

Prosperous Staffordshire Select Committee

Thursday 15 April 2021

10:00

Meeting to be conducted using Microsoft Teams - Microsoft Teams

NB. Attendance by the public and press is via webcast only which can be viewed here - <https://staffordshire.public-i.tv/core/portal/home>

John Tradewell
Director of Corporate Services
7 April 2021

A G E N D A

1. **Apologies**
2. **Declarations of Interest**
3. **Minutes of the meeting held on 26 February 2021** (Pages 1 - 6)
4. **The Relationship between Training and Skills and the Future Staffordshire Economy** (Pages 7 - 22)
5. **Economic Recovery, Renewal & Transformation – Quarterly Update** (Pages 23 - 60)
6. **Staffordshire Community Learning Service Annual Self-Assessment (2019 – 2020)** (Pages 61 - 140)
7. **Local Cycling and Walking Infrastructure Plan** (Pages 141 - 248)
8. **HS2 Update** (Pages 249 - 250)
9. **Work Programme** (Pages 251 - 256)
10. **Exclusion of the Public**

The Chairman to move:-

“That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Schedule 12A (as amended) of the Local Government Act 1972 indicated below”.

Part Two

(All reports in this section are exempt)

nil

11. Exempt minutes of the meeting held on 26 February 2021

(Pages 257 - 258)

(Exemption paragraph 3)

Committee Membership

Tina Clements (Vice-Chairman)	Ian Parry (Chairman)
Mike Deakin	Kyle Robinson
Keith Flunder	Jessica Shulman
Syed Hussain	David Smith
Ian Lawson	Simon Tagg
Alastair Little	Bernard Williams
Rev. Preb. M. Metcalf	

Note for Members of the Press and Public

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Scrutiny and Support Manager: Nick Pountney

Minutes of the Prosperous Staffordshire Select Committee Meeting held on 26 February 2021

Present: Ian Parry (Chairman)

Attendance

Tina Clements (Vice-Chairman)	Kyle Robinson
Keith Flunder	Jessica Shulman
Syed Hussain	David Smith
Ian Lawson	Simon Tagg
Alastair Little	Bernard Williams
Rev. Preb. M. Metcalf	

Also in attendance: Mark Deaville, Julia Jessel, Jonathan Price and Philip White

PART ONE

111. Declarations of Interest

Keith Flunder declared an interest in the minutes (item 109), as a recipient of grant support.

112. Minutes of the Prosperous Staffordshire Select Committee held on 15 January 2021

RESOLVED - That the minutes of the meeting held on 15 January 2021 be confirmed and signed by the Chairman.

113. HS2 Update - Impact on Staffordshire

The Deputy Leader and Cabinet Member for the Economy updated the committee on the economic impact of HS2 in Staffordshire and the action taken to mitigate it. The County Council did not support HS2 and recognised the significant human impact of the scheme. The Deputy Leader and Cabinet Member confirmed that he remained focused on getting the best deal for Staffordshire in terms of mitigation, compensation for residents, improved connectivity and economic benefits.

He identified some positives - following petitioning during the parliamentary process for Phase One, the Handsacre link would be constructed with potential large scale development in Stafford coming on the back of that. HS2 Ltd had committed to use local suppliers, materials and labour in Staffordshire where possible and although difficult to quantify, there would be spending in local communities by the HS2 workforce. There was also potential for delivery of HS2 highway works through the I+ partnership which could generate income for the council and there could be some opportunities for apprenticeships and local jobs created.

However, there would be disruption to drivers on the road network during construction as well as disruption due to construction noise. There would inevitably be loss of environmental habitats although the economic impact of these was difficult to quantify there would be impact on tourism.

Any real benefits would not be felt until after construction and were not defined – the stop at Stafford should generate a boost to the economy of the town centre – and there were opportunities in the north of the county opening up the A53 corridor.

The Chairman acknowledged that while any benefit to the county was some way off, already the disruption was being felt and asked to what extent the council understood the positives and negatives and how well prepared are they.

The Cabinet Member said that there had been a clear commitment from HS2 to use local goods and services but that had not been quantified. The HS2 Project Manager agreed that HS2 had not quantified their intentions clearly but they had made the supply chain and local businesses aware of them.

A Member described work ongoing by HS2 in Hints and the significant disruption that was causing with very little support from HS2. Many complaints had been made by local residents. The Cabinet Member acknowledged the disruption at Hints. The Member regretted that south east Staffordshire were not likely to experience any direct benefit from HS2 due to the decision to not open a station in the locality but were experiencing the grief.

A Member welcomed improved connectivity in the north of the county and hoped opportunities would be taken to improve existing rail services as a result.

The Cabinet Member said there had been some research into offsetting the impact of HS2 and improving other lines and there was ongoing dialogue with the DfT. He believed all lines would benefit from linking to HS2 and there was potential to connect the Moorlands with Stoke – this would be explored further. When the construction phase gets underway other benefits could be identified.

A Member acknowledged that there had already been benefits to Kidsgrove station as developers and investors had focussed activity there since there was a possibility of HS2 coming through to Crewe. It was important to address residents' concerns however and the council must be ready to support them. The Cabinet Member agreed that the Councils response had been ongoing for many years and its role continued to be to extract the maximum benefit and to mitigate any damage.

The Cabinet Member for Environment, Infrastructure and Climate Change was clear on her duty to hold HS2 to account and to minimise the impact of harm to the environment.

The select committee would have an important role in monitoring the ongoing impact of HS2 and holding both the Cabinet Member and HS2 to account.

RESOLVED - That (a) the work undertaken in relation to HS2 programme be noted;

(b) the Prosperous Staffordshire Select Committee include HS2 as a standing item at each meeting to be attended by the Deputy Leader and Cabinet Member for the Economy and /or the Cabinet Member for Environment, Infrastructure and Climate Change and for a representative from HS2 to attend on a quarterly basis to address the committees concerns and explore opportunities.

114. Update on Return to Schools and School Transport

Return to Schools

The Cabinet Member for Education and SEND updated members on activity in schools during the third lockdown and preparations for returning children back into schools from 8 March 2021 in line with Government direction.

All schools had remained open for vulnerable children and those of key workers and only closed if there was a local outbreak. The Local Outbreak Control Team had been very effective managing the situation and liaising with schools. Average daily attendance had been significantly higher than the first lockdown.

The remote learning offer had been continuously refined and developed over the period and was now comparable with the accepted core learning offer. Whilst Ofsted routine inspections had been suspended, monitoring assessments continued to monitor performance.

The Cabinet Member described the situation regarding lateral flow tests for staff and children in primary and senior settings. Dedicated transport continued to be provided. Schools were preparing for full reopening on 8 March for all pupils except those shielding or isolating.

In terms of public examinations, grades would be determined by teachers who would be required to provide their evidence base. Results would be quality checked by exam boards.

The Chairman identified two key aspects in reviewing the lockdown and going forward - the health and safety of the school community and the implications of that on the wider community and secondly, the quality of learning which in recent months had appeared to be improved and developed. He asked the Cabinet Member if he knew how schools had been managing particularly their relationship with parents. The general consensus was that teachers far preferred a classroom setting for learning but the remote offer had improved significantly since it had started. Issues about IT had also largely been resolved.

The Cabinet Member praised the work of all teachers and school leaders in their transition to a remote learning platform. The Assistant Director for Education Strategy and Improvement acknowledged that schools had developed their remote learning offer and they continued to identify the most vulnerable cohort to maintain ongoing dialogue.

A Member said that home learning had been a huge challenge for parents and asked how cohorts of children would catch up with what they must have missed and how would the quality of education resume. He felt school's liaison with parents could have

been better and acknowledged that community links with primary schools had improved and hoped this would continue going forward.

The Cabinet Member said that Government funding to schools to enable pupils to catch up during school holidays had been announced. The Cabinet Member for Children and Young People had received funding for holiday activities but this was not necessarily for education.

The Assistant Director said that it was early days but Sir Kevan Collins had just been announced as the new Commissioner for Education Recovery and £1bn funding (equating to approx. £80per pupil) had been committed for 'catch up'.

There were three elements:

- Further additional recovery premium for the most disadvantaged (this would be linked to pupil premium)
- Summer schools for secondary pupils
- Perhaps most importantly, an enrichment strand which picks up on emotional health and preparing children for education again.

The detail would be considered soon and they would consider the long term impact on social and cognitive skills over the coming months.

The Chairman acknowledged that it was difficult to ensure participation in remote learning and assess participation and engagement. A focus of the catch up must be addressing the significant gap which will have developed between children. The Assistant Director accepted that some pupils had participated better than others but schools had tried hard to encourage and engage and had kept records of engagement.

A Member acknowledged the huge challenge that home learning had meant to schools and thanked the authority for their managing of free school meals and Holiday hunger initiative. He asked about priority vaccinations for teachers.

The Cabinet Member said that in terms of rolling out the vaccination programme in Staffordshire, the Director of Public health had followed Government guidance despite some local MPs lobbying but anyone working with vulnerable children would have been offered the vaccine.

The co-opted Member representing Parents and Governors believed schools had responded well to the challenges and school governors particularly had stepped up and been very supportive. She asked about Year 10 work experience which was a valuable opportunity for those pupils and oughtn't to be missed.

The Cabinet Member acknowledged the supportive role of Governors during the last months and agreed the importance of year 10 work experience. The Chairman asked the Co-opted member to champion the matter of year 10 work experience which could perhaps be fitted in later in the school year, and to report back to the select committee.

A Member suggested that distance learning had many advantages not least the opportunity to monitor performance without the need for Ofsted. The Cabinet Member agreed there was an opportunity for more blended learning in the future but the best

place for children to learn was the classroom. The best learning from the last year would be taken forward but technology was to enhance school experience not replace it.

The Chairman asked whether there had been any assessment of digital learning in terms of equal access. The Assistant Director said that the delivery of IT devices would now be by the schools and not the local authority. Over 4200 additional devices had been provided. Broadband access had in many cases also been required. The picture was mixed across the county but where there were gaps, the council had worked with pupils to ensure access to learning.

Unanimously, Members were appreciative of the efforts of schools, parents and governors over the last year.

School Transport

The Cabinet Member updated members on the impact of the pandemic on school transport. His aim had been to provide safe home to school transport for all eligible pupils who needed it and to try and increase capacity on the public transport network for non-entitled pupils. This had involved working with and supporting transport operators (public bus, coach and taxi) and ensure their businesses are supported through the Covid-19 pandemic. The Cabinet Member said that the authority had a good working relationship with the transport operators as a result. In addition, the Cabinet Member advised that Traffic Demand Management Plans had been prepared for the vast majority of the schools in Staffordshire prior to the commencement of the autumn term in order to encourage active travel for all home to school movements and minimise car congestion at the school gate. The task now was to be ready to return to full operations from 8 March and due to careful planning, the Cabinet Member did not foresee any issues.

A Member raised a problem with a specific route in his constituency and the Cabinet Member agreed to address the matter outside of the meeting.

A Member acknowledged that transport operators were currently transporting people to and from vaccination centres and were a valuable service in their community.

RESOLVED - That the update on return to school and school transport be noted.

115. Work Programme

The Committee agreed to the inclusion in their work programme of the Staffordshire Adult Community Learning Self Assessment annual report and of a standing item on HS2. The Standing Advisory Committee on Religious Education annual report would be circulated to members for information.

Members discussed Climate Change and whether the annual report should be received by the Select Committee. It was agreed that as Climate Change was a corporate matter, it should be presented to Corporate Review Committee.

RESOLVED - That the work programme be amended to include the items detailed.

116. Exclusion of the Public

RESOLVED – That the public be excluded from the meeting for the following items of business which involve the likely disclosure of exempt information as defined in the paragraphs of Schedule 12A (as amended) of the Local Government Act 1972 indicated below.

117. HWRC Update

(Exemption paragraph 3)

Chairman

Local Members Interest
N/A

Prosperous Staffordshire Select Committee - Friday 26 February 2021

The Relationship between Training and Skills and the Future Staffordshire Economy

Recommendations

I recommend that the Committee:

- a. Considers the report provided on the relationship between training and skills and the future Staffordshire economy.
- b. Considers the future skills needs and opportunities and recommends further interventions by the County Council and partner organisations to be considered by Cabinet, that the Committee believes would help to enable economic recovery and growth.
- c. Agree that relevant Cabinet Members bring updates on delivery of the interventions to this Committee for scrutiny every 3 months.

Report of Darryl Eyers, Director for Economy, Infrastructure and Skills

Summary

What is the Select Committee being asked to do and why?

The purpose of this report is to:

- a. Provide the Select Committee with an opportunity to consider and comment upon the training and skills interventions by the County Council and partner organisations to improve the skills of the workforce to enable economic recovery and growth.
- b. Provide the Select Committee with an opportunity to consider and shape the future short and longer term interventions for economic recovery and growth over the next five years.
- c. Monitoring the County Council's performance in delivering the skills priorities will be vital to ensuring we ultimately achieve the aims of Staffordshire's Economic, Recovery, Renewal & Transformation Strategy. The Select Committee has an important role in scrutinising our performance in the delivery of the skills priorities.

Report

Summary

1. This report provides an overview of recent economic and skills achievements leading into the pandemic, the major investments and skills and employability programmes that are in place to respond to COVID-19, and considers where we expect to see growth in the future economy of Staffordshire and what the strategic workforce skills priorities are likely to be for our future skills and employability programmes to meet this changing demand.
2. The key skills interventions and achievements are listed below:
 - a. The delivery of 13 skills capital projects in advanced manufacturing & engineering from 2014 to date, in response to the forecast that 2,600 trained engineers were needed every year for ten years to replace the existing workforce and growth in the sector. The £18.3m projects were delivered through the Advanced Manufacturing & Engineering Hub and the Skills Equipment Fund with sites across Stoke-on-Trent and Staffordshire hosted by FE colleges, independent trading providers and employers. The projects have delivered skills training and qualifications to over 36,000 learners.
 - b. The £58m ESF skills programmes have been critical to upskill and reskill people, keeping them economically active and getting people back to work. The programmes have supported 27,500 participants, delivered 24,800 qualifications, and achieved 12,100 progressions into employment, further education and apprenticeships.
 - c. The skills of the local workforce have improved considerably over recent years following these programmes and projects, providing a far more skilled labour market to help drive economic growth and improve productivity. Adult qualification levels in Staffordshire have been improving for a number of years, with faster improvement than seen nationally since 2011. The local area has seen those qualified to level 4+ increase from 27% in 2011 to 38.4% in 2019 and has closed the gap to the national average of 40%. This is similar to what has been seen at level 3+.
 - d. Staffordshire has also seen those with no qualifications decline by 23,700 since 2011, a decrease of 44% compared to 27% drop nationally. This faster improvement than seen nationally means those with no qualifications have decreased from 10.2% in 2011 to 5.7% in 2019 and now better than the national average of 7.5%. We have also seen faster improvement at Level 2 (equivalent to 5 A*-C GCSEs) and Level 3 (equivalent to A Level) than nationally largely overcoming the gaps that previously existed.
 - e. Staffordshire features in the best performing quintile nationally and the best in the West Midlands with regards its levels of 16-17-year olds being NEET or presence unknown.
 - f. Following the recession and economic downturn caused by the financial crisis Staffordshire benefited from good jobs growth with an increase of over 41,000 jobs since 2011. Alongside this substantial job creation, we witnessed record low levels of unemployment at around 1% well below the regional and national averages. Staffordshire has also seen improvements in economic activity and

employment rates, with 82% of the working age population economically active compared to 79% nationally and over 79% in employment compared to 76% nationally.

Introduction

3. The economy and the skills which it requires are rapidly changing and the impact of COVID-19 has accelerated many of the trends which we were seeing prior to the pandemic including growth in e-commerce and home working. New digital technologies and the requirement for clean growth to address climate change are changing the way we live and work. The economy is becoming more digital and green in nature with all sectors impacted by the adoption of new technologies and new ways of working which have less impact on the environment.
4. Alongside the cross-cutting drivers of economic and social change in digital and the green economy, Staffordshire also has a number of existing sectoral strengths which are likely to be central to the recovery from COVID-19. We expect to see growth in priority and locally important sectors including:
 - a. Advanced Manufacturing & Engineering – driven by the adoption of new digital technologies including Machine Learning, Automation and AI.
 - b. Modern Methods of Construction – to help deliver Government house building targets, green retrofitting opportunities, and the adoption of new digital technologies such as Automation and AI.
 - c. Advanced Logistics – to support the boom in online retail as a result of COVID-19 and the opportunity to increase productivity through new digital technologies including Automation / AI.
 - d. Health and Social Care – the digitisation of services to help better meet demand from a growing and ageing population such as the adoption of new medical technologies.
5. This anticipated sectoral growth will mean increased demand for certain skills to support businesses to grow and become more productive. Residents will need to reskill and upskill to meet the needs from higher value roles in our priority and locally important sectors such as in the key sector skills areas of:
 - a. Digital - cross-cutting - new technologies and ways of working with high and increasing demand for higher digital skills.
 - b. STEM – support advanced manufacturing including auto/aero, med-tech, agri-food and energy.
 - c. Construction – trades skill gaps i.e. site ready and higher skill gaps e.g. architects and MMO advanced skills demand.
 - d. Health & Social Care – skill gaps including nurses and care workers alongside skills to support increasing digitisation of services.

Context - recent economic and skills achievements

6. COVID-19 is clearly having a major impact on the national and local economy, both in terms of many businesses struggling to operate at full capacity and jobs either being furloughed or lost. However, while the current situation remains challenging

it is important to recognise the significant improvements and strong comparative position of Staffordshire leading into the crisis.

7. Following the recession and economic downturn caused by the financial crisis Staffordshire benefited from good jobs growth with an increase of over 41,000 jobs since 2011. Alongside this substantial job creation, we witnessed record low levels of unemployment at around 1% well below the regional and national averages. Staffordshire has also seen improvements in economic activity and employment rates, with 82% of the working age population economically active compared to 79% nationally and over 79% in employment compared to 76% nationally.
8. A key factor in enabling local residents to access the jobs that have been created has been the continued development of our local skills system to rapidly improve adult skill levels. Staffordshire has seen over 59,000 more adults with Level 4+ (degree or higher) qualifications since 2011, an increase of 42% compared to 27% growth nationally. This faster improvement than seen nationally means those qualified to Level 4+ have increased from 27% in 2011 to 38.4% in 2019 and closed the gap to the national average of 40%. We have also seen faster improvement at Level 2 (equivalent to 5 A*-C GCSEs) and Level 3 (equivalent to A Level) than nationally overcoming the gaps that previously existed.
9. Staffordshire has also seen those with no qualifications decline by 23,700 since 2011, a decrease of 44% compared to 27% drop nationally. This faster improvement than seen nationally means those with no qualifications have decreased from 10.2% in 2011 to 5.7% in 2019 and now better than the national average of 7.5%. We have also seen faster improvement at Level 2 (equivalent to 5 A*-C GCSEs) and Level 3 (equivalent to A Level) than nationally largely overcoming the gaps that previously existed.
10. As well as seeing improvement in adult skills we have also seen wide use of apprenticeships as a technical training and skills pathway into many of our priority and locally important sectors including business, engineering and advanced manufacturing, health and social care, and construction. The FE system has also ensured that more of our young people have the skills necessary for the world of work, helping them to achieve qualifications in key sector subject areas and obtain work readiness skills that jobs in the economy require. It is also notable that FE helps ensure that increasingly more young people that did not obtain Level 2 at school do so by the time they finish formal education and are therefore in a much stronger position to enter the workforce.
11. The improvement in training and skills provision and attainment has meant that many of the jobs that have been created over recent years have been higher skilled and higher value roles. This has seen increased local prosperity through better rates of pay, with average wages improving at a faster rate than nationally.
12. The size of the economy has grown by £3.4 billion since 2011 at least in part due to improving skill levels to support the creation of higher value jobs in our key priority growth sectors including digital, advanced manufacturing, advanced logistics and construction. Although we know that we need to go further in improving the skills within the local workforce in order to close the productivity gap to the national

average, with the average job in Staffordshire currently nearly a fifth less productive than average.

13. As well as continuing to improve skill levels we are also aware of skill shortages in Staffordshire which we are currently looking to address to support further economic growth. We have shortages within the construction sector where there is increasing demand for onsite construction skills to support both the delivery of challenging house building targets as well as major infrastructure projects such as the development of our strategic employment sites. In health and social care, we have high demand for nursing and social work roles due to our ageing population.
14. We recognise the need to continuously raise digital skill levels to support the adoption of new technologies and ways of working across the economy, related to this we need to encourage the attainment of more STEM related qualifications to support our priority sectors.
15. COVID-19 has impacted jobs considerably over the last year with major areas of restructuring. Clearly lockdowns and restrictions have caused a shift to remote working and online learning leading to an increased need to improve digital skills. Related to this there has been a shift to online retail which has generated increasing demand for logistic roles. To support the population during the pandemic there has been a strengthening of the public sector with significant recruitment and the demand for health and social care workers has been further heightened.

Major Skills and Employability Investments

16. The Advanced Manufacturing & Engineering Hub has been developed over two phases through £13.3m of LEP and private investment in facilities at six sites. The Hub provides world-class vocational environments in the manufacturing & engineering sector. Each site has a lead specialism, has world class equipment and trains to the latest industry standards. The phase 2 sites have delivered a growth of 2,077 learners and include; The JCB Academy (Dove Engineering Centre), Newcastle & Stafford Colleges Group (Hybrid Plant Machinery Project) and South Staffordshire College (AgriSTEM).
17. The LEP funded Skills Equipment Fund (SEF), project managed by Staffordshire County Council, allows local employers and training institutions to submit bids to secure funding to purchase state of the art equipment to enable the delivery of high quality and high-level training programmes to support the growth in Stoke-on-Trent and Staffordshire's priority economic sectors. Grants have been awarded to 7 projects to date. The projects have delivered a growth of 1,366 jobs and delivered to 2,394 new learners. Further details of the projects are available [here](#)
18. The projects include:
 - a. Newcastle & Stafford Colleges Group - Advanced Manufacturing Mechanical & Electrical Centres
 - b. Staffordshire University - Staffordshire Apprenticeship and Skills [case study](#)
 - c. Stoke-on-Trent College - Technical and Curriculum Development Project - The Heat Academy

- d. Perkins Engines Stafford - Manufacturing Excellence Centre
 - e. Stoke-on-Trent College - Academy of Technology & Digital Skills
 - f. Newcastle & Stafford Colleges Group - Hybrid Construction Technology
 - g. South Staffordshire College - Cannock Engineering Academy [case study](#)
19. The Council, on behalf of the LEP, has commissioned £58m ESF skills programmes across Stoke-on-Trent & Staffordshire and to date the programmes have supported 27,501 learners with 12,102 progressing to employment, further education or Apprenticeships. The programmes support residents who are furthest from the job market with multiple barriers to those who are currently in employment but may need to develop higher level skills to progress further within their employment. [case study](#)
 20. The ESF Skills Hub delivered by Staffordshire Chambers of Commerce, features in the broader skills offer. The Skills Hub Brokerage Service within the Skills Hub provides key services in relation to ensuring that employers are supported to access relevant skills support/workforce development activities. This includes the identification of skills gaps to better position these businesses to diversify into new markets, adopt new technologies, and create more jobs.
 21. The Stoke-on-Trent & Staffordshire Careers and Enterprise Company Enterprise Adviser Network, including the Skills Hubs, creates powerful, lasting connections between local businesses and the schools and colleges in their area. The Enterprise Adviser Network brings together schools and business leaders to implement the Gatsby Benchmarks to provide young people with effective and high-quality encounters with the world of work and to focus on the local and national skills gaps. There are now currently 85 Stoke and Staffordshire Schools in the network, of which 81 have signed-up to be Careers Hub schools.
 22. The Apprenticeship Ladder for Staffordshire is part of a national initiative managed by Performance Through People in the LEP area to encourage businesses to take on apprentices and invest in their future by giving them the skills both they and the business need. The Ladder works with the Express & Star and the Sentinel to promote apprenticeship opportunities offered by local employers.
 23. The Employer Apprenticeship Ambassador Network was set up to promote Apprenticeships, share best practice, and support, encourage and mentor other businesses in establishing their own apprenticeship training programmes. The Network in the West Midlands is chaired by representatives Jenny Johnston from KMF and in Staffordshire by Emma Bridgewater. The Network will be useful in any effort to promote to business the value of apprentices and assist with recovery of the programme.
 24. The annual Apprenticeship graduation ceremony is held in July each year. The ceremony is to give apprentices the opportunity to experience a graduation ceremony and has been running for 5 years. The 2020 ceremony has now been rescheduled to 2021 and will provide an opportunity to promote apprenticeships during the recovery period.

