

**Ipswich Borough Council - Area Assessment
July 2009**

Transforming Ipswich Goals:

Strengthening the community of Ipswich
Safe Ipswich - We will work with the community to keep Ipswich a safe place to live

One Ipswich priorities:

People live in friendly and supportive communities and have a greater say
Keep Safe – People Keep Safe
People enjoy good health

Transforming Suffolk Priority:

Ensuring people are safe and healthy and communities are inclusive

	Evidence
<p>The people of Ipswich enjoy relatively good health, however a number of wards with high deprivation have life expectancy much lower than the English average and high teenage conception rates compared with the England average. Ipswich with the one-ipswichLSP is working to target activity in these areas and there are key LAA targets covering mortality rates, teenage conception and smoking cessation.</p> <p><u>Improvement projects – Reducing Health & Other Inequalities</u></p> <p>The Town & Bridge project has continued to promote healthy lifestyle choices and to empower the community with the poorest health in Ipswich to take responsibility for their own health. The Council has supported a work programme addressing priorities identified by residents such as better lighting, cleaner streets, fuel poverty. The project has attracted £85,000 from The People’s Millions Big Lottery fund and £93,000 from Age Concern funding enabling development of a community garden/allotment and a number of physical activity opportunities. A number of projects have been commissioned to achieve long term sustainable health outcomes over a ten year period to 2013 including “B-Active” sessions run from housing schemes, lunch and community clubs with around 24 people regularly benefiting.</p> <p>We are working in partnership with the Suffolk Stop Smoking Service and Suffolk Tobacco Alliance to reduce incidence and prevalence of smoking by supporting stop smoking clinics in the customer service centre and group</p>	<p>Customer Service Centre & Drop in Centres</p>

