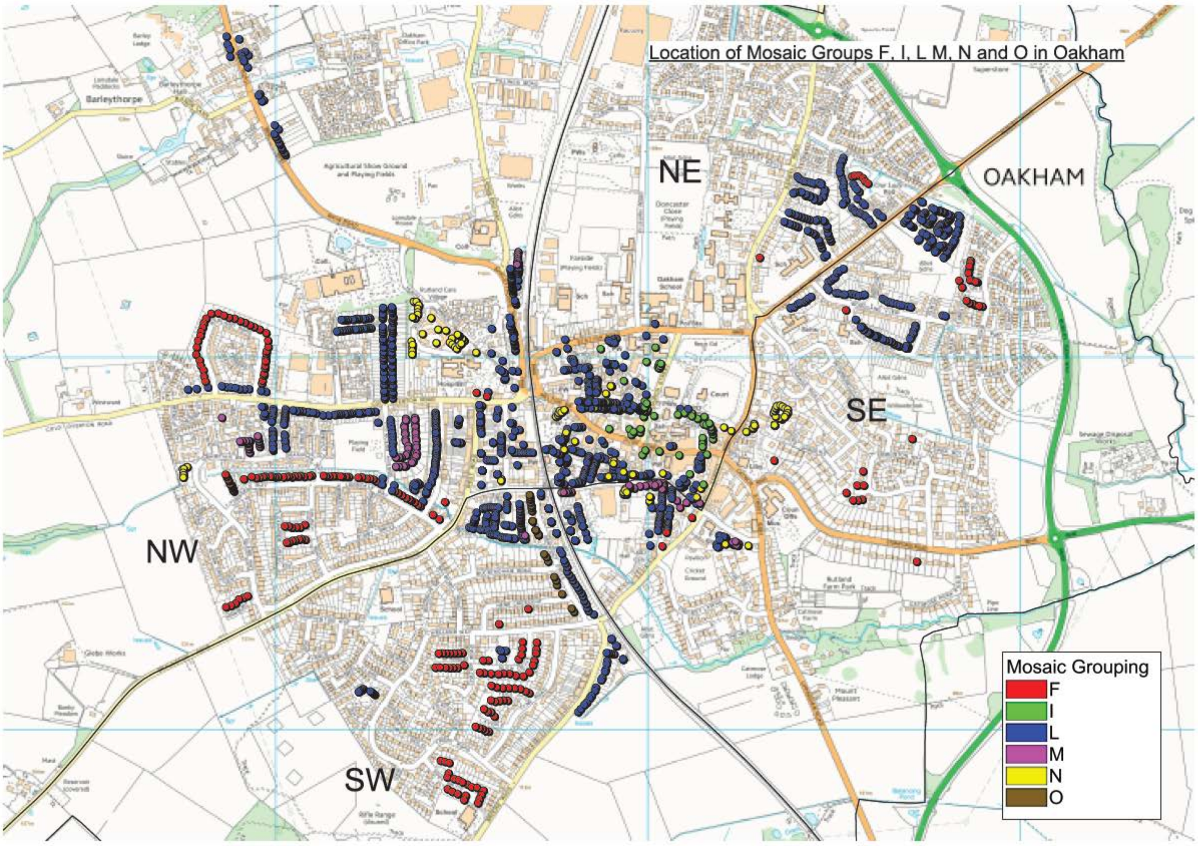
Households where occupants are likely to be students/unemployed



Using this data we identified 6 groups who are more statistically more likely to be experiencing some form of poverty, (groups F, I, L, M, N, O) and can then use the Mosaic data to map where these households are:






Location of Mosaic Groups F, I, L M, N and O in Oakham
NE
OAKHAM
SE
NW
SW
Mosaic Grouping
F
I
L
M
N
O

Case Studies[19]

1) Becky has lived with chronic difficulties over a long period. Due to a relationship breakdown and mental health issues arising from this, Becky left her Housing Association property to live temporarily with her Grandmother, as her ex-partner was moving back in to look after their two children. She claimed disability benefits. After a few months of living with her Grandmother she had to move out – the only hostel accommodation was in Leicester (a strange and distant place to her) which was inappropriate for Becky, so she ended up sofa-surfing with various members of her family.

   She approached Citizens Advice Rutland for help with stabilising her situation and to see if she could get her children back. We worked closely with Rutland County Council to find her suitable and affordable accommodation. To improve her situation and to try to stand on her own two feet she got a part time job (the only one on offer) in a local supermarket which brought in just over £115 per week. As the work involved differing weekly shift patterns she was unable to get another job to make up her hours to full time.