25. The Apprenticeship levy funding is paid into the digital account monthly throughout an academic year. The amount of levy spend is increasing annually and this year the Council reached 35% of the public sector target. The Council has transferred £275k and has reached its 25% allocation available to transfer to other employers.

Future - short term response to COVID-19

26. The Redundancy and Recruitment Triage Service has been established to support businesses who have to restructure and individuals affected to discover their skills and qualities that match them to roles that are in demand.

27. The Countywide redundancy task group has been established as the vehicle to address the effects of job losses on individuals, through collaboration with partner agencies and the promotion of local and national employability programmes, more recently Plan for Jobs. The group includes all relevant partners to deliver appropriate support where redundancies are notified. The group has supported the creation of a redundancy and recruitment triage service led by the National Careers Service, that has supported over 1,300 individuals to date, 26% with a positive outcome. A local Kickstart charter has been completed and adopted to implement the Government's Kickstart scheme locally and to date there are 6 approved Gateway representatives in the area offering 245 live placements (covering 407 roles), 36 customers have started a placement so far. The Countywide task group recently launched a very successful virtual Stoke and Staffs jobs fair which had 41 Contributors in total and generated 10,265 engagements on the tweets.

28. The Countywide redundancy task group also oversees activity related to the Government's Restart scheme supporting to support long-term unemployed to find jobs in the local area. Although the Restart scheme is targeted at all adult age groups, there is concern regarding the current gap in the Plan for Jobs offer for those aged over-50 that have just been made redundant and are struggling to find employment which matches their skills. This may lead to increasingly more over-50s finding themselves either in work but underemployed or long-term unemployed as has been seen following previous recessions.

29. A bespoke student start-up programme for young entrepreneurs, Ignite, has launched, delivered in an engaging and interactive way through an online platform. It is a 3 year, county-wide initiative designed to encourage young people to understand the basics of entrepreneurialism and enterprise. In year 1 it aims to engage 4,000 students through a dedicated programme leading to 300 engaged online with 100 taking the intensive 5-day programme. This will lead to a target of 20 business starts.

30. At the start of the COVID19 pandemic the Council's Adult & Community Learning Service, quickly identified learners who would become disadvantaged due to lack of connectivity and access to digital equipment and/or low digital skills. For these learners, sub-contractors provided paper-based course materials and appropriate resources by following safe social distancing practices and/or delivery via post. In addition, tutorials were conducted through direct phone calls or 1-2-1 video conferencing using mobile devices. The introduction of remote online learning

reached out to new learner audiences and enabled learners to continue in their education during extraordinary circumstances

31. The Council has supported in the development of the Staffordshire Means back to business broad based support package to support economic recovery and skills through working closely with districts and combining Additional Restrictions Grant with other funding to support business and Apprenticeship growth.
32. The Staffordshire 500: Apprentices Support Programme aims to support 16-24-year olds who are unemployed to get into an apprenticeship by incentivising employers to take on apprentices by providing a grant to contribute to the cost of apprentices. This incentive will support small employers and those that currently do not pay the apprenticeship levy.
33. The enhanced Skills Hub programme supports businesses to retrain or upskill their staff or train new staff to meet changing business operations, entering new markets or sectors. A supplementary grant to match the current Skills Hub ESF grant (which pays 48% of training) enables training at no cost to employers to a value of £10,000. It also gives employers access to a free Organisational Needs Analysis (ONA) and an Action Plan how to meet their workforce training and skills needs.
34. The Council has secured £920k funding from the LEP's Getting Building Fund to support round 3 of its Skills Equipment Fund scheme. The projects include the Digital Skills Academy - South Staffordshire College, The Creative and Digital Industries (CDI) scheme and the Digital Construction skills project led by Stoke-on-Trent College.
35. The Council has supported in the development of 2 wave 2 Institute of Technology applications led by Newcastle and Stafford Colleges Group and Staffordshire University. IoTs are the Government's flagship programme designed to spearhead the delivery of higher technical education in STEM subjects. Their aim is to help to level up skills across the country, offering an accessible route into high wage and high skilled employment for people in cities, towns, rural and coastal areas. The applicants will be notified of the outcome of the stage 1 review in spring 21, followed by the roll out of the stage 2 process.
36. T Levels, the new 2-year, technical programmes designed with employers to give young people the skills that industry needs, will give students aged 16 to 18 a technical alternative to A levels and will help them to get a skilled job. T Levels will provide a mixture of technical knowledge and practical skills specific to their chosen industry or occupation, an industry placement of at least 45 days alongside maths, English, and digital skills. Painsley Catholic College has been accredited to deliver the digital route from September 20 with Burton & South Derbyshire College and Newcastle and Stafford College Group and the JCB Academy to follow in the next 2 academic years.

Future - longer term response to COVID-19

37. It is too early to say what the full impact of COVID-19 will be on the economy, but it is clear that there will be significant job losses and the need for people to reskill and

upskill into new roles. Findings from the Stoke-on-Trent & Staffordshire LEP Career Learning Pilot concluded that to successfully engage adults seeking to retrain, barriers related to individuals' attitudes towards career learning, as well as more practical barriers related to individuals' personal circumstances need to be primarily addressed. It was also noted that the messages and communications channels needs to be tailored to the particular target groups to promote engagement. These messages to also inform the development of the National Skills fund.

38. The crisis and its economic impact will also have profound structural effects on the UK economy and labour market as the crisis continues to speed up existing trends such as the move to more online shopping resulting in greater demand for distribution and a shrinking high street that will need to be repurposed. At the same time, we are seeing the digitisation of business models with the adoption of new technologies such as AI, automation and machine learning alongside growth home working.
39. The crisis has seen the government and public services respond at scale and pace to the COVID-19 pandemic ensuring that public needs continue to be met. While the public sector remains focused on the immediate COVID-19 threat, there are emerging longer-term implications such as the recognition of key workers including the extraordinary work of frontline health and care workers, as well as the crucial importance of others needed to tackle the virus and maintain daily life – whether they are delivering the back-offices that power the medical frontline, stacking shelves in supermarkets, maintaining broadband and mobile connectivity, delivering to peoples' homes or any of the other professions that have played a major role during the crisis. This improved perception of the public sector provides an opportunity to attract people to the sector and address the skills shortages which currently exist.
40. This potential boost to recruitment within the public sector comes at a crucial time given that there is likely to be further pressure on the sector from the longer term effects of COVID-19 such as young people requiring more intense support from education providers to address the impact of lost learning, adults in particular the over 50's that may have lost their jobs requiring training and skills support to reskill and upskill into areas of demand, and the need for health sector support to meet the health needs of long COVID.
41. As we transition to living the new normal following the pandemic there are emerging opportunities which are likely to help address labour market issues caused by the crisis. Not least the ongoing delivery of test and tracing and a long-term vaccination programme will provide employment and volunteering opportunities to help with employability.
42. There is an opportunity to be more transformative with programmes that address longer-term skills issues. Digital skills could be prioritised for reskilling/retraining, for instance women returners, to move into professional and higher-level technical roles backed by a digital reskilling programme on a large scale. There is also an opportunity to use a digital programme/campaign to capitalise on the recent skills developed by the expansion of homeworkers. As individuals used technology to self-help due to the disruption caused to business activities and processes. e.g.

unavailability of face to face meetings, driving up the consumption of existing technologies could drive more rapid productivity improvements.

43. Leadership and management skills are repeatedly cited as holding back growth in productivity. The last recession saw growth in managerial, professional and associate professional roles therefore, the training and development of current leaders and managers provides an opportunity to address this.
44. Capital investment from the Future High Street Fund and the FE Capital Transformation Fund is needed to support the ability of providers to respond to skills needs. The pay back from this investment is relatively quick and is easy to deliver with a bank of projects already in the pipeline which may need further refinement given the rapid shift in online delivery of education and training.
45. The delivery of substantial capital projects including HS2 and the West Midlands Freight Interchange provide clear opportunities for skills and employment in the area, with a high demand for workers in occupations in which there are local strengths such as construction and engineering, alongside higher value roles in management and design.
46. There is new job creation within the logistics sector with substantial inward investment from the likes of ASOS and Pets at Home recognising our prime central location for their operations. These jobs will be a huge boost for local jobseekers which may have lost their jobs during the crisis proving further employment opportunities and strengthening our economic recovery.
47. The governments Levelling up agenda is significant to investing in Staffordshire towns and city centres to respond to and drive the transformation of retail, leisure and new ways of working.
48. The UK Shared Prosperity Fund roll out will be required to support the current ESF skills programmes that are ending in 2023. The current ESF skills programmes are a critical piece to upskill and reskill people, keeping them economically active and getting people back to work. To date the programmes have supported 27,501 learners with 12,102 progressing to employment, further education or Apprenticeships.
49. We will support local businesses to make the most of new technologies such as AI and automation by ensuring that the local skills system works with local businesses and is responsive to their needs. Providing our residents with clear skills development opportunities and pathways into the high growth sectors will help ensure that there is a fit for the future skilled local workforce in place to support improved productivity and continued high value growth. While at the same time more residents will be able to access more good jobs with higher wages and a better quality of life.

Future economic growth and strategic skills priorities

50. Based on the extensive assessment of evidence gathered to support the development of the SAP Skills Strategy, LIS, and COVID-19 Strategies there is

strategic agreement that there are a number of sector skills priorities for Staffordshire. In particular, it is recognised that there are cross-cutting skills priorities for the local area where there are current gaps and anticipated growth in demand including:

51. **Digital** - The 4th Industrial Revolution is seeing rapid technological change which is altering the way we live, work and relate to one another. The scale, scope and complexity of the transformation is unprecedented. This accelerated technological progress characterized by new innovations provides both opportunities and challenges across all sectors of the economy.
52. Emerging technology breakthroughs in fields such as AI, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, and quantum computing, e.g. last decade data has increased 25-fold, all provide opportunities for increased economic growth and improved productivity.
53. Due to the cross-cutting nature of digital almost every industry is seeing transformation in systems of production, management and governance e.g. advanced manufacturing, offsite construction and automated logistics. This is leading to significant changes in job roles and skills demand e.g. traditional manual manufacturing roles on the shop floor being replaced by computer/machine programmers through automation. The top 15 emerging digital job roles in the UK include:
 1. Artificial Intelligence Specialist
 2. Data Protection Officer
 3. Robotics Engineer
 4. Site Reliability Engineer
 5. Customer Success Specialist
 6. User Researcher
 7. Data Scientist
 8. Sales Development Representative
 9. Cloud Engineer
 10. Cyber Security Specialist
 11. Platform Engineer
 12. Full Stack Engineer
 13. Enterprise Account Executive
 14. DevOps Engineer
 15. Content Designer
54. Given the pace of change businesses are reporting skills supply issues which is hindering growth e.g. high numbers of hard-to-fill digital job vacancies. Even in the midst of the COVID-19 recession there are some 90,000 new digital job vacancies a week nationally.
55. The adoption of new technologies and ways of working, including the accelerated adoption of home working brought about by the COVID-19 pandemic, requires supportive regulation but also first-class digital infrastructure and an advanced skills

base. It is important for inclusive growth, social mobility and levelling-up that all our residents have the skills and opportunities to benefit from digital advancement.

56. The Government has recognised this urgent need to improve digital skills to drive growth and productivity in recently announcing new digital bootcamps to provide flexible training for in-demand digital skills (likely to extend to include other technical skills training such as construction and engineering).
57. The bootcamps will cover everything from cloud services, digital for advanced manufacturing and cyber security to coding, software development, data engineering, web design and infrastructure with learners.
58. Further to the agenda on essential digital skills, a digital entitlement was introduced in August 2020 so that adults with no or low digital skills are fully funded to undertake improved digital skills qualifications. The new statutory duty will ensure that adults aged 19+ in England, who do not have the essential digital skills required to operate effectively in work and day to day life, will be eligible for the qualifications based on new national standards.
59. Beyond these national programmes we will ensure that digital skills development is embedded throughout our employability and skills programmes helping to improve digital skills at all levels and in all parts of the local economy.
60. **The Green Economy** – As with digital, the Government’s skills agenda has a clear focus on the Green Economy and the vital role it can play in addressing climate change and supporting recovery from COVID.
61. The Government’s recent response to the Committee on Climate Change 2020 progress report demonstrates its commitment to be net zero by 2050, and to delivering the skilled workforce which will be needed for the future green economy.
62. Green innovation will lead to new green jobs across the economy:
 - a. UK government launches new Green Jobs Taskforce to support the creation of 2 million skilled jobs to build back greener and reach net zero emissions by 2050. In Staffordshire there is expected to be high demand for roles in low-carbon heat, solar PV, home insulation and EV transition.
 - b. The LGA has also reported that in 2018 there were 185,000 full-time workers in England’s low-carbon and renewable energy economy. In 2030 across England there could be as many as 694,000 direct jobs employed in the low-carbon and renewable energy economy, rising to over 1.18 million by 2050.
 - c. Creation of half a million jobs in retrofitting home insulation in existing properties.
 - d. Green Homes Grant to improve the energy efficiency of buildings supporting 100,000 jobs in green construction for local plumbers, builders and tradespeople across the UK.
63. These jobs have the requirement for new green skills (i.e. energy skills challenges). The ‘Plan for Jobs’ recognises the importance of apprenticeships, traineeships, T levels, The Kickstart Scheme and The Restart Scheme in helping people obtain the skills needed to fill the jobs required to build a more resilient and green economy.

64. There are also opportunities to recover economic losses due to COVID-19 with skills development and growth in higher value jobs in priority and locally important sectors such as:
65. **Advanced Manufacturing & Engineering** - our area has been responsible for half of net national jobs growth in manufacturing since 2010, with 45,000 jobs now in the sector. There has been a shift within the sector from traditional manufacturing such as manual shop-floor production to more digital based practices through the adoption of new technologies such as automation, AI and machine learning.
66. Our many major companies, new Advanced Materials and Incubation and Accelerator Centre, and Innovation Demonstrator programmes will make a significant contribution to the future of manufacturing in the UK.
67. To support this growth in more advanced manufacturing and engineering there is a need to continually develop the local skills base ensuring that our residents have the skills which are in demand from Industry 4.0 businesses and smart factories.
68. Key to this is developing local digital skills at all levels, furthering the attainment of STEM skills and strengthening management and leaderships skills to ensure that the local workforce has the skills to meet both existing demand such as mechanical and electrical engineers and maintenance fitters as well as the demand for new and emerging occupations to maximise the effectiveness of new digital technologies, such as;
- a. Chief Digital Officers - to advocate new technologies and envision how companies can implement new ideas;
 - b. Digital Manufacturing Engineers - to design new systems and processes that use advanced manufacturing technologies like 3D printing;
 - c. Virtual Reality/Augmented Reality System Specialists - to find manufacturing applications for these tools to support early product development, including design, engineering and analysis;
 - d. Worker Experience Designers - to ensure that existing workers and new talent have the skills to use new technologies such as AI and machine learning;
 - e. Digital Factory Automation Engineers - to help transition from traditional production to automated production to improve productivity and quality.
69. We have a wide range of employability and skills programmes such as the University Deals and AME Hub which will be central to ensuring skills supply meets business demand.
70. **Construction / Modern Methods of Construction** – our area has 5,000 businesses and 23,000 jobs with a larger concentration of jobs than the national average. Construction is currently one of the sectors in which we are seeing the highest demand for labour as we progress out of lockdown, with key drivers including the delivery of significant Government housing building targets to support the growing population, major infrastructure projects such as transport and energy projects, including HS2 and the West Midlands Freight Interchange, and the local Get Building Fund project.

71. To support this increasing demand for construction it is already recognised that we have existing trade skills gaps where there are a lack of site ready plumbers, electricians and joiners alongside the need for more advanced skills such as architects, civil engineers and quantity/chartered surveyors.
72. To aid with the housing crisis there is also a current focus on modern methods of construction (MMC) and how modular construction and build-to-rent accelerated house building can be a better quality, affordable, efficient and environmentally friendly solution to the housing crisis. For example, figures from the Royal Institute of British Architects reveal that, MMC building can reduce the number of employees required on a construction site by up to 70 per cent and cut overall building costs by 20-40 per cent. While according to a 2018 report by the National House Building Council (NHBC), close to 30 per cent of UK developers have opened MMC manufacturing facilities for their own developments.
73. To support the adoption of MMC there will need to be further investment in the development of digital and manufacturing-based approaches to construction such as automation and AI. Reforming industry recruitment and training to attract, retain and develop new offsite digital and manufacturing skills that MMC factory production requires. There will still be the requirement for sub-structure e.g. new methods of laying concrete, superstructure and finishing trades on site, as well as issues around utilities. Moreover, as MMC strategies are tied into digitisation, IT literacy amongst construction workers will be a concern.
74. The sector is also key to the green agenda and addressing climate change with MMC and retrofitting existing housing stock high on the agenda for optimising whole life performance through the development of energy efficient, smart assets.
75. Given existing skills issues within the sector, high levels of investment in training and education will be required, not least with regard to growing SMEs and attracting new entrants into the evolving market. Need for a greater focus on STEM and digital training and apprenticeship schemes, working in conjunction with the Advanced Manufacturing Research Centre and Homes England. As well as further work to develop centres of excellence in MMC, in conjunction with the Construction Innovation Hub and the Transforming Construction Programme.
76. **Advanced Logistics** – is a diverse sector covering road, rail, sea and air industries, the sector is a key part of the growing service economy with other sectors heavily reliant on freight services such as retailers and manufacturers whose businesses depend on the efficient movement of goods. With Brexit, technology and other disruptive forces driving changes in the way goods move across borders and through the supply chain, logistics has never been more important to the economy.
77. In 2019 Staffordshire had over 27,000 employees working in the logistics sector, representing 7.4% of the workforce well above the 5% share seen nationally. This is reflective of our central location and strong connectivity and the availability of land and premises to support growth in the sector.
78. COVID-19 has accelerated the shift to online retail with increasing demand for warehousing and wider supply chain logistics. Due to our strengths we have seen

continued interest from investors with the likes of Pets at Home and ASOS moving to the County during the pandemic providing much needed jobs for our local residents.

79. Prior to the impact of the pandemic there was increasing demand for occupations related to storage and warehousing to support growth in online retail and Brexit stockpiling, but COVID-19 has further heightened the ongoing labour shortage in key vocations such as HGV and van drivers. For example, the Chartered Institute of Logistics and Transport (CILT) has reported that 54% of logistics companies are expecting skills shortages to increase over the next five years, whereas 21% are uncertain as to their future recruitment ability, and only 4% expect the skills shortage to improve.
80. Alongside opportunities from changing consumer behaviour, the sector is also seeing opportunities emerge from new technologies and ways of working such as automation (e.g. digital warehouse picking and packing) and AI (e.g. assisting with back office functions such as accounting, HR, finance, customs brokerage etc.), which are changing the shape of logistics and have the potential to significantly increase productivity. The sector is also adopting more modern and sustainable transport with green electric fleets helping to reduce emissions.
81. We have more to do to encourage more people into the sector to address key labour and skills shortages, but also develop the skills required to embrace advancements in digital technology that can assist with growing more highly productive advanced logistics. This will entail a shift from manual, transactional occupations to more strategic, higher level supply chain expert roles including Planning, Procurement, Category/Commodity Management, Supplier Relationships, Logistics, Sourcing, Quality Management, Warehousing, and Inventory Management. These supply chain experts will inform IT personnel such as computer programmers to define, design and shape the direction that technology takes as it applies to the digital supply chain.
82. **Health & Social Care** – the Health and social care sector is vital to the health of the population in general and our workforce for the whole economy. Given the continued growth in the population as a whole and the fact that the population is ageing there is increasing demand for health and social care services. However, growth in the size of the health and social care sector workforce has not kept pace with this increasing demand and therefore the sector faces a number of labour and skills gaps.
83. Prior to the pandemic we were seeing high demand for roles such as nurses and social care workers, this situation has been exacerbated by the increased demand on the sector due to COVID-19. International recruitment has been a key factor in addressing these vacancies, but Brexit and changes to immigration policy will have an impact on the ability of the NHS and social care providers to successfully fill these vacancies. More positively the pandemic has raised the profile of the sector leading to significant up-turns in those choosing health and social care in their learning and training pathway. For example, data published by the University and College Admissions Service (UCAS), showed that 60,130 people had applied to a nursing course for autumn 2021 – an increase of 32% on 2020.

84. There are also opportunities in the sector to make better use of new digital medical technologies to improve quality, efficiency and patient experience as well as supporting more integrated care and improving the health of the population. To support this digitisation of services there is a need for investment in the promotion of the sector as a valuable career pathway, alongside skills provision to support the skills required for roles such as software developer, product owner, implementation facilitator, knowledge engineer (AI), health data analyst and cyber security specialist.
85. To ensure that our priority growth and locally important sectors have the skills in the local workforce to drive economic growth, key sector skill areas have been identified as priorities for skills development locally including digital, STEM, construction, and health and social care.
86. We continue to strengthen skills provision in these areas through the extensive skills programme previously outlined. Key to this is the continued strengthening of partnership working between providers and businesses to ensure that as the labour market continues to evolve and demand for skills from business changes this is incorporated into our skills system.
87. Beyond the cross-cutting and sector specific skills priorities which we were looking to grow moving into the pandemic, there are a number of additional COVID-19 recovery and renewal skills priorities which are important moving forward including improving school education attainment, raising skill levels and inclusive growth, alongside higher skills to support improved productivity.
88. Looking forward we are now considering how best the Levelling Up Fund and Community Renewal Fund (a pilot for the UK Shared Prosperity Fund) can be managed and utilised to further strengthen our skills and employability programme. This will then lead into the first round of the UK Shared Prosperity Fund, which will replace EU structural funding now that the UK has left the EU. The aim of this further funding will be focused on 'levelling up' and 'building back better from the pandemic' by reducing inequalities between communities through supporting economic growth, raising productivity and providing people with the skills they need to make a success in life.

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Local Members Interest
N/A

Prosperous Staffordshire Select Committee - Thursday 15 April 2021

Economic Recovery, Renewal & Transformation – Quarterly Update

Recommendations

I recommend that the Committee:

- a. Considers the quarterly update provided on progress made against the Staffordshire Economic Recovery, Renewal & Transformation Strategy.
- b. Considers the interventions already made by the County Council and partner organisations and recommends further interventions to be considered by Cabinet that the Committee believes would help to enable the successful delivery of the Strategy
- c. Note that relevant Cabinet Members will bring updates on delivery of the strategy to this Committee for scrutiny every 3 months.