<p>sessions are being run at two venues in the town with a further drop-in and advice centre.</p> <p>IBC is jointly funding a Health Improvement Manager post with NHS Suffolk, the primary care trust (Public Health) to assess, prioritise and enable local health needs to be met.</p> <p>Through the Suffolk Children's Trust Board, we are ensuring the specific needs of Children and Young People as identified in the Suffolk Children and Young People's plan are being met in Ipswich. The Ipswich Play Strategy is raising the profile of play in Ipswich and increasing access to a variety of play provision through the effective marketing and promotion of 'National Play Day', delivery of the Big Lottery funded project 'Doorstep Play', enabling the development of play facilities at Chantry Park and Bramford Lane and increasing the capacity of community and voluntary groups.</p> <p>The Ipswich Teenage Pregnancy Management steering group developing services such as drop in clinics and school based health services to meet the very specific needs of Ipswich young people and now a number of support groups are running in Children's Centres across Ipswich.</p> <p>Improvements have been made to the West Meadows (Gypsy and Traveller) Site. The Community Caretaking service making regular visits to litter pick and maintain the landscaping. The community are actively encouraged to be involved in their site by participating in the regular community meetings, and IBC has been complimented on the holistic housing management approach to the site's management as an example of best practice.</p> <p>Crime rates continue to fall in Ipswich and good progress has been made in addressing prostitution in an award winning partnership project. Ipswich Borough Council is part of a team who are addressing prostitution through a five-year prostitution strategy designed to eliminate on-street prostitution from Ipswich. This team was awarded the Municipal Journal's Top Team Leadership Achievement Award for their work. A key LAA target is reducing the number of violent crimes where alcohol/drugs was a contributory factor and our improvements projects support this.</p> <p>Healthy Ambitions Suffolk - Promoting Ipswich through Sport and raising aspirations in the community. Leading as a council in sharing best practice in Suffolk through Healthy Ambitions Suffolk to drive through initiatives. Healthy Ambitions Suffolk launch –</p> <ul style="list-style-type: none"> • Team Ipswich presented the 'Fit For Work' initiative as an example of good practice at the HAS launch at Trinity Park on Wednesday 5th November 2008. • Over 200 delegates from three sectors supported this PCT led initiative • High profile media coverage acknowledged the role of IBC and Team Ipswich in driving the HAS initiative 	<p>Joint objectives with the PCT – Community Development Operational Plan</p> <p>Ipswich Play Strategy</p> <p>Joint Scrutiny Panel (IBC, SCC & Police) reviewed the success of the strategy. Ipswich Street prostitution Strategy 2007 – 2012 EVISTA/UEA report</p>
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<p>forward</p> <p>Project to encourage Asian female swimmers into Fore Street. 5 companies selected by Team Ipswich Board to become Fit for Work Trail Blazers: Copleston School & Sports College, Ipswich Building Society, Jewsons Ltd., Prettys Solicitors, Call Connections.</p> <p>Fit for work Trailblazer - Approx throughput of 540 attendances at IBC Fit for Work opportunities. 4 additional local authorities signed up to initiative through IBC leadership. Official Fit for Work <i>Healthy Ambitions Suffolk</i> Launch was held on June 26th. Applied for £40k PRG funding for 1-year post to support countywide rollout. 27 members of staff took part in the Walk to Work Week breakfast challenge and were given a step counter to measure amount of steps taken to walk to work. Distances varied from 2000 steps to 6600.</p> <p>Positive recent media coverage for IBC includes:</p> <ul style="list-style-type: none"> • EADT • Business in EA mag • Evening Star • Angle • Heart FM • Town 102 <p><u>Improvement projects - Safe</u></p> <p>The Anti Social Behaviour Network continues working across partners in delivering support work to help those involved in and suffering from ASB. Work is undertaken through the Family Intervention Project and through the Parenting Skills programme. Both are multi agency IBC led projects – 63 families have been referred onto the Parenting Skills programme in six months with a further 12 families currently being supported through the Family Intervention Project.</p> <p>Street Support (Street Drinker Project) - Anglia Care Trust staff have been commissioned, by the Ipswich Community Safety Partnership, to help tackle the ongoing problem of street drinkers in the Town Centre. They help them to access treatment, assist with housing, and help with medical issues. 50-plus have been helped so far.</p> <p>Town Pastors (TP) are volunteers who work in the Town Centre during the evening helping those who have had too much to drink, are lonely or perceived as being vulnerable. Working alongside the Police and medical presence on the streets they take the heat out of arguments. They carry radios and are linked back to the Council's Emergency</p>	<p>Ipswich Community Safety Partnership – tackling anti social behaviour in Ipswich – Annual Report 2008</p> <p>Evaluation of project</p>
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<p>Services Centre and the Police. 382 incidents were dealt with by the Town Pastors in 2007/08.</p> <p>“Nightsafe” is the multi agency group tasked with dealing with the issues arising out of the night time economy (from underage drinking, drugs, licensing issues, violent crime caused by alcohol consumption etc). Various initiatives are run through this group including specific campaigns targeted at young people to address their drinking habits and the associated behaviour, which sadly can follow. All are encouraged to “Don’t overdo it”, “Get home safely” and “Friends stick together” – three messages aimed at reducing problems and which are reinforced through the year by, for example, poster campaigns and radio campaigns, raising awareness.</p> <p>One-ipswich is delivering the safety outcomes through the community safety partnership. Development of ‘Chaotic Lifestyle’ project to support people with complex needs and set up a night café links in with this priority. A feasibility study will be undertaken to adapt a building for a night café to be put forward to the one-ipswich board. One-ipswich has agreed to recruit a Project Development Officer who will develop this initiative and other projects to deliver the outcomes in the community strategy.</p> <p>“Crucial Crew” is a multi agency community safety project run twice per annum and aimed at all Year 6 pupils in Ipswich Schools. Each school attends for a half-day session when the pupils experience a range of interactive scenarios with a safety theme run by a variety of agencies. Approaching 2,000 pupils attend each year.