   Becky wanted a 2 bed property so that her children could visit her and stay overnight on occasions but even though she was entitled to full Housing Benefit she would have to pay £40 per week towards her rent due to the bedroom tax. In addition she would have to pay 25% of her Council tax. The sums just were not going to add up. Becky could not afford (or be considered for) a 2 bed property.

   She may well have been allocated a 2 bed property if she was working full time and the employment was sustainable, enabling her to prove that the property was affordable. With the lack of full time positions available and Becky's mental health problems it was impossible for her to secure a property so that her children could visit and stay with her overnight.

2) Suresh and his wife Sarah came to Citizens Advice Rutland to see if there was any help available for them. They are both working full-time in Rutland, one in catering and the other in the care sector. They have two young children and have recently bought a house in a small village. At £209,000 it was cheap by village standards, but very expensive for a first-time buyer. They had to really

[19] Case Studies 1-4 taken from Rutland Citizens Advice Bureau Rural Poverty Report 2016 (Presented at People (Adults & Health) Scrutiny Panel 23.02.17)

stretch themselves to get a mortgage, and were helped by Sarah's parents to pay the deposit.
The whole family love the freedom and space they have, but the costs make life difficult. They can only afford one small car and the conflicting demands of school runs and shift times, combined with the lack of public transport, makes life one long juggle. The mortgage payments they have to make are 40% of their net income and their transport costs have certainly proved higher than they anticipated.

Citizens Advice Rutland looked with them at the possibility of claiming Working Tax Credits and Child Tax Credits but their income was too high for any help there. It was the same for any financial help towards Council Tax.
Last week Sarah went to the Doctor as she had felt a lump on her breast and now she has been referred to Leicester Royal Infirmary for further investigations…. she is very anxious about the future, should she have to give up work. Citizens Advice Rutland looked at possible benefits they could claim if her fears are realised and with the high mortgage they are paying, the impact on the family income would be catastrophic - would they have to move back to Leicester where prices are lower?

3) Darryl lives in a 2 bedroom housing association property. His rent was fully covered by Housing Benefit when he moved in 5 years ago but the introduction of the under-occupancy regulations means that now he has to find £12.37 per week towards the rent. He has two children from a previous relationship, who visit regularly but do not live with him. He is unable to work through ill-health and is reliant on disability benefits. Moving is particularly difficult as there is a lack of both cheaper properties and those with only one bedroom in the area.

Given the lack of alternative accommodation - both in the private sector and in social housing - the client has no option but to remain where he is and pay the shortfall, which was not budgeted for when the tenancy was first taken on. He received a discretionary Housing Payment from the Local Authority which initially funded the shortfall, but does so no longer.

His debts are increasing as he ekes out his disability benefits to fund his day to day living and pay for his children when they stay. He has just managed to stay clear of the payday loan sharks, but he is not sure for how much longer. He is determined to keep in the house as long as possible since he is desperate to maintain a strong relationship with his children, which would be very difficult if he was in one-bedroomed accommodation.

4) Gemma came into Citizens Advice Rutland anxious that she had received a notice from the Bailiffs, Bristow and Sutor, who were collecting a large Council Tax Debt accrued over several years. Working part-time (22 hours per week) on the national minimum wage (£7.20 p/hr) and getting Tax Credits and Housing Benefit and some Council Tax Reduction, she and her 11 year old son Gareth just about manage to get by … if you don't count the bank loan and turn a blind eye to council tax payments which she just hasn't been able keep up. The notice says that they will take away goods from the house - is there anything she can do? She just recently bought Gareth an i-Pad as he is about to move to secondary school and will need it for his homework; he's a bright lad and she really wants him to get on. She can't bear the thought of losing that because she can't afford to replace it.

Citizens Advice Rutland immediately contacted Rutland County Council and after some discussion they agreed to hold the bailiffs for a week providing they received both a financial statement and a realistic offer of repayment that would both get the debt paid off and be sustainable. Gemma returned to Citizens Advice Rutland with full details of her finances and a Financial Statement was produced and an offer of £50 p/month was agreed between Gemma and Rutland County Council so the bailiff action was halted and Gemma was in a better position to stabilise her finances.

Nonetheless, Citizens Advice Rutland advised Gemma that if she were really unable to maintain the repayments, and if she knew that Bailiffs were coming, she should arrange for Gareth to go and play with friends, that she did not have to let Bristow and Sutor enter the premises, and so she should make sure all windows and doors were shut and locked.