Report of Darryl Eyers, Director for Economy, Infrastructure and Skills

Summary

What is the Select Committee being asked to do and why?

1. The purpose of this report is to:
 - a. Provide the Select Committee with an opportunity to consider and comment upon progress made in relation to the Economic, Recovery, Renewal & Transformation Strategy. The unprecedented nature of the COVID-19 pandemic has meant that the County Council has had to react quickly to support our businesses and residents. The Strategy is flexible enough to be able to respond to the range of scenarios that may become the reality over the coming months and years. It is therefore a 'living document' that may be updated as required through its timeline. This is therefore an opportunity for the Select Committee to help to shape the Strategy and County Council's plans for the local economy over the next five years.
 - b. The successful delivery of the Strategy in achieving the vision and aims that it sets out will be dependent on many factors, not least the identification and delivery of appropriate projects and programmes. A range of interventions have already been made by the County Council, Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP), HM Government and other partners to respond to the immediate crisis whilst the development of the supporting delivery plan(s) for the Strategy is ongoing.

- c. Monitoring the County Council's performance in delivering the Strategy will be vital to ensuring we ultimately achieve its vision and aims. The Select Committee has an important role in scrutinising our performance over the duration of the Strategy.

Report

Background

2. Our Economic Recovery, Renewal and Transformation Strategy was agreed by Cabinet and scrutinised by the Prosperous Select Committee in June 2020. At that time, the impact of the crisis on the economy was unclear and that very much remains the case. Therefore, it is important that our Strategy and associated delivery plan(s) are flexible enough to respond to whatever situation becomes a reality over the coming months and years.
3. A detailed 'live' assessment of the impact of the crisis is being updated frequently and has informed the development of our Economic Recovery, Renewal & Transformation Strategy and continues to inform the development of interventions / projects / programmes. The Strategy sets out our priorities for the next five years through four non-linear phases:
 - a. **Respond** – support our businesses and residents through the COVID-19 pandemic.
 - b. **Recover** – create the conditions to support our businesses and residents to return-to-work as soon as possible.
 - c. **Renew** – continue to progress those priorities that will play an important role in achieving our ambitions to develop the local economy beyond the current crisis.
 - d. **Transform** – utilise the opportunities presented by the current economic conditions by supporting the transformation of the local economy to be digital, clean and higher-value.
4. The five economic themes of **business environment**, **people**, **infrastructure**, **place** and **ideas** that form the integral part of our Strategic Plan and the national and local industrial strategies remain relevant, but the strategic priorities aligned to these themes have been reconsidered in response to the COVID-19 pandemic and possible prolonged economic downturn.
5. There are several key issues to consider that cut across all of the themes, including the need to meet carbon-neutral targets; supporting inclusive growth to ensure all our residents benefit from the development of the local economy, including within urban and rural areas; and communicating and engaging effectively with our businesses and residents, thereby creating a strong Staffordshire identity. Our Strategy is fundamentally based on the principles of achieving sustainable growth and we are also keen to underpin future growth within our businesses, places and through the skills of people with the latest innovations in digital technology and infrastructure such as 5G and other emerging technologies.

6. We will need to continue to review and refresh our existing activities against the priorities of the Economic Recovery, Renewal and Transformation Strategy whilst new programmes will need to be developed where there are gaps.

Current state of the Staffordshire Economy

7. To effectively respond to the challenges we face, we must be able to see behind the headlines and understand the full picture that can often be so revealing and helpful in terms responding appropriately with pace. To this end, Staffordshire County Council continues to produce an Economic Bulletin that we are currently publishing on a monthly basis to coincide with the release of data on the main Government economic support measure (i.e. Universal Credit, Coronavirus Job Retention Scheme and Self-Employment Income Support Scheme).
8. Overall, the proportion of working age Staffordshire residents on one of these Government support schemes is estimated to be just over 19.7%, lower than the national average of almost 22.7% as greater numbers of Staffordshire residents have been able to return to work. This data, which covers the period up to the end of January 2021 is higher than the rates reported to the previous meeting of the Select Committee in January 2021 as it includes a significantly larger number of 'furloughed' employees and residents claiming Government Support as a consequence of the national lockdown which has been in place since the start of 2021.
9. The claimant count (Universal Credit) in Staffordshire saw a modest reduction in the number of claimants (a reduction of 410) between December 2020 and January 2021 to a total of 24,440 claimants with a claimant rate of 4.6% of the working age population - however, not all will be out of work. Whilst there have been some announcements of potential redundancies, due to the move to Universal Credit claimant count figures now also include those that have had a lower income through Covid-19, including furloughed staff and part time employees, short-term layoffs and self-employed that have paused or ceased operating
10. The claimant count rate is still relatively low in Staffordshire (4.6%) compared to regionally in the West Midlands (7.1%) and nationally (6.3%), however, it is young people, the lowest paid (including those in manual occupations, more routine or less skilled jobs) and part-time workers who continue to feel the impact of the economic shock the most.
11. Although unemployment and those claiming benefits has not surged further over more recent months and has more recently declined, there remains a considerable number of employments furloughed with the county (55,400) and this number has been exacerbated by the third national lockdown beginning in January 2021.
12. Whilst the furlough scheme has been further extended to the end of September 2021, there is still a great deal of uncertainty around the future health of the economy, particularly as economic support measures are reduced or stopped.
13. There is room for some cautious optimism, with the Office of Budget Responsibility (OBR) projecting a swifter and more sustained recovery of the economy at the

Budget on 3rd March than had been estimated during the November 2020 spending review and that the UK economy was expected to return to pre-Covid levels by the middle of 2022, some 6 months earlier than originally expected. Nevertheless, the OBR does expect that the UK economy overall will be some 3% smaller in five years' time than it would otherwise have been without the pandemic.

14. As part of its budget forecasting the OBR is forecasting growth of 4% in 2021, 7.3% (2022) and 1.7%, 1.6%, 1.7% in the last 3 years of its forecasts. Positively, the OBR has also reduced its anticipated unemployment peak rate to a figure of 6.5%; that is 1.8 million fewer out of work than had been previously projected.
15. Following several recent uplifts in job vacancies as of January 2021, there were approximately 20,200 unique job vacancy postings in the Staffordshire County area and there has been a modest decrease in vacancy postings with just over 110 fewer vacancies in January compared to December. However, the number of vacancies remains above the figure from 12 months earlier.
16. It is clear that there are jobs available in the local economy but clearly there will be increasing competition for those roles. The national and local support which is in place to support those unfortunate enough to lose their jobs is vital in both reskilling and upskilling as well as enabling them to access the opportunities available equivalent to over 2,500 more job vacancies and above the growth seen both regionally (13%) and nationally (11%).
17. There have been several positive major job creating announcements in recent months including fashion retailer ASOS committing to a new £90m fulfilment centre at Fradley near Lichfield which is set to create 2,000 jobs and be open in early 2022. Pets at Home is developing a new national headquarters at Redhill near Stafford again due to open in early 2022 and forecast to employ 800 people and JCB has announced that it will be looking to take on around 400 agency staff to cope with an anticipated surge in production.
18. With vaccination programmes making good progress and a cautious planned re-opening of the economy announced in the Government's four part roadmap out of lockdown there is now some hope that the Staffordshire economy will be able to thrive and take advantage of any new opportunities which emerge.

Ongoing / completed interventions

19. Our response to the crisis is already well underway in Staffordshire with a number of interventions directly undertaken by the County Council with the aim of supporting businesses and individuals. These include:
 - a. A new three-year Staffordshire and Stoke-on-Trent Business Loans Fund will launch in April 2021, as part of the Staffordshire Means Back to Business long term strategy. The Loans Fund will see the county working with Stoke-on-Trent City Council and not-for-profit organisation BCRS Business Loans, which will administer the programme for both councils. The total value of the fund is £2 million and loans of between £10,000 and £50,000 will be made available to

companies across a range of sectors as they look to overcome the impact of the Covid 19 pandemic.

- b. A partnership with the Federation of Small Business (FSB), County Council and all eight District and Borough Councils to provide business support to very small employers is the first such scheme of its kind in the UK. This scheme will be jointly funded and administered through the District and Borough Councils providing legal, financial and other advice such as H&S to micro businesses which employ between 1 and 4 people. 188 businesses will be able to take advantage of this offer and it was launched on 1st March 2021. At the time of writing 21 businesses have met the criteria and have been accepted onto the FSB business support programme
- c. Using part of the investment identified to support the economy and economic development activities from the Medium Term Financial Strategy, the County Council is working with district and borough councils across Staffordshire to pool investment as part of the £3.47 million Staffordshire Back to Business Grant Scheme. By working in partnership, Staffordshire County Council's investment of £1.4 million is leveraging a further £2.1 million of investment from our district and borough councils into activities which will support apprenticeship and training provision, business start-up support (including for young entrepreneurs) and small business to thrive financial support.
- d. Working closely with local authority partners across Staffordshire and Stoke-on-Trent, we are proposing enhanced investment in supporting our visitor economy sector through additional investment to the Staffordshire Destination Management Partnership (DMP) using part of the investment in the economy and economic development activities identified through the Medium Term Financial Strategy. The proposals will help our visitor economy emerge from the current difficult period, take advantage of the 'Staycation' opportunities that lie ahead and build a better future for tourism and for the people who work within the industry in Staffordshire. The proposals include additional staff resource to act as a champion for the partnership, continuity funding in anticipation of reduced private sector funding to the partnership and enhanced marketing activities aligned to the new Staffordshire story.
- e. A pilot Start-Up Loans scheme providing new businesses with loans of between £3,000 and £5,000 at no interest and no fees. The sum is to be repaid after 12 months and is open to those who complete the Staffordshire Start up or partner organisation's course. £100,000 has been allocated to the scheme which was launched at the beginning of November. At the time of writing six loans have been approved to date from the Start-Up Loans scheme.
- f. A £0.360m Staffordshire County Council Start-up support scheme for those who are looking to start a business in a priority sector. The targets are 1000 engagements with pre-start individuals, 300 participants on the course and 200 new businesses established in a year. It is being delivered by the Chambers of Commerce and 171 people have signed up to the scheme as of the time of writing.

- g. A £90,000 PPE Starter Pack Programme which helped 2000 micro businesses to get back on their feet by providing a list of trusted PPE suppliers and a small pack of 30 masks and gloves.
- h. The County Council established the County wide redundancy task group that continues to meet with good attendance from 25 partner organisations. It brings together the County Council, City Council, Districts/Borough Councils, Government Departments, Chambers of Commerce, FSB and other national agencies and local partners. The main focus is to support the co-ordination of the services to help to redeploy, retrain, reskill, upskill and signpost people to new employment opportunities ensuring support is available to the individuals affected and their families. To date we have logged 66 businesses making a potential 7,271 redundancies, with 48 of these businesses submitting a HR1 (advanced notice of redundancy form) via the Insolvency Service, of which 39 have taken up the local offer of support. The Task Group delivered its first virtual jobs/careers fair on the 14th January this was a very successful event well supported by partners (#StokeStaffsJobsFair - 9,520,632 impressions on the hashtag); the reach was 523,318; 263 tweets were posted throughout the day; 41 Contributors in total; 10,265 engagements on the tweets. Future plans are being worked on for potential HE and apprenticeships event in April.
- i. The County Council on behalf of Stoke-on-Trent and Staffordshire LEP, led on setting up the Redundancy and Recruitment Triage Service, that went live in April 2020, and supports businesses and employees facing redundancies, and is delivered by the National Careers Service West Midlands. The service will match those recently made redundant with new work in those sectors currently experiencing growth. This service is funded via the main National Careers Service (NCS) contract awarded by the Employment and Skills Funding Agency (ESFA). To date the Triage service has supported over 1,300 individuals. In addition, the government has provided an additional £32 million of national funding over the next two years for the NCS; and locally NCS has recruited 26 additional advisers across the West Midlands, of which six are allocated to Staffordshire. Comprehensive local communication activity continues for the Triage service which has seen 9,722 visitors so far to the Council and LEP websites (5,704 from business and 4,018 from individuals).
- j. A bespoke student start-up programme for young entrepreneurs called 'Ignite your Entrepreneur' has been developed and approved by Cabinet. Delivered in an engaging and interactive way through an online platform, dedicated resources and with ongoing professional support. A lesson plan to promote the Ignite programme to students has been completed and is being delivered by course tutors to students across the four Staffordshire Colleges. An Enterprise Advisor from Staffordshire Chamber has been appointed to each of the colleges to offer support and to agree the timeline to deliver the five day intensive programme, before the end of the academic year. Discussions are underway with the Careers Enterprise Company and Schools to roll out the programme to School 6th Forms in the new academic year. Discussions are also underway to promote Ignite to 16-18 year old care leavers and looked after children. It will be a county-wide initiative designed to encourage young people to understand the basics of entrepreneurialism and enterprise.

- k. The next step in promoting Staffordshire as an excellent place to start a business is the creation of a Start Up Prospectus. Our objective will be to showcase Staffordshire as a great place to start a business, providing details of all the schemes and support available, and highlighting some of the fantastic work/life balance opportunities in the County. The intention is that it is an outward looking showcase of all the work the County Council and key partners such as Staffordshire and Keele Universities, City and District Councils, the Chambers of Commerce and the Prince's Trust are doing together to promote business start-ups.
 - l. The progression of the extensions to the Enterprise Centres at Cannock Chase and Silverdale to increase the number of small industrial units available for businesses. An investment shared by the LEP and the County Council has provided £870,000 for these projects. The Cannock Chase Enterprise Centre scheme is due to complete in April 2021 and the Silverdale Enterprise Centre scheme is due for completion in May 2021.
20. These local interventions made by the County Council are brought together and communicated in a targeted way to businesses and key stakeholders through an enhanced ongoing communications campaign 'Staffordshire Means Back to Business' and further measures put in place by partner organisations including the SSLEP, the SSLEP Growth Hub and HM Government. Some of the main interventions made so far include:
- a. Total payments of grants to eligible businesses across Staffordshire which amount to some £183 million administered by our district and borough councils. These are primarily from the Local Restrictions Support Grant (£9.65m), Local Authority Discretionary Grant Fund (£17.4m) and Small Business Grants Fund and Retail, Hospitality and Leisure Grant Fund (£156m).
 - b. The Government Coronavirus Job Retention Scheme (CJRS) which has enabled many businesses to furlough their employees whilst they are unable to operate due to lockdown measures put in place. The scheme has been extended to the end of September 2021.
 - c. The Government self-employed income support scheme which provides a taxable grant to self-employed individuals and members of partnerships has also been extended to September 2021.
 - d. Coronavirus business interruption loan scheme and the Covid Corporate Financing Facility for the provision of loans to businesses, provided by commercial lenders with 80 percent of the loan guaranteed by the Government.
 - e. Following on from the 12-month business rates holiday announced by the Government for the retail, tourism and hospitality businesses, business rates holidays will continue until June, with a business rates discount of up to 2/3 of total rates for closed businesses for the remainder of the 2021/22 fiscal year.

- f. The 5% VAT rate will remain for tourism, leisure and hospitality businesses to the end of September 2021, followed by an interim rate of 12.5% between September 2021 and returning to regular VAT levels in April 2022.

Getting Building Fund

21. The Government formally announced allocations made through its £900 million Getting Building Fund on 4th August 2020. Applications were made by each Local Enterprise Partnership in England, with the SSLEP allocated a total of £23.7 million for projects across Staffordshire and Stoke-on-Trent which are expected to directly create 2,440 jobs (with additional jobs being safeguarded and created in construction).
22. The funding is expected to unlock 115,000m² of commercial floor space and 2,000m² of learning floor space, assist 1,150 new learners and 290 businesses and enable the delivery of 4.6km of new sustainable travel infrastructure to promote active modes of travel.
23. Successful projects have been selected on a partnership basis from across the SSLEP area many of which will involve the County Council in an enabling of delivery capacity. Projects which have been led by Staffordshire County Council, and an update on latest progress include:
 - a. i54 Western Extension - This project will support the remediation and full servicing of 60 acres of previously contaminated land to create high quality employment floor space. The site is anticipated to create the conditions for up to 1700 jobs following completion of the infrastructure and plot preparation work in summer 2021. As an 'accelerated' project funded through the Getting Building Fund the i54 Western Extension has already defrayed the £3 million of funding that was allocated to the project by the SSLEP.
 - b. Shire Hall Regeneration - A £1.6m grant from the Getting Building Fund was agreed (subject to conditions) by the SSLEP SPMG on 1st December to create the Business Hub in the former library area of Shire Hall. This forms part of the £7m investment plan to repurpose the Grade II* listed building. Progress is being made to issue the client brief for a design and refurbishment contract which will be advertised early December. In line with the County Council's framework arrangements the contract is to be offered to Entrust to provide an inspirational design to create a minimum of 21 high quality office units with meeting rooms, breakout space and associated welfare facilities, capable of attracting digital and professional services businesses keen to locate at a prestigious venue. The project is progressing well and final layout plans for the scheme have been agreed. Market testing undertaken by CWE consultants have confirmed significant demand for the workspace and facilities being created. The project is due to welcome businesses in April 2022.
 - c. The Skills & Employability team are developing 5 skills projects under the SSLEP's Getting Building Fund. The 3, £1.7m projects featured on the priority list include, a Digital Skills Academy, a Construction Industry Digital Technologies project and a Creative & Digital Skills project. Grant agreements

have been exchanged with the 3, £1.7m Skills Equipment Fund digital skills projects. The projects are targeted to deliver 147 jobs and are due to commence in March 2021, to be completed by the end of 2021. The 2, £2.8m skills projects feature on the SSLEP's contingency list for the Getting Building Fund and are being considered for funding by the SSLEP.

- d. Staffordshire Local Sustainable Transport Package (LSTP) - This investment will provide 3.6km of walking / cycling infrastructure in Tamworth, Biddulph, Burton, Uttoxeter, Burntwood and Eccleshall, facilitating a green recovery and continuing the rediscovery of active travel seen throughout the COVID-19 pandemic. The LSTP is a good example of the early work we are undertaking to ensure a sustainable and green recovery, which will encourage improved health, wellbeing and wider connectivity among our communities. Commencing in March 2021 the following schemes are programmed for delivery:

Glascote Road local safety and cycle scheme, Tamworth - 0.8km of cycle/pedestrian enhancements on B5000 between Kettlebrook Road and New Street, including shared pedestrian/cycle provision and traffic calming treatment.

Uttoxeter pedestrian improvements - 0.1km of pedestrian improvements along Bridge Street, including traffic calming, pedestrian priority, footway widening and pedestrian crossing provision

Stone Road safety improvements, Eccleshall - 0.2km of pedestrian enhancements, including speed reduction measures designed to provide a safer environment for pedestrians

Town Centre Initiatives

24. Across Staffordshire the County Council is working in close partnership with district and borough councils through several key town centre initiatives designed to re-ignite and reinvigorate our centres and high streets. These include projects accessing funding through the Future High Streets Fund (Newcastle-under-Lyme, Stafford, Tamworth), Town Funds (Burton-upon-Trent, Kidsgrove and Newcastle-under-Lyme) and other programmes and projects such as the emerging Eastgate Regeneration programme in Stafford.

Conclusion

25. Whilst there will undoubtedly be a negative impact to the local economy, our Strategy recognises that many opportunities have arisen that we need to grasp to hasten the development of the Staffordshire economy, such as the increase in homeworking and positive environmental impacts. Delivering our Strategy and taking full advantage of these opportunities will further enable the Staffordshire economy to **renew** and ultimately **transform** into a place where clean, productive businesses are created and thrive whilst existing business are supported to fully participate in the new economy.

Link to Strategic Plan

26. The Strategy primarily relates to the 'access to more good jobs and share the benefits of economic growth' Strategic Plan priority and all the associated priorities. However, there are aspects of the Strategy that cut-across all the Strategic Plan priorities with increased prosperity in the County having the potential to have positive impacts on resident's health, safety and happiness.

Link to Other Overview and Scrutiny Activity

27. Due to the cross-cutting nature of the Covid 19 response, recovery, renewal and transformation strategy there will be close links to a wide range of Overview and Scrutiny activities. A range of activity that the County Council has progressed over the last couple of years will remain important to the delivery of the Strategy, although may need to be refreshed in response to the COVID-19 crisis.

Community Impact

28. The impact of the COVID-19 crisis has the potential to affect some demographic groups and locations more than others, although this is a situation that evolves rapidly and with some uncertainty. Inclusive growth is a theme that cuts across all the strategy and the aim is therefore for all residents to benefit from its delivery. A 'live' evidence base is being updated regularly to monitor the impact and a strategic priority within the Strategy is to support affected groups, allowing the County Council to respond accordingly.

List of Background Documents/Appendices:

Appendix 1 – Economic Bulletin edition 8 – February 2021

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Staffordshire

Means**Back to Business**

Economic Bulletin - Issue 8 – February 2021

Welcome to the latest edition of the Staffordshire & Stoke-on-Trent Economic Bulletin produced by our Economy, Skills and Insight Teams, which provides the timeliest secondary data available on what is happening with the local economy. However, this clearly only provides part of the picture and we continue to build up our softer intelligence to provide a better indication of what is happening on the ground, including the local response to the COVID-19 crisis and subsequent recovery.

Alongside information on the Claimant Count and Job Vacancies that will be a part of every Bulletin, we again look at the latest Government data regarding the Coronavirus Job Retention Scheme (CJRS) Furloughed Workers and the Self-Employment Income Support Scheme (SEISS). This month's issue also provides more detailed youth claimant count analysis and updated ward level analysis of the claimant count to help identify areas which have been impacted the hardest across Staffordshire & Stoke-on-Trent and where there may be a greater need for support.

We hope you find the Bulletin useful and welcome your comments and suggestions on further information you would like to see included in future editions. If you do have any feedback please send your comments to Darren Farmer, Economy & Skills Analyst at darren.farmer@staffordshire.gov.uk.

Stay Safe,

Darryl Eyers

Director for Economy, Infrastructure and Skills, Staffordshire County Council



Key Messages

- Over recent weeks there does feel like there is light at the end of tunnel with the **UK vaccine programme** achieving its first significant milestone of vaccinating more than 15 million people and offering all of the most vulnerable a first jab. In Staffordshire and Stoke-on-Trent more than 300,000 residents have been given their first doses of the vaccines.
- The successful rollout of the vaccines to date alongside the latest lockdown has helped see a **strong decline in COVID-19 infection rates** across most parts of the UK, with the R number falling below 1 for the first time since July and therefore the virus is no longer growing. There is also emerging evidence of reduced hospitalisations and deaths in those vaccinated, easing the pressure on the NHS and saving lives.
- Although it is important to recognise that virus cases remain high and it is therefore vital that everyone continues to follow the guidance, gets tested on a regular basis even if they have no symptoms and take up the offer of the vaccine when called to do so.
- To ease lockdown restrictions it is clearly important that the vaccine programme continue to be successfully rolled out at pace, with the aim for all over-50s offered a vaccine by mid-May and all adults offered a first dose by the end of July.
- There remain concerns regarding the **emergence of new variants** but the Government and initial scientific studies indicate that the vaccines remain effective. Alongside potential **booster jabs** to combat new variants the **expansion of workplace testing** for staff that are unable to work from home and **rapid lateral flow testing** will be important in preventing the spread of new variants and reopening further parts of the economy.