</p> <p>Operation Academy – This initiative continues to target drug dealers supplying crack cocaine in the town. Street tactics are proving the most successful approach, the team uses data collected from IBC and other intelligence sources to plot the main areas for supplying drugs in Ipswich. Activity is observed in these areas and suspected drug dealers are detained for drug searches. The results have been very successful and has reduced the need to conduct lengthy observations which are both resource intensive and expensive to operate. The operation has so far dealt with 288 offences leading to over 450 arrests with over 100 further individuals detained for drugs search. Over £100,000 of cash has been recovered along with other stolen property and drugs seized with an estimated street value of over £1.5m.</p> <p>“Cannabis Health Jam” - A multi agency day funded by the Partnership aimed at informing the community of the issues around cannabis in particular, and drugs in general. Supported by statutory and third sector partners. Held on the Cornhill, the stalls on the day were visited by many hundreds of interested people who collected information and advice and passed information on to the appropriate agencies.</p>	<p>(April 2009)</p> <p>Feedback forms Summaries of Town Pastor Statistics www.townpastor.org.uk</p> <p>Successful awareness promotions regarding zero tolerance</p> <p>Meeting held 7th May 2009</p> <p>Community awareness/feedback</p>
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<p>'Challenge and Support' – this is about challenging youngsters to get themselves out of criminality. The Council works closely with 4YP & Making tracks projects on various estates. All about keeping youngsters engaged.</p> <p><u>Improvement Projects - Communities</u></p> <p>Area Forums - Ipswich is one of 18 National Empowering Authorities recognised by Communities and Local Government for the work we do to engage and empower residents. Area Forums are a consultation mechanism for the Council and the One-Ipswich Partnership. They are utilised as space for disseminating information and encouraging local communities to have their say on issues that affect them or Ipswich in general. The Forums are open to anyone. Agendas vary in an effort to respond to local issues. The Forums allow engagement with communities and participating in budgets. The forums are also used to encourage participation in planning issues. LDF was discussed at each area forum.</p> <p>Examples of what we have achieved with the Area Forums:</p> <ul style="list-style-type: none"> • 800 -1,000-plus people attend these meetings each year • People have been involved in improving their physical environment and how public services are delivered • We have strengthened local accountability with people being involved in influencing how Area Forum budgets are spent. <p>Examples of successful projects:</p> <ul style="list-style-type: none"> • New security lighting for a local church • Residents were given money towards a new kitchen at a Church Hall allowing them to run lunch groups • Residents publishing a community cookbook and running cookery groups • New heated summer house for a sheltered housing unit <p>Ipswich show cased the inclusive work undertaken in Ipswich to civil servants from the CLG who commented "I just wanted to say thank you again for organising such an informative day for taking the time out for us to see the work you are doing in Ipswich. We all found it very valuable"</p> <p>Safer Neighbourhood Teams (Tasking meetings) are monthly with the exception of the South East area, which are fortnightly. These are "professionals" meetings owned by the Police. Those in attendance are strategic leads</p>	<p>Ipswich Community Safety Partnership – Tackling Anti-Social Behaviour in Ipswich, Annual Report 2008</p> <p>Represented on Hubs 1, 2 & 3 Represented on the Regional Empowerment Partnership Joint REP Action Plan Lead for actions relating to empowerment. Empowerment road show held in March 2009-06-29(agenda and papers from workshop available)</p> <p>Ipswich exchange visit on the 22nd of January attracted over 40 people from across the region.</p> <p>Minutes/Agendas/Action</p>
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<p>from relevant agencies. Since the advent of SNTs, starting in the South East 2002, IBC Community Development Officers have been utilised to facilitate and sometimes chair these meetings. Issues discussed at these meetings concern local problems that necessitate a swift turnaround.</p> <p>SNTs have been instrumental in helping to reduce anti social behaviour during school holidays with the 'Game On' and 'Jumpers for Goal Posts' projects. Free activities led by the Police and partners are held in our parks and other green spaces in local areas keeping young people occupied during the day. In areas of Ipswich where there is a lack of youth provision, the Police and detached youth workers have worked together to run specific activities for young people to help reduce anti social behaviour.</p> <p>There are national targets around people feeling safe in their own home in their localities. Work is being undertaken to identify the truth about living in your own communities rather than the "tabloid" truths. Residents and statutory partners in North East Ipswich are running a pilot scheme in Humber Doucy Lane on staying safe in your home and preventing distraction burglary.</p> <p>Emerging communities - The Council is working with emerging communities to understand better their needs and aspirations. There is a good amount of work undertaken with eastern Europeans and polish/kosovans and other groups around addressing identified cultural differences. Work currently in progress to provide a "who's who" guide for the community sector to identify community leaders and clarify how communities want to be informed, consulted and involved.</p> <p>Ipswich is pilot for Migrant Surgeries Pilot. Surgeries have been run from the Council Customer Services Centre. Further work is in progress to adapt the service based on the information received back from users on the feedback forms.</p> <p>Greenways Project - The Greenways Countryside Project exists to protect and enhance the countryside, landscape and open space across an area of about 100 square kilometres in and around the town of Ipswich for the benefit of wildlife and local people. The project relies on volunteers to complete much of its practical conservation work.</p>	<p>Plans</p> <p>Forum minutes & LSP board minutes Police presentations www.ipswich.gov.uk/one-ipswich/area+forums.htm</p> <p>Attendance at Multi Agency meetings Faith and Voluntary Isector representation on LSP board.</p> <p>Attendance lists, timetable</p>
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Highlights of the Project's first ten years include:

- More than 25,000 trees and shrubs planted
- Practical management work on more than 60 sites
- 5 major footpath improvement projects
- Involvement in more than 100 public events
- Dozens of illustrated talks and guided walks
- Leading the creation and implementation of the Ipswich River Strategy
- Bringing together a wide partnership to manage Belstead Brook Park

and, perhaps most importantly,

- Facilitating 7,181 volunteer days of work worth at least £359,000.

The active involvement of local residents is vitally important in the management of green spaces. Local people have a strong interest in the open spaces in their area, often using them every day. The Greenways Project harnesses the help of local residents to act as “eyes and ears”, reporting any problems and suggesting improvements. Increasingly local people are coming together to form “friends” groups with the express purpose of helping to manage areas of green space for everyone’s enjoyment.

We work with the Jobcentre plus and were invited to sign up to the local employment partnership targeting the long-term unemployed to come and get up to date work skills. Just had an event at the football ground to make employers aware of help available through other partners.

Development of the Waterfront Community - The Waterfront Community Group has been meeting to assess the changes in this area. The vision is for the *‘Waterfront to be a vibrant, prosperous, thriving and friendly place for people to live and work in’*. The Group’s aim is to do this by enabling the ‘Waterfront Community’ to grow and develop by:

- Generating proactive engagement/partnership work between residents and other stakeholders on the Waterfront.
- Helping those living and working in the area to develop a “shared” responsibility/ affinity for the place they live and work in.

<p>conjunction with various groups to ensure that it meets the needs of the whole community. Genesis - a second social enterprise group - is showcasing and selling their arts and crafts within the centre.</p> <p>The Council is working with various voluntary community groups and has formed an informal management group, this includes Age Concern Suffolk, Ipswich Historic Churches Trust, ISCRE, Ipswich Council for Voluntary Services, Ipswich Arts Association and representatives of the Polish community to ensure the facility meets the needs of the wider community. This group was involved in and monitors performance against the business case and is now investigating various management models, including a community interest company, to ensure the long-term sustainability of the Centre.</p> <p>The Centre is a great success and has not only returned an historic building back into use, but is also providing employment opportunities and a central meeting place for Ipswich.</p> <p>Healthy Ambitions Suffolk - Promoting Ipswich through Sport and raising aspirations in the community. Leading as a council in sharing best practice in Suffolk through Healthy Ambitions Suffolk to drive through initiatives. Healthy Ambitions Suffolk launch –</p> <ul style="list-style-type: none"> • Team Ipswich presented the ‘Fit For Work’ initiative as an example of good practice at the HAS launch at Trinity Park on Wednesday 5th November 2008. • Over 200 delegates from three sectors supported this PCT led initiative • High profile media coverage acknowledged the role of IBC and Team Ipswich in driving the HAS initiative forward <p>Project to encourage Asian female swimmers into Fore Street. 5 companies selected by Team Ipswich Board to become Fit for Work Trail Blazers: Copleston School & Sports College, Ipswich Building Society, Jewsons Ltd., Prettys Solicitors, Call Connections.</p> <p>Fit for work Trailblazer - Approx throughput of 540 attendances at IBC Fit for Work opportunities. 4 additional local authorities signed up to initiative through IBC leadership. Official Fit for Work <i>Healthy Ambitions Suffolk</i> Launch was held on June 26th. Applied for £40k PRG funding for 1-year post to support countywide rollout. 27 members of staff took part in the Walk to Work Week breakfast challenge and were given a step counter to measure amount of steps taken to walk to work. Distances varied from 2000 steps to 6600.</p>	<p>Raised profile for IBC Team Ipswich via Press release in EADT Business and Evening Star Sports sections. Personal support meetings conducted with each Trail Blazer workplace champion and draft action plans drawn-up.</p> <p>Needs analysis sent out to trail blazers for consultation.</p> <p>Participants = 700 participants predicted from corporate partners workforce (PI; increasing adult participation in sport and active recreation)</p>
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Transforming Ipswich Goals:

Expanding Ipswich
Strengthening the Community of Ipswich
Vibrant Ipswich

One Ipswich priorities:

There is Work for All
Every one should have a decent roof over their head.

Transforming Suffolk Priority:

Learning and skills for the future
A Prosperous & vibrant economy

Suffolk's overall economy is under-developed and workforce skills below average. Educational performance in Ipswich needs improving. There are a number of LAA targets including reducing the number of people on benefits, improving skills and schools' programmes.

As community leader the Council takes its responsibilities to bring about improvement in people's personal and social well-being and to foster strong, safe, prosperous communities very seriously. This means working in partnership with other agencies to help and support some of the most vulnerable individuals and families to live independent and successful lives. It means improving housing conditions, improving health, helping tackle poverty and deprivation and promoting equality. It also means involving, investing in and working with local communities to improve their neighbourhoods and tackle problems of anti-social behaviour to create places where people are proud to live. There are relevant LAA targets to increase average earnings, support small businesses and boost training.