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Report No: 238/2018
PUBLIC REPORT

COUNCIL

17 December 2018

LEAVE OF ABSENCE: COUNCILLOR RICHARD ALDERMAN

Report of the Chief Executive

Strategic Aim:	All	
Exempt Information	Yes - Appendix A of this report contains exempt information and is not for publication in accordance with Part 1 of Schedule 12A of the Local Government Act 1972.	
Cabinet Member(s) Responsible:	Mr O Hemsley, Leader and Portfolio Holder for Rutland One Public Estate & Growth, Tourism & Economic Development, Resources (other than Finance)	
Contact Officer(s):	Helen Briggs, Chief Executive	01572 758201 hbriggs@rutland.gov.uk
	Phil Horsfield, Monitoring Officer	01572 758154 phorsfield@rutland.gov.uk
Ward Councillors	n/a	

DECISION RECOMMENDATIONS
That Council: 1. Grants a dispensation to allow Councillor Richard Alderman to remain a member of the Authority following non-attendance at a meeting for a period of six consecutive months.

1 PURPOSE OF THE REPORT

1.1 To determine whether to grant a dispensation in order to allow a Councillor to remain a member of the Authority following the non-attendance at a meeting of the Authority for a period of six consecutive months.

2 BACKGROUND AND MAIN CONSIDERATIONS

2.1 Councillor Richard Alderman was elected on 12 July 2018 and signed his declaration of office on 13 July 2018.

2.2 The first Council meeting that Councillor Alderman could have attended took place on 10 September 2018 (The meeting in July took place on 9 July 2018 before

Councillor Alderman was elected and there was no meeting in August). Councillor Alderman did not attend the Council meetings in September, October, or November 2018.

2.3 Council will be aware that there is an ongoing investigation in order to ascertain whether Councillor Alderman has acted in breach of the Code of Conduct. The outcome of this investigation and any subsequent decisions of the Conduct Committee are part of the standards process. Members are reminded that the standards process is entirely separate from the decision put before Council in this report and particularly as no decision or outcome has yet been received, should have no bearing on the request for a dispensation.

2.4 Following conviction for 4 offences under the Communications Act Councillor Alderman was sentenced to a 6 month curfew between the hours of 7pm and 7am this clearly bars the Councillor from being able to attend Full Council meetings as they commence at 7pm in the evening. Council may have regard to these convictions and the sentence when considering these issues.

2.5 Councillor Alderman has written to request a dispensation. The letter and supporting documentation can be found at Exempt Appendix A. This letter and accompanying documentation provide additional information to which Council should have regard when considering whether or not to waive the requirements of Section 85 (1) of the Local Government Act 1972 and grant the dispensation.

2.6 Council also has broad discretion to take into account such other matters as it considers to be relevant to its decision on this matter.

3 CONSULTATION

3.1 Councillor Alderman is not a member of a group and therefore there is no Group Leader to consult.

4 ALTERNATIVE OPTIONS

4.1 Not to grant a dispensation. This would mean that unless Councillor Alderman is able to attend a meeting on or before 11 March 2019, he will cease to be a member of the Authority.

4.2 Grant a dispensation for a specific length of time.

5 FINANCIAL IMPLICATIONS

5.1 There are no financial implication to this report.

6 LEGAL AND GOVERNANCE CONSIDERATIONS

6.1 Section 85(1) of the Local Government Act 1972 states the following:

6.2 "… if a member of a local authority fails throughout a period of six consecutive months from the date of his last attendance to attend any meeting of the authority, he shall, unless the failure was due to some reason approved by the authority before the expiry of that period, cease to be a member of the authority."

7 DATA PROTECTION IMPLICATIONS

7.1 A Data Protection Impact Assessments (DPIA) has not been completed because there are risks/issues to the rights and freedoms of natural persons.

8 EQUALITY IMPACT ASSESSMENT

8.1 An Equality Impact Assessment (EqIA) screening form has been completed. No adverse or other significant issues were found.

9 COMMUNITY SAFETY IMPLICATIONS

9.1 There are no community safety implications arising from this report.

10 HEALTH AND WELLBEING IMPLICATIONS

10.1 There are no Health and Wellbeing implications arising from this report.

11 CONCLUSION AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

11.1 Full Council, as the Authority, in accordance with the Local Government Act 1972 must approve whether to grant a dispensation to allow a councillor a leave of absence that is greater than six consecutive months.

11.2 Should Councillor Alderman attend, as a member, a meeting of the Authority on or before 11 March 2019 or before the end of any dispensation period, the counting of six months will begin again.

12 APPENDICES

12.1 Appendix A - Letter from Councillor Alderman requesting dispensation and supporting information.

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By virtue of paragraph(s) 1 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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