Economic Impact and Support

- In terms of the ongoing economic impact from the pandemic, the **UK economy shrank by a record 9.9% in 2020** which was the largest slump since 1709 and is more than twice as much as the previous record. However, there was a **growth of 1.2% in December** as some restrictions eased looks to have prevented what could have been the country's first double-dip recession since the 1970s.
- The **rate of unemployment in the UK rose to 5.1%** in the three months to December, with 1.74 million people unemployed in the October to December period, up 454,000 from the same quarter in 2019.
- The **economy is expected to shrink by 4.2% in the first three months of 2021**, amid tighter lockdown restrictions to slow the spread of the virus. More positively the **Bank of England feels that the economy will rebound strongly** due to the rapid vaccine rollout leading to improved consumer confidence during spring and summer but this

is dependent on controlling new strains.

- To oversee the exiting from lockdown and recovery the Government has this week announced its "cautious" **four-part roadmap out of lockdown** - <https://www.gov.uk/government/publications/covid-19-response-spring-2021>
- There are a number of key earliest possible dates at which point certain easing may take place if four tests on vaccines, infection rates and new coronavirus variants are met at each stage, these include:

Step One: 8 March

- Schools open and outdoor after-school sports allowed
- Two people allowed to sit together outdoors
- Care home residents allowed one regular visitor

Step One: 29 March

- Six people or two households allowed to meet outdoors
- Outdoor sports facilities open and organised sport allowed
- Travel outside local area allowed

Step Two: 12 April

- Non-essential retail and personal care open
- Hospitality outdoors open
- Indoor leisure such as gyms and swimming pools open
- Self-contained holiday accommodation open

Step Three: 17 May

- Outdoors most social contact rules lifted
- Six people or two households can meet indoors
- Indoor hospitality and hotels open

Step Four: 21 June

- All legal limits on social contact removed
- Hope to reopen final closed sectors of the economy

- As well as the 'roadmap' there is also the **Budget on 3rd March** where it is expected that the Chancellor will provide a long-term blueprint which commentators believe is likely to mean high state spending for a decade, including extending government relief, such as the furlough scheme and business rates relief, self-employment grants, business support loans, cuts in VAT and possibly even stamp duty, to prevent a surge in unemployment while the virus is brought under control.
- This further support comes as the UK recorded their highest January level of borrowing since records began, with the **total borrowed reaching £8.8 billion last month**.
- The chancellor has also announced that small businesses will have more time to repay state-backed loans taken out to help survive the coronavirus lockdown, with the option to extend the length of the loan from six to ten years under a "pay-as-you-grow"

initiative.

- It will be important that as we progress out of lockdown the Government works with business to reopen the economy and unlock investment for a recovery from COVID-19.

Green Recovery

- The LGA has stated that a green industrial revolution could “ignite” the UK’s recovery from the pandemic and create up to two million jobs. Up to 1.18 million green jobs could be created in England alone by 2050, with a near-fourfold increase to 680,000 in just nine years, including roles in the building of more turbines, retrofitting homes and by building electric cars.
- An example of this is the recent announcement by Jaguar that their production will be all-electric by 2025, with the company launching electric models of its entire Jaguar and Land Rover line-up by 2030 and investing £2.5bn a year on new technology.
- It is clear that local authorities are best placed to work with employers and skills providers to ensure local communities can benefit. Making the right investments now and in our Covid recovery will help us towards net zero carbon targets and address the economic challenges.
- Staffordshire County Council has also agreed plans to transform Staffordshire into a carbon neutral county council by 2050, with measures including:
 - replacing street lights
 - creating energy from waste
 - more sustainable travel
- The authority has also committed £600,000 over the next year to push forward the climate change agenda, and a further £2m up to 2024/25.

Local Picture

- Looking locally due to our strong position going into the crisis the number of people on some form of government economic support scheme (including Universal Credit, Furlough and Self-employment Income Support) is estimated to be lower than the rest of the country, 20% compared to 23% nationally, but increased further during the third lockdown as more people were furloughed.
- The claimant count in Staffordshire saw a **further decrease of 410 claimants between December 2020 and January 2021 to a total of 24,440 claimants** and the **claimant rate has declined to 4.6% of the working age population in January**.
- This shows both the positive effect that the package of Government support such as the furlough scheme is having on staving off further job losses.
- However, the area has seen **Universal Credit (UC) claimants more than double since March (pre-COVID), an increase of just under 12,400 claimants** - however, not all will be out of work.

- These increases need to be viewed in the context of the move to Universal Credit. Before Universal Credit, the Claimant Count was based upon Jobseeker's Allowance claimants - people out of work but looking for a job. However, in response to COVID-19 the Government changed the criteria for Universal Credit to allow some people on low income to claim whilst in work. Therefore, there will be **a proportion of claimants currently that will still be in work but claiming Universal Credit because they are on a low income**, although from the data released by Government it is not currently possible to quantify the proportion of people that are indeed unemployed or employed but on a low income.
- Therefore, the reasons for the increase in claimants are still to fully emerge but evidence suggests there will be a combination of factors such as the self-employed no longer being able to operate, part-time employees working less than 16 hours a week who are now furloughed, and Small & Medium Enterprises laying off staff in the short-term.
- It is important to recognise that although we have seen a rise in claimant numbers due to COVID given our strong position going into the pandemic we still perform comparatively well for **our claimant rate which stood at 4.6% of the working age population in January compared to 7.1% regionally and 6.3% nationally**.
- However, it is young people, women, the lowest paid (including those in manual occupations, more routine or less skilled jobs) and part-time workers who continue to feel the impact of the economic shock the most. For example, the **proportion of young people aged 18-24 that are claiming Universal Credit has increased from 3.7% in March 2020 to 7.3% in January 2021**, well above the rate of 4.6% for the working age population. Given that it is harder for these groups to find a new job it is increasingly vital that the welcomed announcements made in 'A Plan for Jobs 2020' such as the **Kickstart Scheme** are quickly and effectively put in place to support these groups and help prevent them becoming long-term unemployed.
- The latest Coronavirus Job Retention Scheme (CJRS) figures show that there were **55,400 furloughed job claims in Staffordshire up to the end of January, equivalent to 14% of eligible workers**, which is in-line with the regional average but slightly lower than the national average of 15%. **Stoke-on-Trent had 14,400 jobs still furloughed**, equivalent to 13% of eligible jobs. The concern is how many of those on furlough will be able to return to work once the CJRS scheme ends at the end of April.
- **Staffordshire has seen 25,300 self-employed workers claim for the third SEISS grant up to the end of January** and a take-up rate of 64% for those eligible through the scheme, slightly lower than the regional and national average take-up rates (both 65%). **Stoke-on-Trent had 7,300 SEISS claims up to the end of January**, equivalent

to 71% of those eligible. This is the highest rate the West Midlands Region upper-tier authorities. There are concerns as to how many of these businesses will be viable and able to continue to operate after Government support is withdrawn.

- The ongoing third lockdown has seen a further decline in recruitment during January, with **job vacancies in Staffordshire decreasing by 3% between December and January equivalent to 550 fewer job vacancies, which is slightly above the 2% decline seen nationally. Stoke-on-Trent also saw a decline of 2% with just over 110 fewer vacancies in January compared to December.** However, it is **still positive that vacancy levels remain above those seen a year earlier.**
- We continue to see **demand for roles in health, social care and logistics e.g. ASOS and Pets at Home** with clear **emerging opportunities for job creation in digital (including online retail), advanced manufacturing (AI, Automation and Machine Learning), construction (£900 million Getting Building Fund) and the green economy (including retrofitting homes to improve energy efficiency and electric cars).**
- We will also look to build on existing strengths including **advanced manufacturing** through the adoption of AI, Automation and Machine Learning, **construction** to achieve Government house building targets and build major new infrastructure projects such as HS2 and West Midlands Freight Interchange, and **advanced logistics** with the online retail boom such as the recent announcement of ASOS's decision to build a £90million distribution centre creating 2,000 jobs close to Cannock and Tamworth where jobs will be very much needed.
- Although the number of job vacancies has been impacted by the latest lockdown and tighter restrictions it is important that we continue to work together to support our residents reskill and upskill into the roles that do exist such as through the work of the **Countywide Redundancy Task Group**, the **£2 billion Government Kickstart Scheme** – find out more about the types of roles and how to express an interest at the [Stoke-on-Trent and Staffordshire Enterprise Partnership website](#), and the **Government Restart Scheme**.

Local initiatives

- We are continuing to prioritise support for small businesses and people whose jobs or employment prospects have been impacted by the pandemic.
- In addition to the package of support already being delivered by the county council and programmes by a range of other organisations, including , Staffordshire County Council is working with our district and borough council partners to produce a **£5m support package** that will help more businesses and more people.

This includes:

- **More funding on top of the Additional Restrictions Grant managed by the district and borough councils** - the county council will be investing £860,000 towards the scheme.
- **Contributing to the cost of apprentices through 'The Staffordshire 500' Apprentices Wage Support programme** - Supporting smaller businesses not paying into the national apprenticeship levy by contributing to the cost of the wages of 16 to 24-year olds. This could create up to 500 apprentices.
- **Up to £5,000 for re-training through the 'Nil Cost Training for Employers Top-up Project'** - offering businesses the opportunity to up-skill employees or train new staff if looking to change business operations or enter new markets. Up to £5,000 would be provided and matched through other funding sources. Up to 400 Staffordshire businesses could be supported over the next 15 months through the programme.
- **The Small Business 'To Thrive' Financial Support programme** - would offer grants to small businesses between £2,000 and £5,000 to cover expenditure costs. Applicants would need to demonstrate all the measures they have put in place to remain open during the restriction period.
- More information when the new initiatives go live will be available [here](#).
- **Other support you can access now** includes over £615,000 in start-business support, including:
 - [The Start-Up Programme](#) of free online webinars and training - get your business going
 - [The Start-Up Loans Scheme](#) - of £3,000 to £5,000 for people who have completed the Start-Up Programme
 - **'Ignite'** - the start-up programme supporting students to start up their own business
 - [The Redundancy and Recruitment Triage Service](#) - Free and one to one support for you and your staff if you are having to make redundancies. The service helps people discover their transferable skills and match them to new work.
- The **Growth Hub has launched its online webinar library** to provide dedicated support to local businesses on topics ranging from funding and finance to marketing, HR and business growth. You can access the library [here](#).
- Keele University and partners have launch ambitious plans to strengthen recovery and help SMEs. **The Keele Deal I Recovery** will create a wide-ranging programme of contributions aimed at achieving a major impact on our area's recovery from Covid-

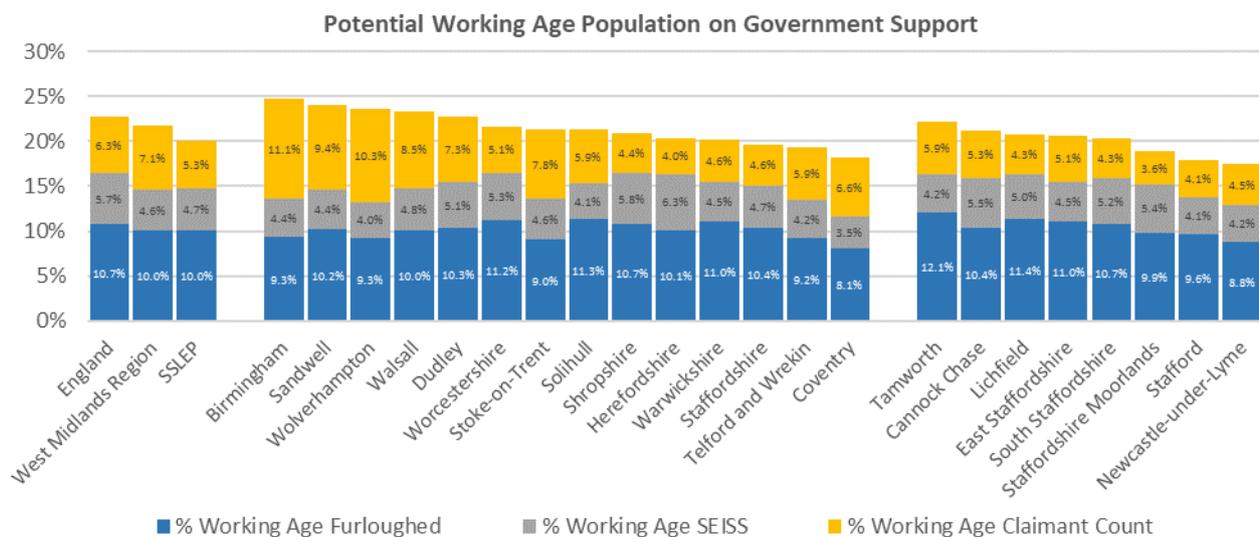
19. The Deal sees Keele University working with partners, including the county council, to develop responses to the increasing job losses and changing labour market caused by the pandemic, ensuring that current and future generations of workforce have the skills they need. The Deal incorporates a number of projects, including the expansion of the University's Science and Innovation Park. Innovation Centre 7 is set for completion in the spring of 2022 and specialising in digital enhancement and will help more than 300 SMEs to benefit from a data analytics transformation programme.

- In conclusion, it is apparent that the third national lockdown and tighter restrictions have caused further economic impact to businesses and jobs but it continues to be clear that **Government and local support is playing a vital role in helping businesses to survive and stave off further job losses**. Alongside this the increasing speed and success of the vaccination programme rollout is a major step in the right direction to reducing further impacts.
- As the vaccines continue to be provided to the general population it is vital that additional support such as the **Additional Restrictions Grant** is utilised to **help businesses transition to new business models including diversification and digitisation to improve their viability and sustainability**. Alongside this the **Restart Scheme has an important role to play in ensuring that local residents have the skills needed within the local economy to support increased growth, productivity and prosperity**.

Local Picture – Residents on Government Support Schemes

During this period it is important to be able to understand how local businesses are responding to the gradual reopening of the economy and what impact COVID-19 has had and continues to have on jobs. A key aspect of this is monitoring the number of people claiming Universal Credit (Claimant Count), and the number of people on the Coronavirus Job Retention (CJRS) and Self-Employment Income Support Schemes (SEISS), as seen below.

Overall Number of Residents on Government Support Schemes



In line with the Claimant Count rate which shows the proportion of the working age population claiming Universal Credit we have calculated the proportion of the working age population which may be on the furloughed or have accessed SEISS support.

In total there are potentially just over 139,000 residents in the SSLEP area on Government support, equivalent to around 20% of the working age population which is lower than the regional (22%) and national (23%) averages. Tamworth (22%) and Cannock Chase (21%) have the highest rates while Newcastle-under-Lyme (18%) and Stafford (18%) have the lowest.

SSLEP Working Age Population	694,954
Jobs in High Risk Sectors	221,000
Claimant Count Jan 2021	36,860
Coronavirus Job Retention Scheme (CJRS) Furloughed job claims as at 31st Jan	69,800
Self-Employment Income Support Scheme (SEISS) claims up to 31st Jan	32,600
Potential workers on Government support	139,260
Potential % of working age population on Government support	20.0%

Note: Important to recognise that there may be some workers which are accessing more than one support scheme and there may be some double counting due to jobs moving on and off the furlough scheme

Detailed Breakdown

Claimant Count¹

The following table highlights the level of claimant unemployment in the Staffordshire Districts and each of the Strategic Authorities in the West Midlands Region:

Claimant Count (Universal Credit) Statistics: January 2021

Area	Claimant Count Rate (January 2020)	Claimant Count Rate (December 2020)	Claimant Count Rate ¹ (January 2021)	Number of Claimants (January 2021)	Monthly Change in Claimants (Numbers)	Monthly Change in Claimants (%)	Change in Claimants since March (Numbers)	Change in Claimants since March (%)
England	2.9	6.3	6.3	2,200,965	-15,820	-0.7%	1,137,460	107.0%
West Midlands	3.8	7.2	7.1	260,100	-1,790	-0.7%	115,750	80.2%
SSLEP	2.6	5.4	5.3	36,860	-460	-1.2%	17,490	90.3%
Birmingham	6.5	11.1	11.1	81,210	-25	0.0%	31,840	64.5%
Wolverhampton	5.9	10.3	10.3	16,750	30	0.2%	6,370	61.4%
Sandwell	4.9	9.5	9.4	19,325	-60	-0.3%	8,545	79.3%
Walsall	4.6	8.5	8.5	14,705	20	0.1%	6,100	70.9%
Stoke-on-Trent	4.4	7.8	7.8	12,420	-50	-0.4%	5,100	69.7%
Dudley	4.2	7.3	7.3	14,110	-110	-0.8%	5,595	65.7%
Coventry	3.0	6.6	6.5	16,270	-155	-0.9%	8,270	103.4%
Telford and Wrekin	2.9	6.0	5.9	6,565	-150	-2.2%	3,135	91.4%
Solihull	2.8	5.9	5.8	7,460	-55	-0.7%	3,810	104.4%
Worcestershire	2.3	5.2	5.1	17,855	-355	-1.9%	9,550	115.0%
Warwickshire	2.1	4.7	4.6	16,215	-265	-1.6%	8,385	107.1%
Staffordshire	2.1	4.6	4.6	24,440	-410	-1.6%	12,390	102.8%
Shropshire	2.0	4.4	4.4	8,305	-135	-1.6%	4,295	107.1%
Herefordshire, County of	1.8	4.0	4.0	4,470	-75	-1.7%	2,360	111.8%
Tamworth	3.0	6.1	5.9	2,790	-85	-3.0%	1,300	87.2%
Cannock Chase	2.5	5.3	5.3	3,355	5	0.1%	1,700	102.7%
East Staffordshire	2.1	5.0	5.0	3,645	-40	-1.1%	1,925	111.9%
Newcastle-under-Lyme	2.3	4.6	4.5	3,670	-95	-2.5%	1,690	85.4%
Lichfield	2.0	4.4	4.3	2,650	-75	-2.8%	1,330	100.8%
South Staffordshire	1.9	4.4	4.3	2,920	-45	-1.5%	1,610	122.9%
Stafford	1.9	4.1	4.0	3,305	-70	-2.1%	1,650	99.7%
Staffordshire Moorlands	1.6	3.7	3.6	2,100	-15	-0.7%	1,180	128.3%

¹ The claimant rate is the proportion of the working age population claiming benefits

- The Claimant Count in Staffordshire saw a further decrease of 410 between December 2020 and January 2021 to a total of 24,440 claimants. While Stoke-on-Trent saw a decrease of 50 over the same period with a total of 12,420 claimants in January.
- These decreases in the Claimant Count are similar to the decline seen nationally. This reflects both the positive effect that the package of Government support such as the furlough scheme is having in staving off higher job losses and the job opportunities that are now available.
- It is also important to look at the change in the Claimant Count seen since March 2020 (pre-COVID) where the number of claimants in Staffordshire has more than doubled with an increase of 12,390 claimants and in Stoke-on-Trent there has been an increase of 5,100.

- Ultimately, the full effect of COVID-19 on employment will not be felt until the furlough and SEISS schemes and further Government support comes to an end.
- The increases in the Claimant Count also need to be viewed in the context of the move to Universal Credit. Before Universal Credit, the Claimant Count was based upon Jobseeker's Allowance claimants, i.e. people out of work but looking for a job. A proportion of claimants currently will have a job but claiming Universal Credit due to having a low income - the reasons for the increase in claimants are still to fully emerge but evidence suggests there will be a combination of factors such as:
 - New Job Starters/PT employees/Self-employed with no income claiming Universal Credit because they are not eligible for the CJRS;
 - Self-employed ceased trading or have very low income claiming Universal Credit (and are either not eligible for, or not yet been paid, income under the SEISS);
 - Working part-time low-income workers claiming Universal Credit and may be furloughed;
 - Potential Redundancies within Small & Medium Enterprises laying off staff in the short-term.
- Unfortunately, due to Government data limitations it is not currently possible to quantify the proportion of people that fall into these cohorts at a local level.
- Given the comparatively strong position of Staffordshire going into the pandemic and the fact that COVID-19 has impacted much of the economy during lockdown, even with the significant increase in claimants the proportion of working age residents on such benefits remains comparatively low in Staffordshire with a rate of 4.6% in December compared to 7.1% regionally and 6.3% nationally. In Stoke-on-Trent the Claimant Count rate remains above both the regional and national averages at 7.8%.
- This month all Staffordshire Districts have seen a decline in the claimant count with the exception of Cannock Chase which saw a small rise of 5. Newcastle-under-Lyme, Tamworth and Lichfield saw the largest decreases in the number of working age claimants in January.
- Tamworth and Cannock Chase continue to record the highest rates in Staffordshire, although Newcastle-under-Lyme and East Staffordshire have the largest caseloads. However, it's important to note all Districts and Boroughs remain lower than the current national and regional rates.

¹ Source: <https://www.nomisweb.co.uk/>

- As well as workers across sectors being impacted differently, there are also signs that it is the lowest paid, women, part-time workers and young people (particularly apprentices) that are being hardest hit. These groups are more likely to work in sectors that have shut down or reduced activity, such as hospitality and non-essential retail. They are also less likely to be able to work from home.

Youth Claimant Count (Universal Credit) Statistics: January 2021

Area	Youth Claimant Count Rate (January 2020)	Youth Claimant Count Rate (December 2020)	Youth Claimant Count Rate ¹ (January 2021)	Number of Youth Claimants (January 2021)	Monthly Change in Youth Claimants (Numbers)	Monthly Change in Youth Claimants (%)	Change in Youth Claimants since March (Numbers)	Change in Youth Claimants since March (%)
England	3.9	8.9	8.8	419,235	-2,260	-0.5%	221,505	112.0%
West Midlands	4.9	9.9	9.7	51,220	-960	-1.8%	23,315	83.6%
SSLEP	3.9	8.2	8.1	7,225	-115	-1.6%	3,405	89.1%
Wolverhampton	8.5	15.1	14.8	3,165	-50	-1.6%	1,255	65.7%
Sandwell	7.3	15.1	14.7	3,895	-95	-2.4%	1,780	84.2%
Walsall	7.6	13.7	13.6	3,110	-30	-1.0%	1,195	62.4%
Dudley	6.9	12.8	12.5	2,995	-70	-2.3%	1,245	71.1%
Birmingham	6.0	11.3	11.1	15,685	-205	-1.3%	6,580	72.3%
Solihull	5.1	11.2	11.0	1,670	-30	-1.8%	845	102.4%
Stoke-on-Trent	5.5	10.1	10.0	2,370	-15	-0.6%	965	68.7%
Telford and Wrekin	4.7	10.1	9.7	1,460	-60	-3.9%	700	92.1%
Worcestershire	3.7	8.5	8.3	3,445	-105	-3.0%	1,850	116.0%
Shropshire	3.8	8.1	7.9	1,650	-45	-2.7%	825	100.0%
Staffordshire	3.3	7.5	7.3	4,855	-100	-2.0%	2,440	101.0%
Herefordshire, County of	3.2	6.8	6.7	820	-10	-1.2%	405	97.6%
Warwickshire	2.8	6.6	6.5	2,960	-40	-1.3%	1,625	121.7%
Coventry	2.7	6.1	5.9	3,140	-105	-3.2%	1,605	104.6%
Tamworth	4.8	10.8	10.7	615	-10	-1.6%	320	108.5%
Cannock Chase	4.4	10.2	10.0	735	-15	-2.0%	370	101.4%
East Staffordshire	3.2	8.0	7.9	670	-5	-0.7%	350	109.4%
South Staffordshire	3.0	7.5	7.4	590	-10	-1.7%	340	136.0%
Lichfield	3.3	7.5	7.1	500	-30	-5.7%	230	85.2%
Stafford	3.2	6.6	6.7	610	5	0.8%	295	93.7%
Staffordshire Moorlands	2.7	6.1	6.1	390	0	0.0%	215	122.9%
Newcastle-under-Lyme	2.8	5.6	5.4	750	-30	-3.8%	325	76.5%

¹ The claimant rate is the proportion of the working age population claiming benefits

- Young people aged 18-24 continue to be disproportionately impacted by unemployment where the claimant rate for young people in Staffordshire has increased from 3.7% in March to 7.3% in January compared to a rise from 2.3% to 4.6% for all working-age residents, while in Stoke-on-Trent the rate has risen from 5.9% in March to 10.0% in January.
- Staffordshire has seen a decrease of 100 in the youth claimant count over the latest month to a total of 4,855, while Stoke-on-Trent has seen a decline of 15 to 2,370 youth claimants.
- This month the majority of Staffordshire Districts saw slight decreases in youth claimants, with the exception of Stafford which saw an increase of 5 and Staffordshire Moorlands which remained unchanged. Tamworth and Cannock Chase continue to record the highest rates in Staffordshire, both above the regional and national averages.