Experiencing becoming homeless or even facing the risk of homelessness is a life event that can have a profound effect on individuals, families, and communities. The strengthened and expanded Housing Options Service provides greater help and support at the earliest opportunity to try and prevent people becoming homeless in the first place.

Work toward the Decent Homes Standard for Ipswich is continuing and now stands at over 82%. Budgets and work programmes are in place, to make all homes decent and prevent homes from becoming non-decent, by end of 2010 target.

Improvement projects – Housing

Homelessness Prevention - Work on homeless prevention has reduced the number of homelessness applications taken from 1322 in 2003/04 to 331 in 2007/08, whereas the numbers of people accepted as having a statutory duty to provide accommodation has remained within an expected range.

A range of tools to enable a tailored approach to homelessness prevention include:

- A Rent Deposit Scheme.
- Mediation Service.
- Housing Support and Resettlement.
- Sanctuary Scheme.

Work with housing agencies, RSL and developers to keep the affordable housing programme on the road in face of the slowdown in housing movements

Recent press reports indicate more people are staying at home/returning home than ever before. To the contrary we have more people in our young homeless unit than ever before. We are dealing with the increased pressure that families are coming under and are changing the approach to housing options and introducing 'enhanced housing options' which takes a more holistic look at a person's needs. Just appointed a project leader for this.

Reduction in use of Temporary Accommodation for the Homeless – The Council is on course to meet the 2010 target of reducing the numbers of households in temporary accommodation. The baseline figure of 199 at 31 December 2004 set the end target of 100 by the end of 2009. There are currently 118 households in temporary accommodation compared with the target of 125 for the end of March 2009.

Reductions have been achieved owing to the increased prevention of homelessness alongside a healthy programme of new build social housing completions. This has meant that there has been very low use of bed & breakfast accommodation. One scheme which provided mobile homes has been decommissioned and plans are being pursued for the development of new social housing. The nucleus of the temporary housing stock is now either council owned hostel stock or specialist RSL hostels.

Emergency Direct Access Beds - The Council is working towards making it unnecessary for anyone to sleep rough in Ipswich and to counter the detrimental effects of substance misuse in the community. Drug and Alcohol Action Team and the Drug Intervention Programme are also working with this client group by providing harm reduction and treatment services. The provision of the Emergency Direct Access Beds at Wilbury House has enabled those sleeping rough to take the first steps in removing the barriers that prevent them from accessing their own accommodation.

A second project, based on short-term licensed accommodation of six beds and two staff providing an intensive support service including advocacy services and support, was jointly commissioned between Ipswich Borough Council's Substance Misuse Section and its Housing Options Section, Suffolk County Council's Supporting People Services, Drug and Alcohol Action Team (DAAT), and Drug Intervention Programme Team and started on the 1st April 2008. The aim of the service is to provide a flexible, responsive intensive support service that meets the needs of people with a history of rough sleeping and other similar client groups.

The pilot has a further six months to run but current figures indicate success in achieving the aims of the project and a strong case is being made for mainstream support.

Affordable Housing - 2007/08 saw a record number of Affordable Housing completions, driven by successful use of planning powers in a buoyant housing market. With the recent rapid changes in the housing market, a slow-down in starts on site and new planning applications will result in a slow-down in the number of Affordable Housing completions in the next few years.

Although there are 500-600 further units in the pipeline with planning permissions or where discussions have taken place, it is extremely difficult to predict when these will commence on site. The level of completions could drop further if market conditions do not improve fairly quickly.

Actions taken by the council to ameliorate some of the slow-down has been to identify IBC owned under-utilised land to be brought back into use for rented affordable housing. Currently, six small to medium sites identified are in the process of being progressed by the selected RSL. This should result in a total of 62 Affordable Housing units being built.

Improvement Projects - Skills & Education

SWISS centre - The South West Ipswich and South Suffolk (SWISS) proposal is to develop a top class 14 - 19 education centre on the edge of Ipswich to provide facilities for over 2200 young people. The new centre will be a

flagship, top class learning complex which sits at the heart of a network of high-quality learning organisations. It will offer a wide choice for all abilities and be a sustainable facility for the future. Since the initial consultation in 2006 IBC has lent its full support to the project. Land for the site has now been made available and the project about to begin.