Claimant Counts and Rates in Staffordshire & Stoke-on-Trent Wards

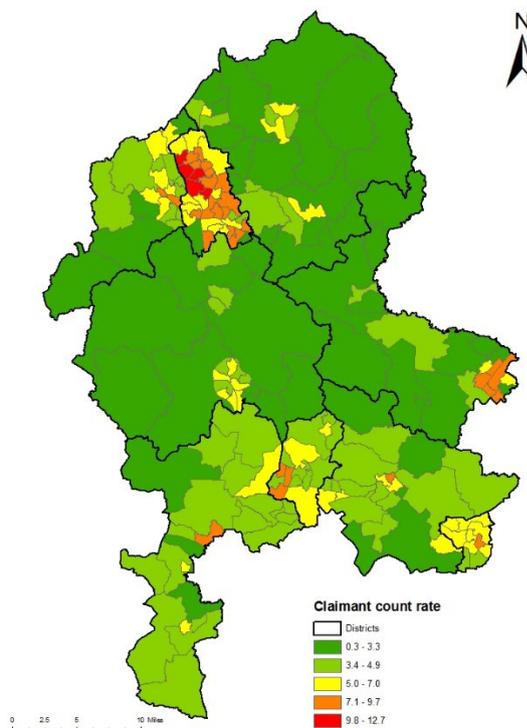
- The following maps and tables provide the latest breakdown of the claimant count by wards in Staffordshire & Stoke-on-Trent.

Claimant Count Rate January 2021

Out of the 201 wards in Staffordshire & Stoke-on-Trent, 46 were above the England average of 6.3% for the number of claimants as a proportion of the working age population.

The top 15 wards with the highest claimant count rate were all in Stoke-on-Trent with Joiner's Square (12.7% or 570 claimants), Moorcroft (12.3% or 450), and Etruria and Hanley (12.2% or 635 claimants) having the highest rates.

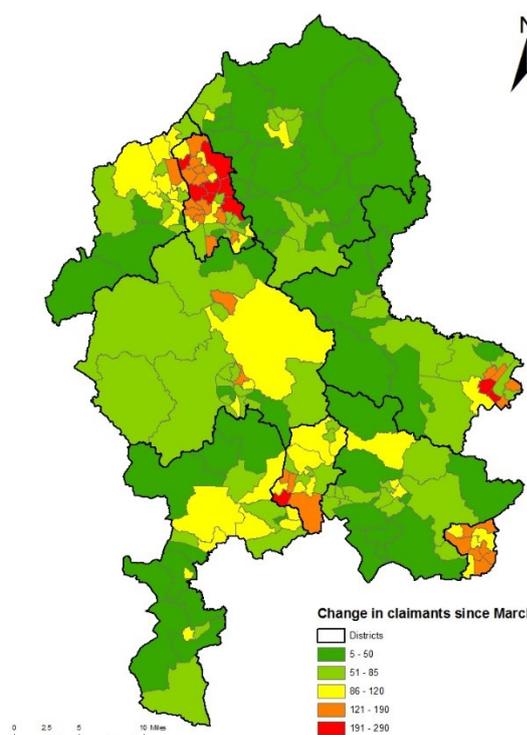
In Staffordshire, Cannock North in Cannock Chase (8.4% or 395), Burton in East Staffordshire (8.4% or 250) and Anglesey in East Staffordshire (8.2% or 435) had the highest claimant count rates.



Change in Claimant Count since March 2020

The top 3 wards with the highest change in the number of claimants since March 2020 were in Stoke-on-Trent and included Birches Head and Central Forest Park (290 increase to 680 in total), Etruria and Hanley (280 rise to 635), and Bentilee and Ubbertley (250 increase to 650).

In Staffordshire the highest increases were seen in Anglesey in East Staffordshire (245 rise to 435), Shobnall in East Staffordshire (225 increase to 435) and Cannock South (200 rise to 425).



Youth Claimant Counts and Rates in Staffordshire & Stoke-on-Trent Wards

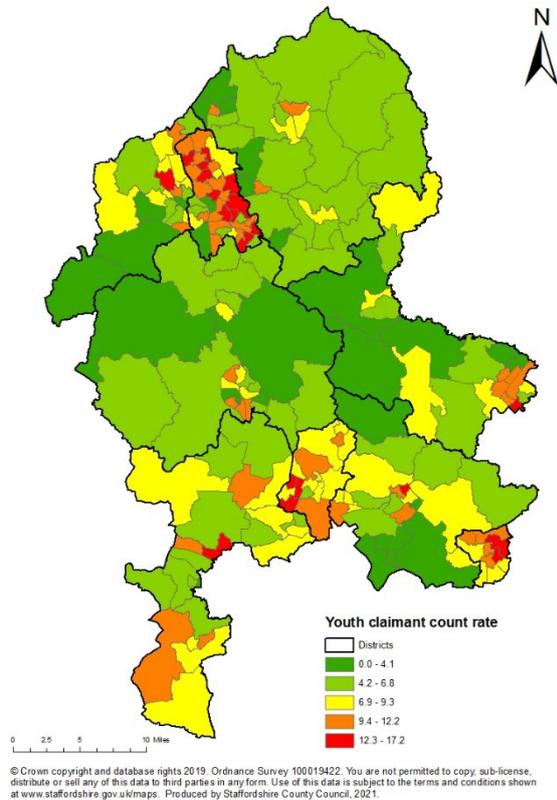
The following maps and tables provide the latest breakdown of the youth claimant count by wards in Staffordshire & Stoke-on-Trent.

Youth Claimant Count Rate January 2021

Out of the 201 wards in Staffordshire & Stoke-on-Trent, 75 were at or above the England average of 8.8% for the number of claimants aged 18-24 as a proportion of the 18-24 population.

Of the top 10 wards with the highest youth claimant count rate 7 were in Stoke-on-Trent including Joiner's Square (16.3%), Moorcroft (15.8%), Burslem Park (14.9%), Bentilee and Ubbertley (14.4%), Meir North (14.4%), Abbey Hulton and Townsend (14.0%) and Tunstall (13.8%).

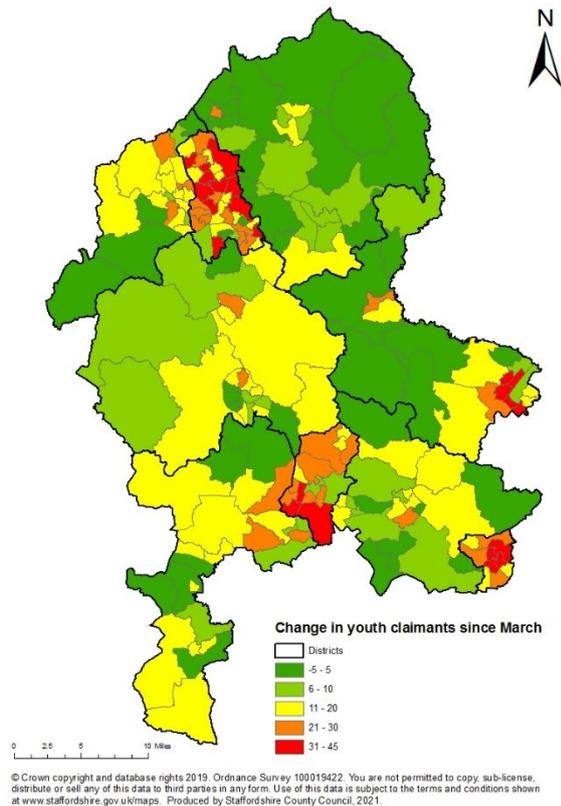
In Staffordshire, the highest rate was Glascote in Tamworth with 17.3%, followed by Cannock South (13.8%) and Curborough in Lichfield (13.8%).



Change in Youth Claimant Count since March 2020

Out of the top 10 wards with the highest change in the number of youth claimants since March 2020 8 were in Stoke-on-Trent including Burslem Park (45 rise to 65), Tunstall (45 rise to 85) and Birches Head and Central Forest Park (45 rise to 115).

In Staffordshire, the highest increases were seen in Glascote in Tamworth (45 rise to 100), Belgrave in Tamworth (45 rise to 75) and Cannock South (40 rise to 90).



Coronavirus Job Retention Scheme (CJRS) Furloughed Jobs²

- HMRC have released local authority level breakdowns of the CJRS scheme for claims submitted to HMRC by 15th February 2021 for the period up to 31st January 2021.
- HMRC have stated that the CJRS claims data are provisional and subject to revisions in future releases due to additional claims submitted following this release. This means that figures are preliminary and are likely to be revised upwards in future releases, with HMRC estimating that the number of claims reported for January could increase by around 3%.
- Based on the provisional figures, **Staffordshire had the 2nd highest number of furloughed job claims up to the end of January in the WM with 55,400**, behind only Birmingham and equivalent to 14% of eligible workers. This is to be expected given Staffordshire is the 2nd largest strategic authority area in the region but shows the potential size of the challenge as furlough ends.
- Between December and January Staffordshire has seen **an increase of 8,700 furloughed jobs, reflecting the impact of the third lockdown and tighter restrictions**. This has seen **Staffordshire's rate of furlough increase from 12% to 14% but remains in-line with the regional average and slightly lower than the national average (15%)**.
- **Stoke-on-Trent has seen the number of furloughed jobs increase from 12,200 to 14,400**, equivalent to 13% of eligible jobs.

Coronavirus Job Retention Scheme (CJRS) Statistics: February 2021

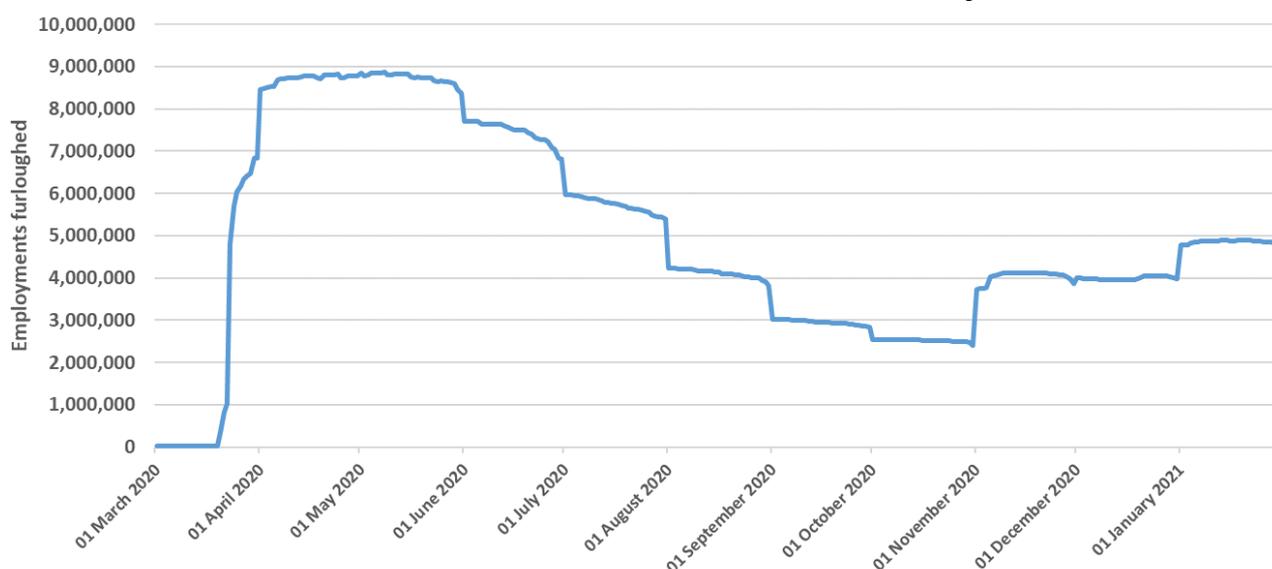
County and district / unitary authority	Total employments eligible for furlough	Total	
		employments furloughed at 31 January (provisional)	Total take up-rate at 31 January (provisional)
England	25,577,900	3,769,700	15%
South Staffordshire	48,300	7,200	15%
Tamworth	38,400	5,700	15%
Lichfield	47,300	7,000	15%
West Midlands	2,580,400	366,400	14%
Cannock Chase	46,400	6,600	14%
Staffordshire County	398,200	55,400	14%
East Staffordshire	58,400	8,100	14%
SSLEP	510,800	69,800	14%
Staffordshire Moorlands	42,300	5,700	14%
Newcastle-under-Lyme	55,200	7,200	13%
Stoke-on-Trent UA	112,600	14,400	13%
Stafford	61,900	8,000	13%

Source: HMRC CJRS and PAYE Real Time Information

² Source: HMRC – <https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-february-2021>

- There is concern as to how many of those workers which remain on furlough are to return to work once furlough ends at the end of April.
- The national data provides more detailed breakdowns than available for local authorities and looking at the national picture allows for greater insight into who is currently being supported by the furlough scheme.
- Nationally there were 802,000 (an increase of nearly 100,000 since December) employers making 4,703,600 (an increase of over 728,500 since December) furloughed job claims up to the end of January.
- Over two thirds (68%) of claims were made by SMEs with 32% in large businesses with 250+ employees. While of those workers furloughed, over two thirds (68%) were fully furloughed and 28% partially furloughed with 4% unknown. The proportion that are fully furloughed had been declining going into the second lockdown but has risen due to the impact of the second lockdown and third lockdown.
- The following chart shows the trend in furloughed job claims nationally, it shows that as lockdown was eased furlough claims gradually declined, however it is clear that the second and third lockdowns impacted jobs between November and January.

Coronavirus Job Retention Scheme (CJRS) Statistics: February 2021 Time Series



- Nationally, the identified high-risk sectors of 'Accommodation and Food services' and 'Arts, entertainment and recreation' have by far the highest furlough take-up rates. While it is 'Accommodation and Food services' and 'Wholesale and retail including the repair of motor vehicles' which have the highest number of jobs that are still furloughed, with these two sectors seeing by far the highest increases during the third lockdown.

Coronavirus Job Retention Scheme (CJRS) Statistics: February 2021 by Sector

Sector	Employers			Employments			Value of claims made for periods 1 November to 31 January (provisional) (£ million)
	Employers (PAYE schemes) with staff eligible for furlough	Employers furloughing staff at 31 January (provisional)	Take-up rate at 31 January (provisional)	Employments eligible for furlough	Employments furloughed at 31 January (provisional)	Take-up rate at 31 January (provisional)	
Accommodation and food services	133,800	90,400	68%	2,037,800	1,147,200	56%	2,520
Wholesale and retail; repair of motor vehicles	249,100	130,400	52%	4,520,000	938,500	21%	1,833
Administrative and support services	165,300	71,900	43%	2,739,200	387,000	14%	866
Arts, entertainment and recreation	41,000	26,100	64%	574,900	315,100	55%	652
Manufacturing	101,300	49,200	49%	2,363,400	312,800	13%	704
Professional, scientific and technical	308,000	102,400	33%	2,255,200	270,600	12%	662
Construction	239,100	94,000	39%	1,297,700	244,100	19%	595
Other service activities	93,600	59,200	63%	548,800	222,600	41%	444
Education	39,600	19,200	49%	3,236,600	188,200	6%	233
Transportation and storage	77,100	30,400	39%	1,373,600	187,600	14%	525
Health and social work	101,300	35,000	35%	4,199,600	183,000	4%	286
Information and communication	146,200	39,100	27%	1,239,400	110,500	9%	294
Real estate	48,000	20,500	43%	437,400	64,900	15%	154
Finance and insurance	34,500	9,300	27%	1,083,500	31,400	3%	77
Agriculture, forestry and fishing	33,700	5,800	17%	207,000	21,200	10%	38
Water supply, sewerage and waste	5,800	2,600	45%	177,100	14,200	8%	35
Public administration and defence; social security	7,700	300	4%	1,374,100	9,500	1%	13
Households	77,700	2,600	3%	133,000	3,400	3%	7
Energy production and supply	1,300	400	32%	133,200	3,000	2%	9
Mining and quarrying	1,000	300	30%	48,900	2,100	4%	6
Unknown and other	53,300	13,600	-	195,600	46,600	-	103
Total	1,958,200	802,700	41%	30,175,900	4,703,600	16%	10,057

Source: HMRC CJRS and PAYE Real Time Information

- The Government has now set out its roadmap out of lockdown and it is clear that due to the given timings of lifting certain restrictions there will be certain sectors which will continue to be adversely affected until such measures are lifted. In the longer-term, specific industrial sectors and the associated labour market may continue to be adversely affected, particularly due to reduced economic support measures and challenging market conditions.
- A particular risk is the end of the Government's Job Retention Scheme (JRS) at the end of April. The JRS has been successful in enabling many people to remain in employment but furloughed during the crisis but once this comes to an end there are concerns that many furloughed workers may find themselves out of work.

Self-Employment Income Support Scheme (SEISS)³

- **Staffordshire has seen 25,300 self-employed workers claim for the third SEISS grant up to the end of January** and a take-up rate of 64% for those eligible through the scheme, which is slightly below the regional and national average take-up rates (both 65%).
- **Stoke-on-Trent had 7,300 SEISS claims up to the end of January**, equivalent to 71% of those eligible. This is the highest rate the West Midlands Region upper-tier authorities.

Self-Employment Income Support Scheme (SEISS) Statistics: February 2021

County and district / unitary authority	Total potentially eligible population	Total no. of claims made to 31/01/21	Total value of claims made to 31/01/21 (£)	Average value of claims made to 31/01/21 (£)	Total Take-Up Rate
Stoke-on-Trent UA	10,400	7,300	18,300,000	2,500	71%
Cannock Chase	5,000	3,500	10,600,000	3,000	70%
Tamworth	3,000	2,000	5,600,000	2,800	68%
Newcastle-under-Lyme	5,200	3,400	9,800,000	2,900	66%
South Staffordshire	5,300	3,500	10,100,000	2,900	66%
SSLEP	49,800	32,600	91,200,000	2,798	65%
England	3,067,000	1,998,000	5,666,000,000	2,836	65%
Lichfield	4,800	3,100	9,500,000	3,100	65%
West Midlands	259,000	170,000	461,000,000	2,700	65%
East Staffordshire	5,200	3,300	8,700,000	2,600	64%
Staffordshire County	39,400	25,300	72,900,000	2,900	64%
Stafford	5,600	3,400	9,800,000	2,900	60%
Staffordshire Moorlands	5,400	3,100	8,800,000	2,800	58%

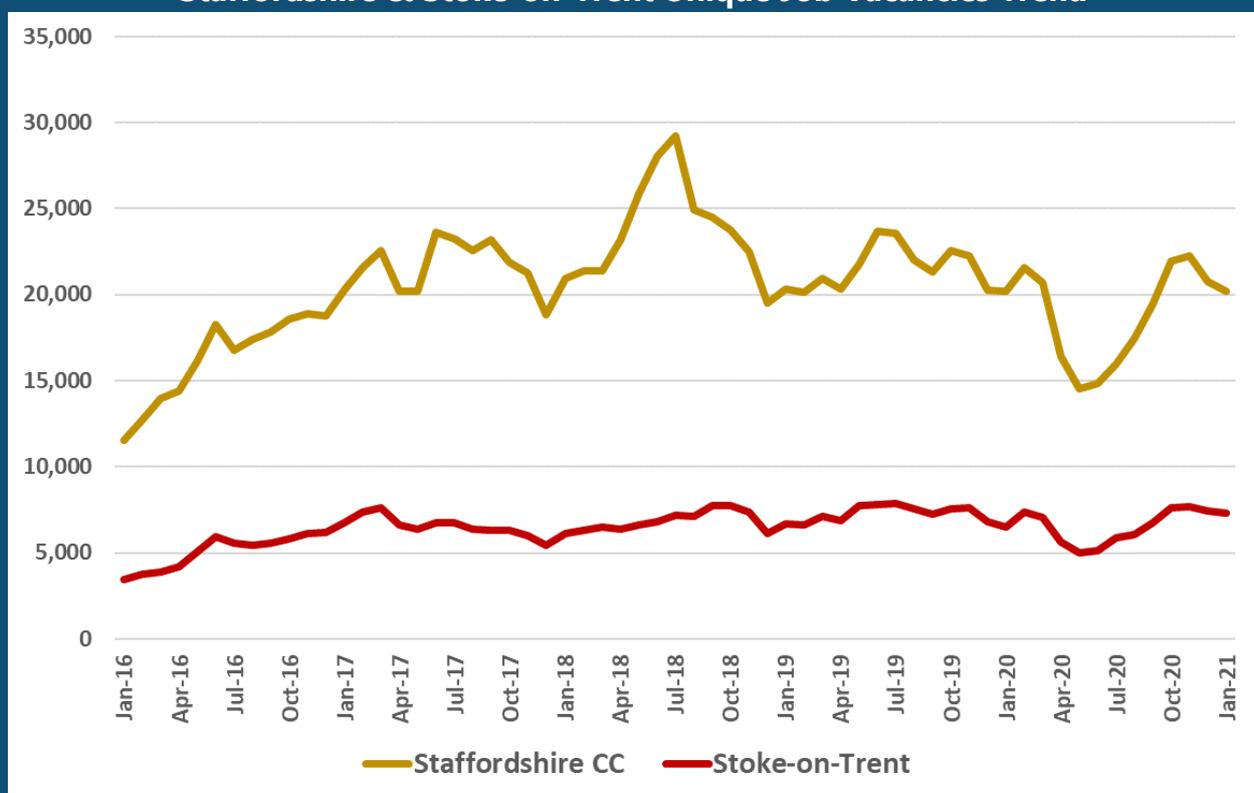
- Nationally, **transport and storage, education, construction, and arts, entertainment and recreation remain the sectors which have seen the highest take-up rates.**

³ Source: HMRC - <https://www.gov.uk/government/statistics/self-employment-income-support-scheme-statistics-february-2021>

Job Vacancies⁴

- The ongoing third lockdown has seen a further decline in recruitment during January, with **job vacancies in Staffordshire decreasing by 3% between December and January equivalent to 550 fewer job vacancies, which is slightly above the 2% decline seen nationally.**
- **Stoke-on-Trent also saw a decline of 2% with just over 110 fewer vacancies in January compared to December.**
- However, it is **still positive that vacancy levels remain above those seen a year earlier.**

Staffordshire & Stoke-on-Trent Unique Job Vacancies Trend



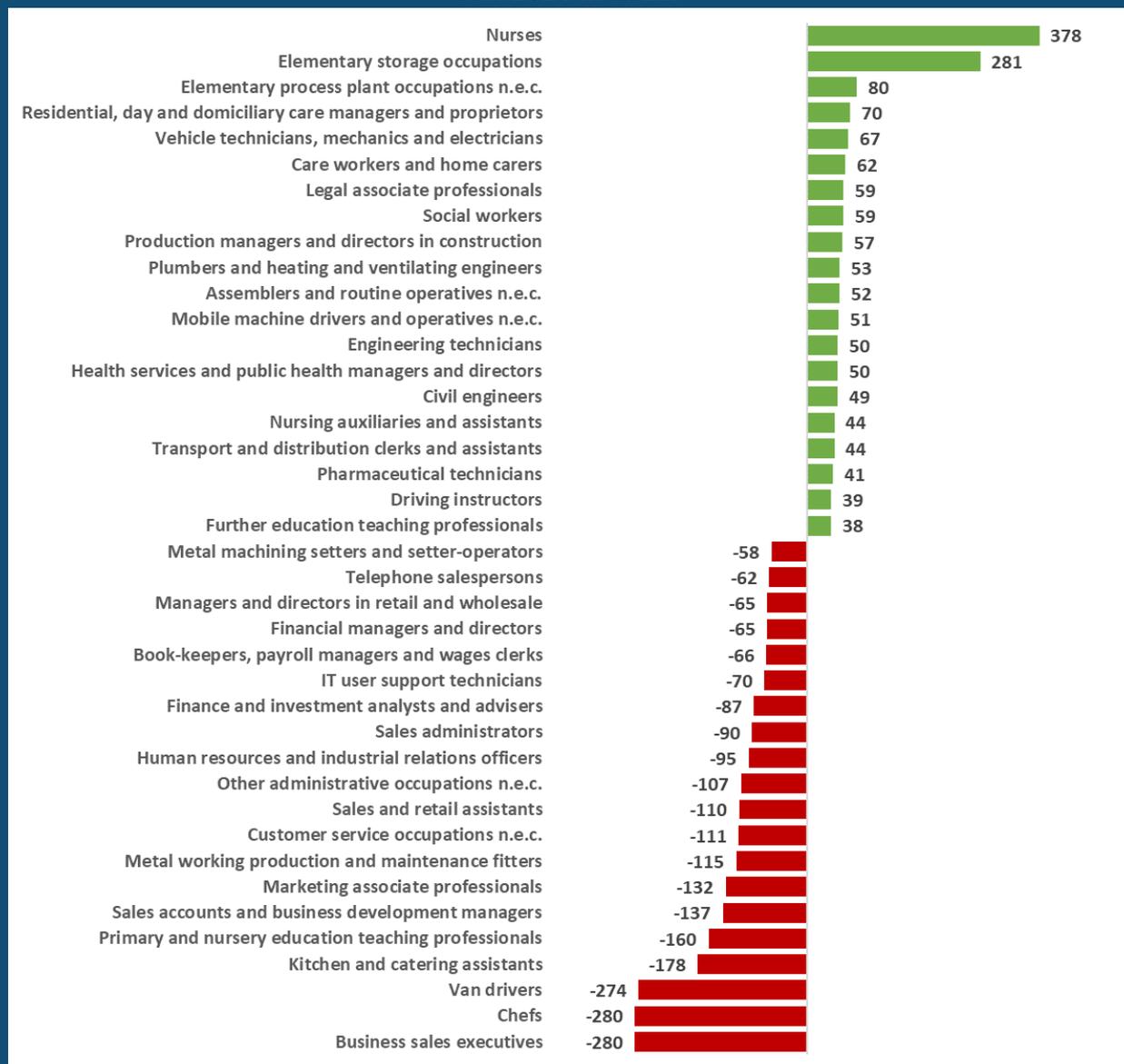
- The third lockdown has impacted the majority of occupational groups with only 'skilled trades occupations' and 'administrative and secretarial occupations' seeing a small increases in vacancies over the last month.
- As seen last month the occupations to see the most significant declines during January were associated to the logistics sector with elementary storage occupations and van drivers accounting for over a third of the total decline in vacancies seen in Stoke-on-Trent and Staffordshire. This is likely a reflection of the large number of businesses that

⁴ Source: EMSI

have had to close during the lockdown and therefore not requiring logistics during the period.

- By far **the main recruitment growth occupations between Feb (pre-COVID) and January have been nurses and elementary storage occupations.**

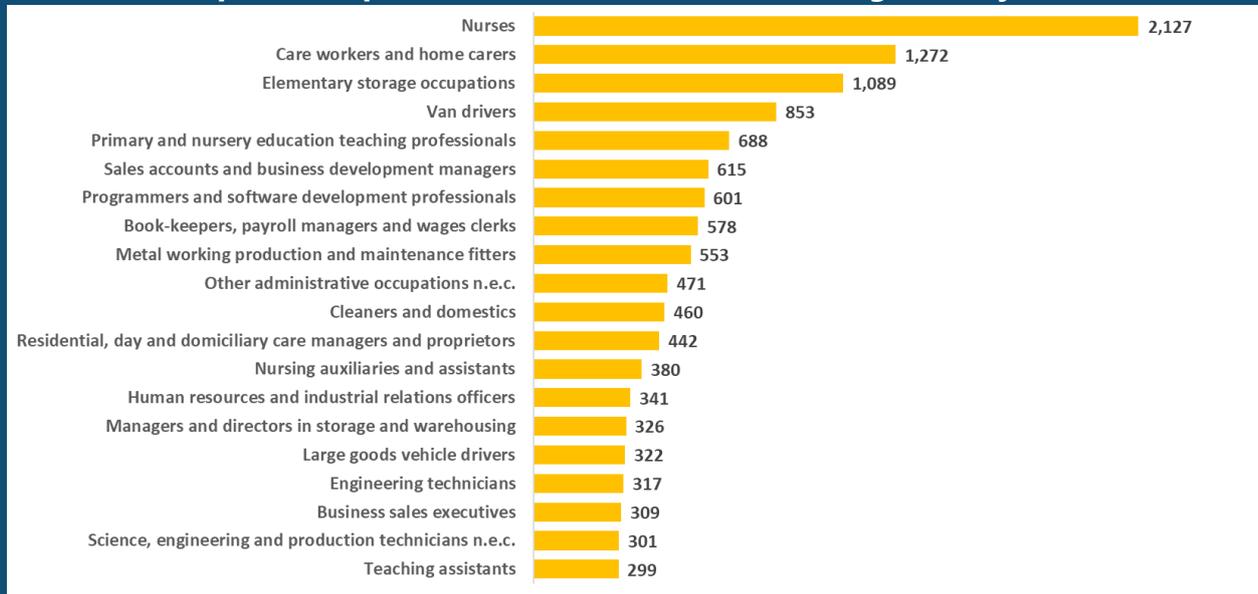
Top 20 occupations declining and top 20 increasing between Feb 2020 (Pre-COVID) and Jan 2021 in SSLEP



- While demand for roles in health and social care including **nurses and social care workers and home carers** alongside roles in logistics such as **elementary storage occupations and van drivers** remain by far the strongest of all occupations.
- There is also demand for **primary and nursery education teaching professionals**, which is an area which was badly impacted during lockdown. While in manufacturing **metal working production and maintenance fitters** remain the occupation in most demand.

- As well as these more sector specific roles, there is continuing and growing demand for workers which support numerous sectors including **sales and business development managers, programmers and software development professionals, book-keepers, and admin roles.**

Top 20 occupations in demand in SSLEP during January 2021



- It is clear that there are jobs available in the local economy but clearly there will be increasing competition for those roles. The national and local support which is in place to support those that have been unfortunate enough to lose their jobs is vital in both reskilling and upskilling as well as enabling them to access the opportunities available.

Job Vacancies Summary Table

Area / SSLEP Occupational Group	Jan 2020 Unique Postings	Feb 2020 Unique Postings	Nov 2020 Unique Postings	Dec 2020 Unique Postings	Jan 2021 Unique Postings	Dec 2020- Jan 2021 (Month on Month Change)	Dec 2020- Jan 2021 Monthly % Change	Feb 2020- Jan 2021 (Month on Month Change)	Feb 2020- Jan 2021 Monthly % Change	Jan 2020- Jan 2021 (Year on Year Change)	Jan 2020- Jan 2021 Annual % Change
Staffordshire CC	20,223	21,569	22,232	20,769	20,217	-552	-3%	-1,352	-6%	-6	0%
Stoke-on-Trent	6,519	7,346	7,701	7,426	7,314	-112	-2%	-32	0%	795	12%
SSLEP	26,742	28,915	29,933	28,195	27,531	-664	-2%	-1,384	-5%	789	3%
West Midlands	177,017	194,979	186,230	180,033	176,672	-3,361	-2%	-18,307	-9%	-345	0%
England	2,077,174	2,229,865	2,196,421	2,097,119	2,050,719	-46,400	-2%	-179,146	-8%	-26,455	-1%
South Staffordshire	753	655	948	826	787	-39	-5%	132	20%	34	5%
Stafford	4,563	4,887	5,569	5,327	5,123	-204	-4%	236	5%	560	12%
East Staffordshire	3,343	3,678	4,013	3,838	3,795	-43	-1%	117	3%	452	14%
Lichfield	2,564	2,533	2,751	2,569	2,526	-43	-2%	-7	0%	-38	-1%
Newcastle-under-Lyme	1,525	1,676	1,904	1,694	1,659	-35	-2%	-17	-1%	134	9%
Cannock Chase	2,490	2,657	2,798	2,632	2,509	-123	-5%	-148	-6%	19	1%
Tamworth	3,046	3,392	2,747	2,634	2,548	-86	-3%	-844	-25%	-498	-16%
Staffordshire Moorlands	1,939	2,091	1,502	1,249	1,270	21	2%	-821	-39%	-669	-35%
Professional Occupations	6,401	7,086	7,732	7,606	7,600	-6	0%	514	7%	1,199	19%
Elementary Occupations	2,359	2,469	3,330	2,839	2,576	-263	-9%	107	4%	217	9%
Managers, Directors and Senior Officials	1,700	1,951	2,041	2,088	2,033	-55	-3%	82	4%	333	20%
Caring, Leisure and Other Service Occupations	2,637	2,685	2,884	2,699	2,610	-89	-3%	-75	-3%	-27	-1%
Process, Plant and Machine Operatives	2,521	2,234	2,604	2,231	2,087	-144	-6%	-147	-7%	-434	-17%
Skilled Trades Occupations	2,232	2,632	2,498	2,310	2,356	46	2%	-276	-10%	124	6%
Associate Professional and Technical Occupations	5,009	5,625	5,171	4,943	4,898	-45	-1%	-727	-13%	-111	-2%
Administrative and Secretarial Occupations	2,791	2,986	2,617	2,510	2,545	35	1%	-441	-15%	-246	-9%
Sales and Customer Service Occupations	1,092	1,247	1,056	969	826	-143	-15%	-421	-34%	-266	-24%

Notes

Claimant Count and ILO Unemployment Definitions

The Claimant Count is a measure of the number of working age people claiming benefits principally for the reason of being unemployed, including those claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work.

ILO unemployment data is obtained from the national Labour Force Survey. The definition for unemployment is those without a job, want a job, have actively sought work in the last four weeks and are available to start work in the next two weeks, or; are out of work, have found a job and are waiting to start work in the next two weeks.

Understanding the differences between the Claimant Count and ILO Unemployment

According to the UK Claimant Count for May, claimant unemployment increased to 2.8 million and a rate of 7.8% – a rise of 125% in just two months, the fastest rate of growth on record. However, the ILO measure shows that unemployment has remained largely unchanged at around 1.3 million and a rate of 3.9%. Understanding the reasons why there is this difference is important for policymakers trying to determine whether we are currently in the middle of an unemployment crisis or whether this is to come as the Job Retention Scheme (JRS) is gradually withdrawn.

The following section tries to explain this incredibly confusing, complicated and often contradictory data.

The main reasons for the difference between the Claimant Count and ILO measures include:

- **The two measures describe different periods** – for claimant unemployment, the numbers refer to claimants on a specific 'count date' with the last three being 12 March, 9 April and 14 May. Therefore, these are point-in-time estimates, and handily we can compare what the situation was about a week before the crisis (12 March) with how things were two months later (14 May).

The ILO measure is a three-month average of survey responses between early February and late April 2020. This means that two months pre-date the crisis, while one month (April) is since the crisis began. However, ONS does release [single month estimates](#) (latest available April 2020) which show a drop in employment in April of 320,000 explained almost entirely by fewer people self-employed but only slight increase of 40,000 unemployed. Instead there is a steep rise in 'economic inactivity' which is those who are out of work but are not looking and/ or available for work.

- **Difference in measuring economic inactivity/worklessness** - the Claimant Count measures those who are required to look/be available for work as a condition of benefit, while the ILO measure is those who say that they actually are actively seeking and available for work. The Labour Force Survey is recording a single-month increase in the number of people out of work (unemployed and economically inactive) of 330,000, but nearly 290,000 of these people are not looking for work (economically inactive). The majority of this rise is people previously self-employed and are either not eligible for, or not yet been paid, income under the Self-Employed Income Support Scheme (SEISS).
- **Claimant Count now includes more workers on low-income** - In the Claimant Count, people with earned income can be counted as claimant unemployed if their earnings in the reference month are below a set threshold (£338 per month for a single person, or £541 per month for a couple). Before Universal Credit (UC), short-hours working was penalised and so these numbers were generally low. However, UC incentivises short-hours work, and so we've seen a growth in recent years in the number of people treated as being unemployed but who have some earnings. The detailed data for UC suggests that 190,000 of the 1 million increase between March and April was accounted for by working claimants – so around one fifth of the rise.
- **Difference in recording people who are 'in work'** – in the Labour Force Survey you are recorded as in employment even if you have not done any work that week but 'have a job or business that you were away from... (and that you expect to return to)". Obviously this category of workers 'away' from work now captures about 9 million people furloughed under the Job Retention Scheme (JRS) who are continuing to earn, but it also includes people who consider themselves to be employees or self-employed but who have no earnings. 'Real time' Pay As You Earn data suggests that this may be mainly employees, with the number of paid employees falling by 450,000 between March and April. This 450,000 could include a large number of people who may have been due to start a job in March or April but have been told that their job isn't available yet and may also be people who had very few or irregular hours before the JRS was introduced and whom employers have not submitted a JRS claim. These people may be describing themselves as being workers with a job that they are away from, rather than as being actively seeking a new job.
- **Benefit take-up/eligibility impact on the Claimant Count** – given that the claimant count only counts those who claim benefit it may be under-stating the growth in worklessness. We know that many unemployed people do not claim, and particularly young people (usually due to eligibility). Under UC, there have been on average 450,000 more ILO unemployed young people than claimant unemployed and even if that gap narrows in the crisis, as tends to happen in recessions, it's possible that ILO youth unemployment will remain significantly higher than the claimant measure.

Summary table outlining the potential estimates for the Claimant Count rise in April

Potential Proportion of Claimant Count Change Mar-20 to Apr-20	Potential Number of Claimants	Potential Reasons for being a Claimant	Labour Force Survey Categorisation
44%	450,000	New Job Starters/PT employees/Self-employed with no income claiming Universal Credit not supported by JRS	In Employment - even if not done any work that week but 'have a job or business that were away from... (and that expect to return to)' – rather than unemployed
28%	292,500	Self-employed ceased trading or have very low income claiming Universal Credit (and are either not eligible for, or not yet been paid, income under the SEISS)	Economically inactive - people out of work but are not looking for work - majority people previously self-employed
18%	190,000	Working part-time low income workers claiming Universal Credit	In Employment
10%	100,000	Potential Redundancies	
100%	1,032,500	Claimant Count Increase Mar-20 to Apr-20	

- It is hoped that this analysis has provided further clarity as to why we have seen such a spike in the number of claimants early in the crisis. What is clear is that we have seen a record fall between March and April in the number of people working and not being supported by JRS. We have also seen worklessness rising at a faster rate than at any time before. Although very few of the decline in the numbers 'working' had translated into higher unemployment in April, it is envisaged that this may be the case if people are unable to get back into work quickly.
- Looking forward, the growth in claims for UC is slowing and so the growth in the Claimant Count is also likely to slow as well. That said claimant unemployment is currently at the highest level on record. The main concern now is what happens to many workers as JRS is gradually withdrawn and it is important that we are thinking now about how to support people that are made redundant and what policy interventions are needed.

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What is Kickstart?

Covid- 19 is causing all sorts of challenges. It's a tough time, but the Kickstart scheme is a great way for businesses and young people in Stoke-on-Trent and Staffordshire to get back on their feet.

It's a £2 billion fund to create thousands of high-quality, six-month work placements for young people to give them a stepping-stone to future work and the confidence they need for the future.

Employers are being called on to put forward placements for enthusiastic 16 to 24 year olds and get fully funded in return.

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How does Kickstart work?

Employers can get funding for their costs to host a young person in a placement for 6 months, as well a training fund of up to £1,500. It's all about helping them to get the skills and get the experience they need to move onto sustained employment after their placement.

When you offer a work placement, you're giving a young person facing real barriers to employment the confidence and skills they need to start their career. It also means an injection of new enthusiasm, imagination and innovation into your business.

MORE INFORMATION

- [Information for employers and how to express an interest for funding](#)
- [Becoming a Gateway organisation – representing a group of employers for funding](#)
- [Information for young people: What KickStart is and how to apply](#)
- [Information for young people: What to do if you want a skills boost before you apply](#)

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Local Members Interest
N/A

Prosperous Staffordshire Select Committee – Monday 15 April 2021

Staffordshire Community Learning Service Annual Self-Assessment (2019 – 2020)

Recommendation

I recommend that the Committee:

- a. Scrutinise the performance and quality assurance of Community Learning commissioned and delivered through Staffordshire County Council's Community Learning Team, as set out in the Annual Self-Assessment Report.
- b. Offer any ideas for future focus or areas for improvement for our Community Learning offer.

Report of Darryl Evers, Director for Economy, Infrastructure and Skills

Summary

What is the Select Committee being asked to do and why?

1. The Skills and Employability Service focuses on a range of education and training opportunities to meet the needs of learners, the economy and the wider community. This report is about the Community Learning provision the Service provided across Staffordshire during the 2019-2020 academic year.
2. The Select Committee are asked to scrutinise the annual performance of the Community Learning provision, in order to further improve quality, outcomes for learners and in remaining a good learning provider. The Select Committee are asked to agree improvement priorities.

Report

Background

3. Staffordshire Community Learning Service provides learning to Staffordshire residents aged 19+ through a range of formal and informal learning programmes across the County. The programmes support people and their families to gain the skills that they need so that they can progress in the world of work and programmes that are designed to support parents to give their children the best start in life. It supports and develops individuals and groups for whom formal learning may have been a barrier in the past and works with them to build confidence and realise their true potential in a competitive world.

4. The service priorities are based on the needs of its customers – primarily Staffordshire residents. The overall impact of this service is positive and contributes to the Councils Strategic Plan and is aligned to Local Enterprise Partnership (LEP) priorities. It targets and prioritises those most vulnerable adults who face barriers to learning and improving employability. It is a community-based service that reaches out to those most in need of improving skills. The outcomes from this service contribute to the Councils Strategy by more residents gaining confidence through learning, improving skills, particularly in English, maths and ICT and will improve employability enabling progression to further learning and work.
5. The Community Learning Service delivers learning and skills through the Direct Delivery Unit and 95% commissioned to a range of sub-contracted partners including schools, colleges, third sector organisations and local community groups.
6. Learning is delivered via four main strands of delivery:
 - a. Community Learning Framework (2019-2023)
 - b. Community Learning Trust Responsiveness Fund
 - c. Wider Family Learning Grants for Schools
 - d. Direct Delivery (Accredited provision – Adult Skills)
7. On the 25th April 2019, the Prosperous Staffordshire Select Committee were asked to scrutinise the 2018/2019 performance and quality assurance of the Community Learning Service, through the Annual Self-Assessment Report and Quality Improvement Plan and scrutinised and commented on the Community Learning & Commissioning Strategy 2019-2023.

<http://moderngov.staffordshire.gov.uk/ielIssueDetails.aspx?IId=80370&PlanId=0&Opt=3#AI78784>
8. The Community Learning Service as a lead provider is funded by the Education and Skills Funding Agency (ESFA). For the academic year 2019/2020 the Service received £1,708,269 Adult Education Budget from the ESFA.
9. The ESFA require all lead providers that subcontract more than £100,000 of their funded provision to obtain an annual report from an external auditor on the arrangements in place to manage and control subcontracted activity. The Community Learning Service demonstrated for 2019/2020 that we continue to meet the requirements set out in the ESFA Funding Rules for subcontracting.
10. The funding allocation intention for 2019/2020 was to deliver 100% targeted provision to approximately 4,000 adult learners through the delivery of 700 classroom-based programmes within local communities. To support this intention a marketing campaign was developed to effectively reach a large audience across Staffordshire.
11. On the 20th March 2020 the Government asked adult education providers to close all face-to-face provision and transfer to online learning to reduce transmission of COVID19. In response the Service transferred a proportion of learning to online platforms to maintain services. A briefing paper was presented to Prosperous

Staffordshire Select Committee on 24th July 2020 where members were asked to consider the performance, response and future options of Staffordshire Community Learning Service.

<http://moderngov.staffordshire.gov.uk/ieListDocuments.aspx?CId=868&MIId=11782&Ver=4>

12. Staffordshire Community Learning Service continued to develop and maintain its services for the remainder of the 2019/2020 academic year, with 700 adult learners participating in online learning to support the development of their skills and wellbeing.
13. Due to the current COVID19 pandemic, the ESFA implemented some flexibilities and issued a statement on 30th September 2020 confirming where the provider's overall performance is between 68% and 99.9%, they would not reconcile the funding allocation. As a result, the total underspend not being recovered by the ESFA is £391,325.
14. The underspend of £391,325 will be reinvested, making good use of public money to support the sustainability of Staffordshire Community Learning and to support the economic recovery. We will do this by:
 - a. Providing access to learning to Staffordshire residents relevant to their personal career and life ambitions via face-to-face, blended or online delivery.
 - b. SME Business Grant Funding to support digital business developments and the sustainability of our sub-contractors (available until 31st January 2021).
 - c. Digital Equipment Grant Funding to equip our sub-contractors with appropriate digital equipment to deliver blended and online learning now and in the future to groups of learners. (available throughout 2021).
 - d. Appoint a Digital Officer on a fix-term contract to support the digital development of the service, our sub-contractors, developing teaching staff for the future and the Direct Delivery Unit.