UCS – University Campus Suffolk (UCS) opened in 2007 and is among one of the newest higher education institutions in the UK. UCS is a modern approach to higher education, with university centres in Bury St Edmunds, Great Yarmouth, Lowestoft and Otley complementing the major new campus development in the Ipswich Education Quarter. This model of a new cutting-edge campus and network of learning centres focuses on innovation, enterprise and accessibility. IBC has been a key partner in the delivery of UCS making a £10m contribution towards the purchase of land. It is expected that the opening of this new landmark facility will bring over £50m additional economic activity to Ipswich every year. The opening of the Phase one building is a significant milestone in a £180 million project at the heart of Ipswich Waterfront.

The Education Quarter will be able to accommodate a new Suffolk College and the future growth of UCS for many years to come. It will provide the biggest boost ever to economic development in both the short and long term and is a key objective in meeting the target of 30,000 new jobs in Ipswich by 2021.

The development of this brand new higher education establishment has also meant that major regeneration for Suffolk New College is now possible. Both of these new education facilities will change life in Ipswich, encouraging new growth in the town for education, business and commerce. These new institutions will also enable opportunities to link education with business, encouraging exciting developments for Ipswich's economic future.

Suffolk New College – With the launch of UCS on 1st August 2007, Suffolk College became Suffolk New College (SNC) and transferred all Higher Education provision to UCS. SNC students can still access the same high quality Further Education courses as were previously available, but additional post-graduate level courses and a range of business and professional consultancy services are also now available.

The development plans for the college site envisage a £63.5m further education college opening on the current college site in 2009. The 22,000 sq.m. New build will be situated in Rope Walk, to the north of the existing College. Once complete the new FE College will include facilities open to the general public including a top quality restaurant, hair and beauty salons and a performance theatre.

Work will commence in the autumn, with the first cohort of students moving in to the new premises at the beginning of the 2009/10 academic year. Outline permission for a four-court sports hall has also been given, which although in a separate building, will form part of the college development and will be available during the evenings and weekends for community use.

These new buildings and facilities will help meet the increasing demand for vocational education and training and the continuing growth in 16 – 19 year olds who wish to study further education. Full-time further education student figures at Suffolk New College have expanded to more than 2,400 over the last three years, with at least 3,500 additional students taking part-time further education courses.

Economic Growth - The council has been consulting on the way Ipswich will look over the next 15 years through its "Preferred Options" and sets out a number of key areas in housing, jobs, transport and the environment. Ipswich is able to meet the Government's growth requirements by building entirely on brownfield sites (100% from April 2007 to date). The council is also committed to increasing the provision of affordable rented homes - houses as well as flats. One of Ipswich's newest communities is the Waterfront. The past seven years has seen this area transformed with new homes, restaurants, a top hotel and new marinas.

The tallest building in East Anglia - Over the past few years, the site at Cranfields Mill on Ipswich Waterfront has been developed into what is now the tallest building in East Anglia. The lower three floors of this iconic building will soon house the Jerwood DanceHouse, the new home of DanceEast, which will be a hub in the community for dance, supported by significant capital investment from IBC.

As an organisation, DanceEast promotes dance as a pastime for fun and fitness and aims to bring the opportunity to dance to everybody. From their new base on the Waterfront they will demonstrate that dance is something that is available for all and they will be working to specifically engage with the residents of Alexandra, Bridge and Holywells wards, which are closest to the DanceHouse.

Improvement Projects – Delivering Economic Prosperity

Local Development Framework – Preferred Options Stage -

The Council is currently preparing three Development Plan Documents for Ipswich in parallel: The Core Strategy and Policies, Site Allocations and Policies, and IP-One Area Action Plan. Preferred Options consultation was carried out on the three documents from January to March 2008 and some 2,800 representations were received. These were reported to the Council's Executive on 9th September 2008, and work is currently underway to consider the comments made and prepare for the submission stage early in 2009.

Work is also being undertaken to fill gaps in the evidence base for the Local Development Framework. Projects nearing completion are the Strategic Housing Market Assessment and the Open Space, Sport and Recreation Study, whilst a