Annual Self-Assessment

15. In 2019, Ofsted introduced the new Education Inspection Framework which sets out the principles that apply to inspection, and the main judgements that inspectors make when carrying out inspections of maintained schools, academies, non-association independent schools, further education and skills providers and registered early years settings in England. Community Learning was last inspected in February 2017 and judged as a good provider.
16. Sub-contractors and the Direct Delivery Unit contribute to the overall Service Self-Assessment and Quality Improvement process. Self-Assessment summary judgements (2019 - 2020) are below:

Education Inspection Framework Area	Overall Judgement
Overall Effectiveness	Good
Quality of Education	Good

Behaviour and Attitudes	Good
Personal Development	Good
Leadership and Management	Good
Safeguarding	Safeguarding is effective

Quality of Education

17. Ofsted Inspectors make graded judgements on '*Intent, Implementation and Impact*'. The Service place the learner and the learning experience at the heart of everything we do to ensure we continue evolve to meet the needs of Staffordshire residents. Therefore, for the purposes of this report we focus on quality of education and safeguarding.
18. Further detail on overall effectiveness, behaviour and attitudes, personal development and leadership & management can be viewed in the Self-Assessment Report (Appendix 1)

Curriculum Intent

19. Staffordshire County Council's Community Learning Service's purpose is to improve people's lives through lifelong learning and training, leading to employment and or increased personal fulfilment, supporting the growth of Staffordshire's economy and society. The Service enables sub-contractors and the Direct Delivery Unit to deliver programmes of learning that:
- a. Develops the skills, confidence, motivation and resilience of adults of different ages and backgrounds
 - b. Support individuals to progress towards formal learning or employment
 - c. Support individuals to improve their health and well-being, including mental health
 - d. Develop stronger communities
20. Community Learning programmes are prioritised with funding directed towards the following groups:
- a. Adults residing in the eight districts of Staffordshire
 - b. Adults residing in the Staffordshire districts with the greatest concentrations of deprivation, worklessness and economic inactivity
 - c. Adult males
 - d. Parents/carers of underachieving children or who wish to develop their parenting skills
 - e. Adults with Learning Difficulties and/or Disabilities, including mental health issues
 - f. Carers of adults with Learning Difficulties and/or Disabilities, including mental health issues
 - g. Refugees, asylum seekers and adults from Minority Ethnic Groups
 - h. Care leavers
 - i. Adults yet to achieve a level 2, or those with low skills in English and maths
 - j. Digitally excluded adults
 - k. Adults on low income and/or in receipt of state benefits

- l. Those who are unemployed and want to improve their chances of finding work by developing or acquiring vocational skills
 - m. “New” adult learners (defined as those who have not participated in Community Learning programmes in the previous three years)
21. Staffordshire Community Learning Service contributes to the strategic objectives identified in the Staffordshire County Council’s Strategic Plan (2018-2022) where the vision is to create a connected Staffordshire, where everyone has the opportunity to prosper, be healthy and happy.
22. The service demonstrates the ambition and intent through a four-year Community Learning & Commissioning strategy and the Community Learning Framework (2019–23), which both reflect the local needs of Staffordshire and national priorities. The Community Learning Framework (2019-23) provides a broad range of programmes areas to appropriately meet the needs of Staffordshire residents:

Leisure, Health & Wellbeing

23. The programme area offers learning opportunities to adult learners who want to develop a new area of interest or hobby and take part in learning to support their health and wellbeing. There are a broad range of subject areas including arts media and publishing, languages and literature, hospitality and catering, horticulture, agriculture and animal care. Learners are supported to keep physically and mentally healthy, to develop their personal, social and employability skills and to become active in their communities with progression routes into higher level learning of the same subject, volunteering and accessing other services in their local community.

Supported Learning

24. The programme area is for adults who have learning difficulties and/or disabilities and adults who have had long-term mental ill health who require more bespoke and supported teaching and learning. The programmes provide opportunities for learners to develop their sense of well-being and self-esteem, develop skills for independent living and improving their functional skills in English, Math and IT. Programmes of delivery make good use of subjects such as art, music, humanities or cultural subjects etc. as a vehicle for developing and practising strategies for improving mental health or for embedding functional and independent living skills. The programmes help learners to lead healthier, happier, safer and more independent lives and give progression opportunities into further learning, volunteering and employment.

Family Learning

25. The programme area encourages family members to learn together to improve basic skills and skills for development in order to equip families to thrive. The programmes support well-being, healthy lifestyles, mental health, fitness, family finances, accessing community activities and services, managing children’s behaviour and development, transition from primary to secondary, understanding school curriculums and staying safe online. There are opportunities for inter-

generational learning and, where possible, lead both adults and children to pursue further learning in English, math, IT and volunteering and employment.

Employability

26. The programme area is focused on up-skilling and re-skilling adults in a vocational context, including sector specific skills, wider skills and the development of English and math skills to support learner's employment opportunities for those who are unemployed or on a low income who want to improve their employment opportunities. Programmes prepare and give learners skills for work in various jobs and trades, for example, construction, business, health services, art and design and agriculture. The programmes can include classroom theory and practice and hands-on job specific technical training for work and progression onto accredited provision, volunteering and employment.

Digital Skills

27. The programme area supports learners use of digital technology more effectively, including the use of computers, tablets, phones, online services and staying safe online. Programmes aim to give learners the confidence to use the digital tools that are important to them. This could be to access local or national services, to communicate, to research, to store and present information, to use technology safely and to keep their family safe, to make the most of applications and use their potential to improve their lives in a variety of ways eg employment, shopping, creativity, leisure. Learners are supported to continue with further learning including accredited provision in IT, English and math and gain access to more employment opportunities.

STEM

28. The programme area supports learners to up-skill and re-skill to gain and improve employment opportunities. STEM education creates critical thinkers, increases science literacy, and enables the next generation of innovators. Innovation leads to new products and processes that sustain our economy. STEM programmes are those that are deeply rooted in science, mathematics, engineering and/or are of technical or technology application. Learners acquire skills in a specific vocational area and are able to apply for jobs and/or progress onto relevant accredited provision.

Progression Pathways

29. The programme area provides internal accreditation progression routes for our learners in Employability, STEM, Digital Skills and Supported Learning. Learners acquire skills to progress onto further learning, volunteering or employment. For 2019 – 20 the Direct Delivery Unit was the sole provider of accredited provision (see below).

30. In addition to the framework, the service delivers learning through:

Community Learning Responsiveness Fund

31. The Fund is for adult learning programmes delivered by third-sector organisations who have access to individuals in local communities. The Fund supports a responsive approach to local emerging needs for a number of targeted learners; carers, care leavers, asylum seekers, people with no or low qualifications, learning difficulties and disabilities, adults from ethnic minority groups and male learners. The programmes are broad and varied and provide 'first step' learning experiences, skill development, including English, math and IT, access to other local activities, volunteering and employment.

Wider Family Learning Grants

32. The Grant is made available for schools across Staffordshire who have identified a need to support families to learn together. Targeted at parents who are digitally excluded, English is not their first language, families at risk, male carers, parents/carers of children with learning/physical disabilities, families with children who are underachieving, Black and Minority Ethnic Groups. There are a number of overarching outcomes to be achieved through the provision, for example, supporting families to have healthy and independent lifestyles, adults able to support their child's school learning and further activities outside of school, new adult aspirations for their own learning and progression, developing understanding of school curriculums and developing functional skills (language, math, digital).

Direct Delivery

33. The Service's Direct Delivery Unit delivers non-accredited programmes in ICT through the community learning programme and accredited provision in ICT and English Speakers of another Language through the Adult Education Budget. Programmes offer Entry Level ICT and Entry to Level 1 English Speakers of another Language qualifications. The curriculum content for ICT gives learners with no or limited experience of ICT the skills they require for everyday use and basic skills required for work. The ESOL curriculum is targeted at those learners who wish to develop their use of the English language in speaking and listening, reading and writing to support them to be active in their community and make positive steps to employment.

Delivery Intent

34. At strategic level there is a strong focus on allocation of provision across Staffordshire which is strongly influenced by the local and regional priorities identified by the Local Enterprise Partnership and Skills Advisory Panel and the overarching outcomes of the Staffordshire County Council Strategic Plan. The Community Learning Service, through the Community Learning and Commissioning Strategy target delivery of provision and funds across the eight districts within identified wards of deprivation. Provision is delivered by the best local providers most equipped to reach out to our learners to provide a high-quality learning experience.

35. Through procurement, the Community Learning Service and sub-contractors identify well the intent of the provision, identifying need and linking that to strategic objectives. Leaders, managers and teaching staff work effectively with stakeholders to shape how the curriculum is tailored to meet the needs of learners and communities.
36. Leaders, managers and sub-contractors have developed and maintained strong and effective partnerships with a broad and varied range of statutory and community-based organisations to gain access to targeted learners and use these partnerships exceptionally well to develop programme content to meet the needs of learners. In addition, teaching staff fully utilise these partnerships to support the additional needs of learners and their progression routes, in terms of wellbeing, further learning, volunteering and employment.
37. A comprehensive Community Learning specification lays out the intent of each programme area, and a range of policies and statements are made available to sub-contractors and their teaching staff to ensure there is consistency of expectation in key areas, such as Information and Advice, Embedded Functional Skills, Learner Voice and Digital.
38. Traditional classroom-based learning is predominantly delivered in risk assessed, safe and fully accessible community venues across the eight districts of Staffordshire. Learning environments are fit-for-purpose and well-resourced. Those sub-contractors with their own premises incorporate a broad range of facilities into their curriculum and programmes of delivery to enhance the learning experience for all learners. Further learning opportunities are well-planned through guest speakers and field trips in order to extend learning.
39. The delivery intent was altered and developed in-year with the introduction of remote online learning in the third term in response to the COVID19 pandemic. A high proportion of teachers fully utilised their expertise and embraced the opportunity to innovate, exploring a range of digital tools to deliver learning, adapting their curriculum and resources and exploring new teaching practices and creative pedagogy delivery.
40. Teachers use their occupational expertise and undertake comprehensive course planning to build a curriculum that provides learners with opportunities to develop knowledge, skills, positive behaviours and personal development for current and future learning, volunteering and employment.
41. An inspiring culture of inclusivity and meeting learners' needs underpins the work of all those involved in Staffordshire Community Learning. Diversity is embedded in the curriculum and best practice shared via the Teaching and Learning Blog.
42. Teachers focus well on next steps in learning and plan opportunities to encourage learners to access local and/or online services within their programme of delivery. Relevant information and advice sessions are planned well into all programmes. A high percentage of learners report they know what they will do next.

Safeguarding Intent:

43. The Community Learning Service is committed to and promotes the safeguarding and welfare of all children, young people and adults in accordance with the Children's Act 1989, the Children's Act 2004 and section 175 of the Education Act 2002. As a service protecting children, young people and adults is one of the most important aspects of our work. All teaching and support staff hold up-to-date Safeguarding and Prevent certificates. All programmes of delivery include a thorough induction process with a strong focus on safer learning in classrooms and online. There is a strong intent to ensure all our learners and their families feel safe and are safe.

Curriculum Implementation

44. Teaching, learning and assessment is good for classroom-based learning, with the profile of good or better observations at 89%. Equally, the grade profile for online observations is 100% good or better. All observations are moderated by the Quality & Performance Team.
45. Classroom-based learning programmes were timetabled well for terms 1 and 2 with a good geographical spread across the eight districts of Staffordshire enabling learners to access programmes in their locality. Delivery timing is versatile, with programmes delivered weekly over two/three-hour sessions or whole days and in the daytime or evenings. Programmes are delivered within well-resourced community venues in rural and urban areas, for example, colleges, libraries, Children's Centres, Family Hubs, sub-contractor premises, small holdings and local community centres. Some sub-contractors support accessibility by providing transport for learners or plan their delivery on public transport routes.
46. In the third term, COVID19 restrictions were adhered to and the service remained open by predominantly delivering remote and online learning to adults. With effective leadership and management, a good proportion of teaching staff responded positively to clear direction and support and quickly adapted their curriculum to maintain services and provided relevant and purposeful learning. Online learning was timetabled for daytime and evening delivery using synchronous and asynchronous learning approaches to provide interaction with others and exchanges of knowledge, real-time feedback and opportunities to learn flexibly and independently.
47. At the start of the COVID19 pandemic the service quickly identified learners who would become disadvantaged due to lack of connectivity and access to digital equipment and/or low digital skills. For these learners, sub-contractors provided paper-based course materials and appropriate resources by following safe social distancing practices and/or delivery via post.
48. Teachers know their learners well and demonstrate high expectations. They have a strong awareness of diverse needs of target learners and produce informative group profiles which inform the development, planning and delivery of learning programmes. Learners contribute to the development of courses and during lockdown engaged more with 1-2-1 tutorials to improve wellbeing.

49. Community Learning promotes a culture of equality and inclusion and advocates this approach with learners at induction and throughout the programme of delivery. Teachers plan for and deliver opportunities to raise awareness of diversity and British Values within their sessions.
50. Learners work collaboratively with their teacher to record their learning journey, focusing strongly on personal goals, progress and achievement and next steps in learning. Teachers use this information well to personalise learning.
51. Teachers plan and develop programmes of learning exceptionally well and are reflective in their practice. They produce comprehensive schemes of work and deliver teaching and learning with a sound structure that builds effectively on subject-specific knowledge, allowing learners to master the basics and make connections. Teachers have excellent working relationships with Learner Support Assistants and involve them in the planning of sessions and give clear direction in order to keep learners on task, engaged and to reinforce learning.
52. Lessons include a broad range of teaching and learning activities that are interesting, stimulating, engaging and challenging to give learners opportunities to explore topics and new learning fully in a safe and supportive environment. There is a good balance of theory and practice, with opportunities to apply learning in everyday situations and the workplace. Teaching and learning activities for online learning are adapted appropriately for delivery; they provide opportunities to learn independently and to work and learn with others. As a result, learners develop wider skills and most importantly essential digital skills.
53. Teachers are well-qualified and use their occupational experience to contextualise learning. They present examples using high-quality resources and scenarios and effectively incorporate key concepts through relevant discussion. Learners respond exceptionally well, are highly motivated, often seek clarification, work well with others and have confidence to explore learning in-depth. The majority make excellent progress in their learning and have confidence to use subject-specific technical vocabulary well and are often inspired to undertake further learning in their own time.
54. Those sub-contractors who have their own premises make excellent use of additional facilities available which allows learners to work as part of a team or to work independently. Some learners have access to on-campus library and resource centres and other learners gain access to facilities that provide current and up-to-date equipment and industry standard resources to support and enhance learning through opportunities to practice learning in realistic working environments. Examples include IT suites, kitchens, pottery workspace, woodworking sheds, landscaped gardens and vegetable plots, poly tunnels, working farm, riding school, art rooms, portable music suite and electronic workshops.
55. Assessment for learning and independent learning is encouraged by most teachers and they use this very well to assess learners' understanding and their ability to apply their learning at home and in vocational settings. Learners find confidence to report back and engage in discussion with peers often leading to extended learning.

Teaching staff have further adapted assessment activities for online programmes appropriately.

56. The Service maintained its matrix accreditation in 2019. Learners receive good information and advice prior to and during their programme of learning. Teachers are supportive and provide appropriate information and advice that gives learners confidence and motivation to support their own progression. In classroom-based learning guest speakers promote local services. Online learning has brought about other links to national initiatives and promotions for learners to engage with. A high proportion of learners report they felt their tutor helped them to understand what they can do next.
57. Across the programme areas most teachers include good strategies to develop English, maths and employability skills. Teachers embed these opportunities discreetly alongside subject content and provide appropriate support to their learners.
58. In classroom-based learning there is good use of technology in delivery including iPad loans, social media closed groups, Wi-Fi in venues, use of mobile phones, Pinterest, YouTube and padlet to support learners' understanding and creativity and to give opportunities to develop IT skills. Likewise, online learning programmes support the development of essential digital skills using familiar, accessible learning platforms. As learners progress in this area of learning, they often report on new digital skill development that previously they would never have thought possible.
59. Continual Professional Development (CPD) to support teaching and learning is comprehensive and has included extensive digital upskilling for teachers to maximise the use of technology across the learner experience for classroom-based and remote online learning and to develop the digital skills of teaching staff for the future. The investment in CPD fully supported the introduction of remote online learning and gave teaching staff confidence and new skills to deliver.

Safeguarding Implementation

60. At induction there is a strong focus on safeguarding and learners' rights and responsibilities in terms of safer learning in classrooms and online. Sub-contractors and their teaching staff make excellent use of their strong partnerships across the County, for example, Safeguarding teams, Early Help teams, Tier 2 Family Support, health visitors, housing associations, community health teams and mental health hubs to name a few. They are responsive and actively promote and/or signpost learners to opportunities to support their welfare and wellbeing.
61. Teachers have been focused on the wellbeing and safeguarding of learners and report concerns following clear guidelines and procedures in a timely manner. Teachers ensure that learners have a good understanding of what to do if they or others feel unsafe and that they are aware of the dangers of radicalisation and the support they can receive should they come into contact with extreme views, within learning, online, home and the community.

Impact 2019/2020

62. The COVID19 pandemic has contributed to a significant reduction in learner enrolments and performance and has presented many challenges in terms of learner recruitment and engagement, mainly attributed to restricted access to learners following Public Health guidelines, limited access to connectivity and equipment, low digital skills and public anxiety to engage in wider services.
63. A direct impact was the adjustment in the marketing campaign utilising online strategies to broaden the reach and to widen participation for Staffordshire residents during lockdown 1. The Staffordshire Course Directory received 66,207 unique visits compared to 16,163 in the previous year.
64. Those learners who have engaged and completed their courses report high learner satisfaction and a good to outstanding learning experience. Learner Impact statements can be viewed in the Annual-Self Assessment Report (Appendix 1).
65. The service sub-contracted with 28 sub-contractors, delivered 427 courses to 2,540 learners, of which equates to 3,711 enrolments. This is a decrease of 3,281 (47%) learner enrolments against the 2018/19 end-year position.
66. All eight districts of Staffordshire have experienced an overall decrease in enrolments with Cannock, South Staffordshire, Staffordshire Moorlands and Newcastle demonstrating a significant decline. However, 49% of enrolments were from identified priority wards listed in the Community Learning Specification. Priority wards information can be viewed in Appendix 2.
67. The service successfully reached out to new learners through the introduction of online learning achieving 700 enrolments in term 3. The Family Learning programme area demonstrated much success enrolling 40% of total learners in Term 3.
68. Headline learner performance has been greatly affected by the COVID19 pandemic and will require further monitoring during 2020/21 and beyond to bring performance in line with previous years. Attendance fluctuated across the terms because of illness, bereavement and as caring responsibilities increased. Additionally, a proportion of learners lacked digital skills and/or access to equipment or suffered ill health and were unable to continue and/or complete their learning. Low retention levels inevitably impacted on the final achievement for specific groups of learners.

Indicator	2017/18	2018/19	2019/20	Trend
Pass rates	98.0%	98.6%	98.0%	ó
Achievement	93.1%	94.4%	88.2%	↓
Retention	95.0%	95.7%	90.0%	↓
Attendance	90.3%	n/a	79.7%	↓

69. Learner satisfaction is high and has remained positive and consistent with 2018-19, with a large proportion (99%) of learners stating they enjoyed their learning experience, had the help they needed to make good progress and achieve, received the help they required to understand what they could do next. More than half (63%)

of learners intend to engage and participate in further community learning programmes.

70. Learners consistently report significant development of wider outcomes such as reducing isolation, social inclusion, mental health and the impact on family life and health:
 - a. 71% stated they made new friendships
 - b. 61% reported an improvement in their wellbeing as a result of attending their programme.
 - c. 35% felt more confident to keep themselves and their family safe
 - d. 29% felt confident they could give their children the best start in life.
 - e. 35% felt more confident to take an active role in their community
 - f. 19% stated they felt more confident to access health services
71. A good proportion of learners report an improvement in skills for employment alongside their programme of study:
 - a. 37% developed further confidence and skills to progress in their job/career
 - b. 28% reporting they had been able to upskill and reskill to improve their employment opportunities.
 - c. 31% developed English skills
 - d. 26% digital skills
72. A large proportion (87%) of learners within the Employability programme area reported an increase in their English Skills. Similarly, 45% of learners within the Community Learning Responsiveness Fund area reported they had developed English skills which was not the main subject of delivery.
73. Safeguarding is effective with learner feedback remaining positive and consistent to 2018-19 with 99% of learners reporting they felt safe during their learning experience, of which 97% confirmed they understood what to do if they or others did not feel safe. There were 4 individuals who reported that they did not feel safe within the Supported Learning programme area. A high percentage (94%) of learners understood how to protect themselves from risks associated with radicalisation and extremism.

Impact 2020/2021 (Term 1)

74. The marketing campaign has gone from strength to strength with the Community Learning Service experiencing high volume visits to the webpage on the Staffordshire County Council website.
75. July to December 2020 the Course Directory recorded 26,439 unique visits and exceeds the targets set in the Comms Plan. We have optimised search engine results and are now position number 2 on page 1 Google for a generic search.
76. The Community Learning Facebook page has experienced growth. Originally set up in 2016 and achieving 94 followers by the autumn 2019. The page has been rebranded and new regular owned/organic content included, for example Advent

calendar and success stories. As a result, the page has grown to 1,590 followers, has a reach averaging around 22,000 per week, with more than 600 uses of the hashtag #StaffsCommunityLearning.

77. Learner enrolments for Community Learning have experienced a 33% drop against the 2019/20 term 1 out-turn. However, only 15 sub-contractors delivered in the first term and Staffordshire experienced further lockdown restrictions, therefore the decline was inevitable. The Service continues to work with all sub-contractors and their teaching staff to develop digital approaches to delivery to increase learner enrolments.
78. The learning experience remains good, with high learner satisfaction rates. Outcomes for learners have greatly improved, with attendance, achievement, pass and retention performance KPIs in line with previous years. Subcontractors and the Direct Delivery Unit have implemented a curriculum to meet local needs and effective strategies to support individuals to start and complete their learning.
79. The top performing programme areas are Supported Learning, Family Learning and STEM. There is an identified development need to increase learner enrolments in the Employability and Digital Skills programme areas.

Community Learning							
Number of Courses	Number of Learners	Number of Enrolments	Number New Learners	Attendance Rate %	Achievement Rate %	Pass Rate%	Retention%
100	698	922	428	90.5	97	98.8	98.2

80. Learner enrolments for Adult Skills (accredited) have experienced a 28% drop against the 2019/20 term 1 out-turn. It should be noted, a strength of this area is ESOL recording 89 enrolments engaging learners with diverse needs and low communication skills in online learning. ICT enrolments are extremely low in comparison to previous years. In response the ICT curriculum is under development to include short non-accredited programmes and progression routes onto Essential Digital Skills qualifications roll-out in term 3.
81. The learning experience remains good, with high learner satisfaction rates. Outcomes for learners require further improvement. The current performance is greatly influenced by COVID19 breaks in learning and continuers. This will improve when learners can undertake their final assessments.

Adult Skills (Accredited Provision)							
Number of Courses	Number of Learners	Number of Enrolments	Number New Learners	Attendance Rate %	Achievement Rate %	Pass Rate%	Retention%
22	76	103	18	76.8	66	-	66

82. Overall, in term 1 learners intended progression consists of:

- a. 433 intend to continue with Community Learning
- b. 259 intended progression route not known (to be explored)
- c. 105 intend to progress onto another outcome (to be explored)
- d. 80 intend to move into employment
- e. 34 intend to progress into volunteering
- f. 5 intend to move into self-employment
- g. 3 intend to progress onto an apprenticeship
- h. 2 intend to progress onto a traineeship

*Actual progression will be reported on term 3.

83. The Community Learning team have started to utilise the £391,325 retained funds from 2019/20 to support our subcontractors and learners throughout the pandemic.

- a. Three subcontractors applied for the SME Business Grant Funding to support digital business development to support them to deliver learning to Staffordshire residents. A total of £11,640.18 of the allocation was awarded.
- b. To date two subcontractors have applied for the Digital Equipment Grant Funding. The equipment has consisted of ipads, assistive technology for learners with physical and learning disabilities, laptops and learning platforms. The equipment purchased will be loaned out to groups of learners to ensure learning remains accessible for all. A total of £10,549 of the allocation has been awarded.