<p>Strategic Housing Land Availability Study is getting underway.</p> <p>October 2007 saw the adoption of the council's Statement of Community Involvement, which sets out how the Council intends to engage with stakeholders through the plan preparation process.</p> <p>Ipswich Central/ Business Improvement District - Ipswich Central is a private not for profit company led by a board of local business people and a forum of BID stakeholders dedicated to improving the trading environment of Ipswich Town Centre. Launched in 2007 on the back of a strong mandate from local businesses it has set up robust operating structures and systems as well as delivering key activities on the ground.</p> <p>Ipswich Central is the first BID in the country to be subject to independent evaluation and routinely collects feedback from businesses and local shoppers and the media. The evaluation of the BID was made against an assessment of effectiveness, impact, quality and value for money, across five themes of the business plan.</p> <p>Onelpswich -Employer Engagement - Event held 27th April in partnership with Suffolk Chamber of Commerce, LSC and Job Centre Plus. Work is in progress to identify next steps to take this work to the next level. An action plan is being developed to be taken to the LSP.</p> <p>The Economic Downturn - How the town is responding to the economic downturn is an important area, particularly for culture and leisure services who have not experienced any downturn in this area, possibly due to people re-prioritising their spending.</p> <ul style="list-style-type: none"> • Ticket sales for theatres and activities to sports centres have increased over the past year resulting in additional income above budget targets. • Overall £249k saving achieved across Culture and Leisure Services in the yr 2008/09. <p>Arts & Entertainments now reaching the end of a restructure which focussed on deliveries around the Regent & Corn Exchange, the response of which has been 'remarkable' from both the community and staff. This was perceived by some as being brought about on the back of the 'economic excuse' but the reality is that a downturn in business in some areas meant under-utilisation of facilities has been recognised and action taken to address it.</p> <p>Following extensive consultation with user groups, a report was presented to the councils Executive recommending a seasonal approach be introduced to the Corn Exchange programme. The season would see the facility close for five months of the year Jan/Feb and July/Aug and Sep. The decision to implement the change was based on research of</p>	<p>Restructure report</p> <p>Ticket sales</p>
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usage of the facility the previous year.

Small business survival guide - A guide put together giving tips and advice to small businesses in the process of setting up, or surviving during difficult times.

'Small Business Survival Kit'

Branding and Marketing – the council is currently looking at signage and street furniture across the organisation to have a standard approach and we are working with tourism and Ipswich Central to develop this. Cross over with Community Safety. We need a feel good factor in the town, needs to feel safe to live and work here from both a daytime and night time economy perspective. Important to get this work before the inspectors. Greater emphasis should be put on the fact that people over 25 can access town of a night-time – we're not attracting spending back into the town centre. Do we consult with small businesses?

Apprenticeships – As a key employer in the town the council is looking at apprenticeships which will provide link over from employment to interskills development. Two fold agenda 1) to develop skills to employ here, and 2) to develop skills more widely in the local population. The Council has established formal links with UCS and offer internships as appropriate. A good example is that we developed an 'event management' course with UCS and have now got a number of 2nd year students involved in developing Ip-Art as a festival.

Ip-Art itself contributes to a 'vibrant economy'. The Arts Council invest in the New Wolsey Theatre, DanceEast etc but Ip-Art is solely reliant on private sector funding.

We work with the Jobcentre plus and were invited to sign up to the local employment partnership targeting the long-term unemployed to come and get up to date work skills. Just had an event at the football ground to make employers aware of help available through other partners.

Parks are engaged with the public through the formation of the management boards and friends groups to encourage more volunteering in the park through various groups. Much success has been achieved in engaging with local schools whereby schools have come into the park to learn and develop skills in the way of wildlife and horticulturalism. Town hall galleries also has youngsters going in on a Saturday morning

<p>Transforming Ipswich Goal: Clean and Green Ipswich Vibrant</p> <p>One Ipswich priorities: Create a better environment for people in Ipswich</p> <p>Transforming Suffolk Priority: Making Suffolk the Greenest County</p>	
	Evidence
<p>Ipswich has a high quality of life and a good environment. LAA targets cover key priorities including CO2 emissions, reducing waste and climate change. Improved use of existing facilities such as parks, leisure centres, museums and theatres feature too.</p> <p><u>Improvement projects –</u></p> <p>Reduce, re-use, recycle - In 2007/2008 the residents of Ipswich recycled almost 40% of their waste, a 3% increase over the previous year. This has been steadily increasing and has reached 44% as at September 2008, while the amount of waste produced per person was reduced by almost 25 kilograms.</p> <p>The Clean Neighbourhood Team has continued to make improvements to the recycling facilities at flats, to develop the residents' understanding of recycling and, in turn, improve the quality of material collected in the communal recycling bins. With over 220 blocks of flats in Ipswich, and with many more being developed, those who live in flats will have a huge influence on the amount of waste that is recycled. Investments have been made to improve recycling for all residents that live in flats, with new lockable bins and improved signage installed. To date over 700 residents have benefited from improved recycling facilities.</p> <p>Work is continuing with the Ipswich Furniture Project (IFP) to increase the amount of Waste Electronic and Electrical Equipment (WEEE) being refurbished and reused by the voluntary organisation. The IFP now reuse or recycle all electrical waste items collected by the Council through bulky collections or fly-tipping clearances. Work has also continued with trade waste businesses resulting in an increase of 17% for recycling for business. Suffolk Waste</p>	<p>NI outturn %</p> <p>Nis 192 &195</p>

Partnership is key to future improvements. The partnership has attracted funding from SCC to develop and implement a programme aimed at increasing communication and improving recycling rate.

The Council contributes to promoting county wildlife sites (NI195). Ipswich has 23 identified sites, 9 of which have full management and maintenance plans, 6 have plans in preparation and 8 have yet to have plans started.

The Clean Neighbourhood Team joined up with the Ipswich Tourist Information Centre (TIC) to promote the “Greener Christmas” initiative. The team were on hand at the annual taster day in November promoting ideas for greener Christmas presents and selling jute re-usable bags. In the run-up to Christmas the bags were given away with every £5 spent at the TIC. During the course of 4 weeks over 500 bags were distributed, further promoting the Choose 2 Re-use 4 Ipswich project.

To raise the profile of textile recycling, events were run in Christchurch Park for children to design their own T-shirt. Children could use a T-shirt provided by the Recycling Team, or bring along their own item of clothing, promoting “re-use”. Whilst the children were busy creating their design, parents engaged in discussions on recycling issues with the officers. The event was run twice during the summer holidays and each event saw over 200 people attend.

In the run-up to the “Smoking in Public Places ban” in July 2007 the team ran a campaign raising awareness of the potential issues of more cigarette butts and smoking related litter on the streets.

Reducing carbon emissions - The Carbon Trust programme initiative is beginning to identify projects which will improve energy efficiency across IBC’s operational properties, and recycle funding back into the teams which make savings. The target for Ipswich is a 30% reduction in 5 years and longer term a 50% reduction by 2021.

The Carbon reduction Board is working with M&S to become a ‘green organisation’. The Council has already undertaken a vast amount of work to reduce the use of plastic bags.

With CRed, community groups are now emerging. Over 30,000 contacts have been made and a number of key projects run, e.g. Save your energy for the Blues - in partnership with ITFC, and “Go Green” and “Earth Hour” events in March 2008 in partnership with Ipswich Central.

Funding of £19,000 was awarded through CRed Suffolk to undertake the “Cool Suffolk” multimedia project with schools. This will involve school-children promoting messages about climate change for their own age groups using environmentally friendly (non paper) technology.

Over the last few years, a £4 million restoration project, funded by the Heritage Lottery Fund and Ipswich Borough Council, with strong support from the Friends of Christchurch Park, has made major improvements to the parkland landscape. Much loved buildings: (the Arts & Crafts, and Cabman's Shelters) have been restored by local craftsmen, whilst new buildings, including the Reg Driver Visitor Centre, have brought superb additional facilities to the Park. The Burton and Brett Fountains, and War Memorial have also been restored.

Less visible, but none-the-less important achievements include greater partnership working with the local community, represented by the recently formed Park Management Board and the Friends of Christchurch Park; creation of a dedicated park maintenance team, directly responsible to the Park Manager; an award in July 2008 of the nationally acclaimed Green Flag, which is administered by the Civic Trust and issued only after high standards in park management have been achieved.

Maintaining high park standards for the benefit and enjoyment of visitors remains a priority for staff and the Park Management Board. Building on these high standards has already begun with the development of a 10 Year Management & Maintenance Plan, which when endorsed by the Management Board will provide a clear programme of work and set objectives for the future.

Tree planting in Ipswich has been encouraged and Ipswich has engaged with Businesses and Communities to encourage tree planting in parks. There is a dedicated programme in the Councils capital programme.

The Ipswich bereavement services has also made significant changes to its service. The service used to have 2500 cremations a year going into plastic urns which were non biodegradable which now go into biodegradable boxes.

Regent Theatre refurbishment - The Grade II listed Regent Theatre completed a £500,000 refurbishment in 2007/08. The work undertaken followed extensive repairs to the fabric of the building and focused on areas that would improve customer experience and make the theatre 'fit for purpose' and one of the region's major theatres. Redecoration of the auditorium and other public areas included new seating and carpeting throughout the auditorium and circle lounge.

In addition the Front Of House lighting system was replaced with a state of the art LED installation allowing considerable energy saving whilst providing versatility in lighting levels and colour arrangement.

The refurbishment also included access improvements for disabled customers with accessible seating in desirable areas of the auditorium and the installation of a stair lift to the circle.

<p>Since the refurbishment there has been a significant positive shift in public perception towards the theatre. It is anticipated in the longer term that the refurbishment will result in a significant increase in attendance.</p>	
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