84. There have been further cross-directorate partnerships established to support the development of the digital offer, including work with Health and Social Care and the Library Service to reach out to the most vulnerable learners. The partnerships have contributed to the development of a new Digital offer predominantly delivered by the Direct Delivery. A strong marketing campaign will commence 19th February 2021 with courses starting 1st March 2021.

85. The Community Learning team demonstrate much commitment to developing the service and are working collaboratively with the Holec Digital ACE programme. This has led to extensive sharing of best practice and numerous CPD opportunities delivered directly to our subcontractors and their teaching staff. Consequently, we are fully supporting the development of digital skills of teaching staff for the future.

What the Service needs to do better

86. The Service and its sub-contractors demonstrate commitment to continuous improvement and all staff contribute to the Quality Improvement Plan 2020-2021 (Appendix 3). The following areas for development have been identified:
87. Improve attendance, retention and achievement of all learners and monitor in-year with a strong focus on developing the Digital, Employability and Adults Skills provision and equality groups.
88. Further develop and monitor targeted provision through the marketing strategy.
89. Measure impact and progression more effectively (intended and actual destination)
90. Highlight the breadth of investment drawing on Pound Plus.
91. Further address digital exclusion across all programme areas through the introduction of a 'Learner Digital Entitlement'.
92. Develop the Digital Skills and Employability programme areas to include learner access routes to employment.
93. Ensure RARPA (Recognising and Recording Progress and Achievement) remains compliant and individual goals are challenging in online and blended learning.
94. Maintain effective safeguarding practices.
95. Continue to raise learners' awareness of the risks of radicalisation and extremism.

Community Impact

96. Community Learning supports wider government policies on localism, social justice, stronger families, digital inclusion and social mobility and it includes a range of community-based and outreach learning opportunities and is designed to help people of different ages and backgrounds and families to develop new skills and interests, support progression to formal courses and improve health and wellbeing and therefore positively support our community in Staffordshire. The use of the Adult Education Budget Funding gives adults the skills they need to progress within or into work and gives employers the skills they need for their workforce development therefore contributing to economic growth.

List of Appendices/Background Documents:

Appendix 1: *Community Learning Service Annual Self-Assessment Report 2019-20*

Appendix 2: *Priority Wards Information 2019-20*

Appendix 3: *Community Learning Service Quality Improvement Plan 2020-21*

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Staffordshire Community Learning Service
Annual Self-Assessment Report
2019 – 2020

Judged against the Education Inspection Framework (2019)

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Section 1: Understanding Staffordshire - Background and Context

Staffordshire is a diverse county situated at the crossroads of England, has the greatest population of all the shire counties and is at the heart of the West Midlands and the UK. The county stretches from the fringes of the West Midlands in the south to the uplands of the Peak District National Park. The county shares borders with eleven other strategic authorities, with a sphere of influence which extends into the East Midlands and North West regions.



The county covers more than 1,000 square miles and has a population of 870,825 people living in eight districts and boroughs. Staffordshire is the 8th largest county in England by population. While more than 80% of land is rural, most people live in the urban areas of Stafford (the county town), Newcastle-under-Lyme,

Lichfield, Burton, Tamworth and Cannock. Staffordshire has a growing ageing population as people are living longer and healthier lives.

The economy has grown significantly in the last eight years and has strengths in manufacturing, business & professional services, construction, Agri-food, tourism, retail, logistics and agriculture. While Staffordshire and Stoke-on-Trent are a functional economic area, our economy has strong connections with Birmingham and the Black Country.

Staffordshire is a relatively prosperous county although there are pockets of deprivation, with approximately 13,500 residents living in areas that are in the top 10% most deprived nationally. The population is mostly white with only 6.4% from a minority.

Covid-19 has been devastating for economies across the country. A range of economic support measures have been put in place across Staffordshire having a positive impact, but the future remains challenging. Despite the challenges ahead, Staffordshire can still achieve its potential as a thriving powerhouse economy on the international stage by not just recovering but renewing. Our five-year Economic Recovery and Renewal Strategy outlines how we will seek to make this happen.

However, as set out by the Chancellor in his Spending Review, the UK's "economic emergency" has "only just begun", with the government expected to borrow £394bn in 2020. The number of unemployed people in the UK is expected to surge from 1.62 million currently to 2.6 million (7.5%) by mid-2021. While the economy was predicted to contract by 11.3% - "the largest fall in output for more than 300 years" and grow by

5.5% next year and 6.6% in 2022. Therefore, it is likely that it is going to be several years before the economy and jobs return to pre-crisis levels.

At the time of writing, looking locally across Staffordshire, the number of people on some form of government economic support scheme is estimated to be slightly lower than the rest of the country, 16% compared to 18% nationally and has dropped considerably over recent months as more people have been able to return to work.

The claimant count in Staffordshire saw a decrease of 525 between September 2020 and October 2020 to a total of 25,595 claimants and the claimant rate has declined from 4.9% in September to 4.8% of the working age population in October compared to 7.3% regionally and 6.3% nationally. However, the area has seen Universal Credit claimants more than double since March (pre-COVID), an increase of just over 13,500 claimants - although not all will be out of work and a proportion will be on a low income.

Young people, the lowest paid (including those in manual occupations, more routine or less skilled jobs) and part-time workers continue to feel the impact of the economic shock the most. For example, the proportion of young people aged 18-24 that are claiming Universal Credit in Staffordshire has increased from 3.7% in March 2020 to 8.0% in October 2020, well above the rate of 4.8% for the working age population.

Currently, Staffordshire continues to see demand for roles in health, social care and distribution with clear emerging opportunities for job creation in digital (including online retail), advanced manufacturing (AI and Automation), construction (£900 million Getting Building Fund) and the green economy (including retrofitting homes to improve energy efficiency and electric cars). Staffordshire County Council continues to work collaboratively to support residents in enabling them to fill those roles such as through the work of the Countywide Redundancy Task Group, KickStart, Additional Restrictions Grant, Business Start Up Scheme, Student Start Up Scheme and Business Start Up Loan.

The Community Learning Service aligns with, and responds to, the priorities of local and national Government in all its services and provision. As part of this approach the Service continues to support economic growth via engagement with Local Enterprise Partnerships (LEPs) on regional priorities. The Service is aligned with two LEP areas owing to its geographical location: the main LEP being Stoke-on-Trent and Staffordshire LEP (SSLEP). The Stoke-on-Trent and Staffordshire LEP covers the Local Authority areas of the City of Stoke-on-Trent and Staffordshire County including the eight districts of: Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands and Tamworth.

The Local Enterprise Partnerships lead on the completion of Local industrial strategies to promote the coordination of local economic policy and national funding streams and establish new ways of working between national and local government, and the public and private sectors. The Skills Advisory Panels (SAPs) are designed to support this aim and have a role to build capability to advise on potential investment decisions for local skills and employment provision as well as overseeing implementation.

The Community Learning Service, through its commissioning strands and direct delivery provision, leads on skills programmes to support these priorities. Improving the supply of skills that meet the needs of local businesses and nurturing the aspirations of residents to succeed in life can ultimately help create stronger communities in which residents can support themselves, their families and their communities.

Staffordshire County Council Priorities

The Council's Community Learning Service has an important role to play in supporting the County Council's Vision, Outcomes, Priorities and Enablers.

Staffordshire County Council's vision (2018-2022) is:

To create a connected Staffordshire, where everyone has the opportunity to prosper, be healthy and happy.

The three outcomes are that people of Staffordshire will:

- Be able to access more good jobs and feel the benefit of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their community

In addition, the Council's Community Learning Service contributes to the Staffordshire Economic Recovery Renewal 5-year Strategy to respond to the COVID19 crisis and lead Staffordshire's recovery, renewal and transformation into a thriving, digital, high-value and clean economy.

Key to this is a continued focus on the economy, so that Staffordshire people are able to access good jobs that raise their living standards, whilst also improving physical and mental health. As we plan for the recovery and renewal of our economy, we must recognise the shift in business models and embrace the digital and climate change opportunities that have arisen to transform our economy to be robust and able to thrive. Therefore, the vision for this Strategy is:

That the Staffordshire economy recovers, renews and transforms post COVID-19 into a place where clean, productive businesses are created and thrive whilst existing business are supported to fully participate in the new, stronger, more competitive economy; ensuring that everyone in Staffordshire has access to more good jobs and shares the benefits of economic growth.

Community Learning Priorities 2019 – 2023

The service priorities are based on the needs of its customers – primarily Staffordshire residents. These priorities contribute to the Council’s Strategic Plan, particularly for economic growth and health and well-being as more residents gain confidence through learning, improving skills and will improve employability supporting progression to further learning and work.

The overarching priorities are:

Equality and Inclusion: Widen participation in learning and promote social inclusion across Staffordshire.

Partners: Identify and work with the right delivery partners that will enable us to determine relevant and targeted programmes, to ensure that the needs of our learners are always put first.

Targeted Delivery: Prioritise and target delivery to those that are the furthest away from accessing education and activities that will have the most impact in order to provide accessible learning pathways.

Workforce and Employability: Embed employability skills throughout all curriculum pathways to support individuals to up-skill and re-skill in order to gain and improve employment opportunities.

Responsive and flexible: Be responsive to a fast-changing environment and offer flexibility to change direction if required. Delivery will be prioritised and located in areas where learners want to learn and within local communities.

Quality of Provision: Ensure that all programmes are of the highest quality to provide all learners with the very best opportunities to fulfil their full potential.

Innovation: All programmes are to align with demand and local, and national priorities whilst providing innovative curriculum capitalising on digital technologies.

Outcomes: To improve the learner journey, from recruitment and admission to achievement and progression in learning and beyond, supporting positive outcomes for all.

Service Delivery Profile 2019 - 2020

Staffordshire County Council's Community Learning Service is a commissioning organisation funded by the Education and Skills Funding Agency. The service works in partnership with schools, colleges, third sector organisations and local community groups to deliver a range of learning opportunities for adults aged 19+, families and communities across Staffordshire.

The purpose of our commissioning is to enable sub-contractors to deliver programmes of learning that:

- Actively respond to a wide range of individual learner, family and community needs across all districts of the County.
- Engage with hard-to-reach learners.
- Develop the skills, confidence, motivation and resilience of adults of different ages and backgrounds.
- Support individuals to progress towards formal learning or employment.
- Support individuals to improve their health and well-being, including mental health.
- Develop stronger communities.
- Maintain a balanced and wide-ranging high-quality programme offer.
- Can respond rapidly to local, regional and national priorities.
- Engage with the best local providers of adult and community learning.
- Align with Staffordshire County Council's priorities.

Community Learning

Community Learning has an important part to play in improving the lives of the people of Staffordshire. The acquisition of knowledge and skills is a key component of strategies to; improve health, reduce independence, increase economic prosperity, address inequality and realise our aspirations for a better future.

Community learning is predominantly delivered through a four-year Community Learning Framework (2019-2023) consisting of seven programme areas:

1. Leisure, Health & Wellbeing
2. Supported Learning
3. Family Learning
4. Employability
5. Digital Skills
6. STEM
7. Progression Pathways

In addition, further learning is delivered through:

1. Community Learning Trust Responsiveness Fund
2. Wider Family Learning Grants
3. Direct Delivery Unit (CL non-accredited & Adult Skills – accredited provision/Progression Pathways)

Staffordshire County Council - Community Learning Service Structure

County Councillors

Darryl Evers: Director of Economy, Infrastructure & Skills

Anthony Baines: Assistant Director for Skills & Employability

Amanda Darlington
Head of Adult Learning & Skills

Tim Keeling
Direct Delivery Manager

Clare Roberts
Teaching & Learning
Advisor/Provider
Quality Manager

Vacant
Teaching & Learning
Advisor/Provider
Quality Manager

Grace Holford
Quality &
Performance Officer

Martin Ridge
Skills & Further
Learning Officer

Ben Murphy
Admin Assistant

Tutors:
Zaheer Sher
Anita Mcgregor-Pencz
Sarwar Nazir
Howard Tilley
Amjid Hussain
Karen Hannan
Jo Parkes
Kathleen Konkador-Smith

Section 2: Self-Assessment Summary Judgements 2019 – 2020

Graded using the 4-point scale:

1: Outstanding

2: Good

3: Requires Improvement

4: Inadequate

Education Inspection Framework Area	Overall Judgement
Overall Effectiveness	Good
Quality of Education	Good
Behaviour and Attitudes	Good
Personal Development	Good
Leadership and Management	Good
Safeguarding	Safeguarding is effective

Section 3: Summary of Headline Key Strengths and Areas for Development

Why Staffordshire Community Learning Service is a 'GOOD' Service

- There is strong commitment and focus towards providing education opportunities to meet the needs of Staffordshire residents with Leaders and Council Members maintaining highly effective and dedicated partnerships with a wide range of local and national partners which is developing the local skills and digital agenda and the future sustainability of Community Learning in response to the COVID19 pandemic as we successfully respond, recover and maintain services. As a result, the County Council continues to successfully raise local aspirations, enhances curriculum opportunities and is addressing the developmental needs and priorities both within its community and the local economy.
- Strong and inspirational leadership, management and governance, together with robust quality assurance and improvement arrangements provide a curriculum offer that addresses local needs and results in high quality teaching, learning and assessment practices for classroom-based and remote online learning. Strong leadership and management has continued to enhance some aspects of the Service's performance and the quality of the learning experience, especially during the COVID19 pandemic and in turn has contributed to the Service's determination to maintain provision and minimise disruption to learning throughout the pandemic.
- Outcomes for learners overall on Community Learning programmes remain good considering the many challenges COVID19 pandemic presented. The Service fully implements effective strategies to support learner performance and has a strong intention to develop strategies further to support the recovery stage to bring performance consistent with previous years. Taking into consideration the challenges the Service has experienced, with good and effective contract performance and quality assurance interventions retention, achievement and pass rates for 50% of programme areas remain good and at contract level, 76% of sub-contractors performed well and achieved the learner Key Performance Indicators.
- Active and well-informed Officers have instilled in sub-contractors and learners, a clear strategic vision and curriculum which align with local priorities with learning that focuses on combatting social exclusion, promoting employability and that contributes to the health and well-being of Staffordshire residents. Officers, sub-contractors and learners have embraced innovation and welcomed the introduction of remote online learning and support the growth in this area in order to provide future positive outcomes for Staffordshire residents.
- There is substantial investment and buy-in to Continual Professional Development of all staff, especially for teaching and support roles. Subsequently, quality of teaching, learning and assessment across Community Learning is good with 89% of sessions judged as good or better for classroom-based delivery. Similarly, online delivery is evaluated as 100% of sessions judged as good or better. In

addition, learner satisfaction is high, with 99% of learners stating they enjoyed their learning experience, had the help they needed to make good progress and achieve and received the help they required to understand what they could do next

- The Service is well placed to widen participation and provides good accessible learning opportunities to targeted learners within priority wards across Staffordshire. Staff are responsive to change and were swift to adapt delivery methods during the onset of COVID19. As a result, the majority of learners were enabled to successfully complete their programmes and achieve their goals and/or the Service effectively provided new learning opportunities for new learner audiences during extraordinary and challenging times.
- The Service makes a very significant difference to a large proportion of learners' lives. Our learners often report improvements in their health and wellbeing and wider skill developments. They talk about and display changes in their behaviour and often develop self-confidence and strong personal and social skills to support them to become more active in their local community. For some learners, this means a reduction in isolation and establishing new friendships and support networks, for other learners they experience an improvement in their mental health and improved family life. Other learners develop English, maths and ICT skills, inter-personal and practical skills for further learning, volunteering and future employment.
- Learners receive good information and advice to ensure that they are enrolled on programmes that meet their needs, interests and aptitudes and make good progress towards their choice of destination. Teachers have high expectations and know their learners well and work collaboratively amongst a range of established partnerships to support access to services and further learning.
- Highly effective safeguarding arrangements promotes and develops staff and learners' awareness of their safety; as a result, learners report they feel safe and are safe for classroom-based and remote online learning.

What the Service needs to do to further throughout 2020/21

- Develop further effective strategies to improve the attendance, retention and achievement of all learners leading to an increased proportion of learners remaining on programme and achieving their programme of study, including the Adult Skills provision delivered by the Direct Delivery Unit.
- Fully utilise the robust performance management practice to effectively monitor attendance, retention and achievement Key Performance Indicators in-year across all subcontractors and programme areas in a timely manner. In particular, sub-contractors delivering the Digital, and Employability programme areas and Adult Skills provision ensuring learners develop the skills and behaviour that fully prepare them for every-day life, future learning and employment.

- Further develop and monitor targeted provision through the marketing strategy to continue to engage more learners across the eight districts of Staffordshire on Community Learning programmes, including a strong focus on the engagement of male learners and those potential learners who have been adversely affected by the COVID19 pandemic.
- Continue to closely monitor targeted provision and achievement in-year across all groups of learners to ensure enrolments and performance are consistent across all equality groups and have clear action plans in place to address identified issues in a timely manner.
- Measure impact and progression more effectively by further developing the reporting, tracking and monitoring of intended and actual destination across all programme areas to fully inform future curriculum development and to strengthen reporting to Members and Senior Officers.
- Highlight the breadth of investment to Members and Senior Officers effectively drawing on Pound Plus to analyse and report on the impact of strong partnerships working collaboratively to achieve an array of positive outcomes for learners and demonstrating good value for money.
- Further address digital exclusion across all programme areas through the introduction of a 'Learner Digital Entitlement'. To include relevant innovative learning opportunities to meet local need and financial investment in the curriculum measuring impact with a clear focus on good outcomes for learners.
- Develop the Digital Skills and Employability programme areas to include learner access routes to employment, with strong involvement from sub-contractors and teaching staff to develop their curriculum in line with local and national emerging needs in response to the COVID19 pandemic.
- Continue to work closely with sub-contractors and teaching staff to ensure that RARPA remains compliant and individual goals are challenging in online and blended learning.
- Maintain effective safeguarding practices ensuring all staff have been vetted, undergone relevant Safeguarding and Prevent training and receive regular termly updates on legislation and emerging issues especially for blended and online learning.
- Continue to raise learners' awareness of the risks of radicalisation and extremism using approaches that match abilities and which draw on naturally occurring situations in the classroom and online using relatable language that learners can fully understand.

Section 4: Overall Effectiveness is 'Good'

The Community Learning Service is a good Service with the ambition and determination to become an outstanding provider of skills across Staffordshire, whilst working in conjunction with the Local Enterprise Partnerships and other sub-contracted providers. The Service maintains a strong focus on providing educational opportunities to meet the needs of Staffordshire residents and the wider economy and is making steady progress towards achieving its overarching ambition.

The effectiveness of leadership, management and governance across the service is good and often inspiring. Senior Leaders and Members have a clear ambitious vision for the future of the Service and are strong advocates of education and skills across the County. They provide support, guidance and resources to improve the reach and effectiveness of the service. Leaders and council members maintain highly effective and dedicated partnerships with a wide range of local and national partners including developing the local skills and employment agenda. As a result, the County Council is positioned well and effectively contributes to raising aspirations, enhancing curriculum opportunities and addressing the developmental needs and priorities both within its community and the local economy.

The Community Learning team continuously undertake strategic and operational planning, focused clearly on maintaining services and maximising high standards of quality and performance. Sub-contractors, Officers, Managers and all staff have a clear understanding of the County Council and the Service's vision and priorities with full involvement in implementation and performance review sessions. Officers in each role across the Service are experienced, make valuable contribution and have strong established working relationships with their sub-contractors and know the provision well. They can share the vision, address under-performance, acknowledge good and outstanding practice and fully embrace change and developments to support the sustainability of Staffordshire Community Learning.

Rigorous quality and performance management remains in place which has been a fundamental process during the response and recovery stage of COVID19. The Service and staff are able to use performance evidence to identify and share areas of good practice, and put in place appropriate action plans to support improvement and achievement of Key Performance Indicators.

Good curriculum planning reflects the commitment to providing high-quality learning opportunities that are well-designed and improve the employment prospects and life chances of residents across the eight districts of Staffordshire. The Service has maintained highly productive relationships with targeted commissioned sub-contractors by providing relevant support to reach the most disadvantaged residents across the County including extensive support to adapt and transfer learning to online delivery. For example, some sub-contractors delivering provision to learners with learning difficulties or with targeted families moved swiftly to online delivery using educational apps or flexible models of asynchronous delivery to allow participation of families in need of additional support during lockdown.

The quality of teaching, learning and assessment across Community Learning is good or better. The Service has a strong commitment to continually improving and strongly

supports the development of the service and curriculum offer and the development of teaching staff. Throughout the academic year, the most successful and innovative practice in teaching, learning and assessment has been shared and extended across all areas, with much success in the introduction of remote online delivery. This has resulted in consistently good and outstanding learning experiences across most programme areas and much enthusiasm to expand the remote online offer to ensure Staffordshire residents have opportunities to develop their essential digital skills.

Senior Managers and Officers support the development of the Service and teaching staff by participating in a broad range of high-quality professional development, and actively cascade learning to ensure teachers have the necessary skills to deliver consistently good learning in classroom-based learning and most recently remote online learning. As a result, well-qualified teachers gain confidence, improve their pedagogical skills and use their occupational, industrial and subject expertise very effectively in lessons to provide subject-specific insight for learners.

Community Learning has continued to focus its approach on ensuring learners develop very good personal, social, employability skills and improved health and well-being, through the continued development and provision of a wide variety of activities aimed at enriching their learning experience, resulting in learners gaining useful additional subject knowledge, qualifications, employability experience which effectively prepares them for the world of work and to support them to thrive and be an active part of their community.

The Service takes its responsibility for safeguarding and promoting the wellbeing of young people and vulnerable adults extremely seriously and, as a result, learners say they feel safe and are safe and how to keep themselves safe. Staff and learners show high levels of respect for each other, which is due to the efficient systems and robust implementation of processes, procedures and embedding British Values, safeguarding and Prevent throughout delivery.

Section 5: Leadership and Management is ‘good’

The commissioning priorities for Community Learning set out the strategic direction and are shared with all staff and sub-contractors. There is a clear vision for the Service to meet the needs of targeted groups and those who are disadvantaged and come from identified wards of deprivation. The Service’s plan is underpinned by a detailed strategic analysis and supports the wider County Council’s priorities to transform lives through lifelong learning.

Senior Officers and Members have a clear and ambitious vision for the future of the Community Learning Service and are strong advocates of education and skills across the County. They provide clear leadership and direction to ensure community learning provision responds to local, regional and national priorities. They provide timely support, guidance and resources to improve the reach and effectiveness of the Service. Inspiring leadership has been pivotal to realising the Services potential fully supporting the introduction of the four-year Community Learning Framework (2019 – 23) and the Service’s success in maintaining services to meet the needs of learners during the COVID19 pandemic.

Senior Officers and Members effectively support and challenge the Service to maintain the quality and performance and to drive rapid improvements where required in order to provide the best learning experiences for learners. In-year, the Prosperous Staffordshire Select Committee, the Cabinet Member for Learning and Employability, the Director of Economy, Infrastructure & Skills and the Assistant Director for Skills & Employability have been fundamental in shaping the Service to align to the Council’s strategic ambitions for promoting prosperity and economic growth. Comprehensive reports have been presented to Senior Leaders and Members to further understand and scrutinise performance and challenges against the Service’s delivery plan ensuring high quality learning, good value for money and good outcomes for learners. Members have influenced and provided great support with the development of how to measure learner impact and monitor the developments in remote online learning.

The financial management of the service is good and is subject to regular budget reporting procedures. The management team is effective at responding to any external funding pressures to ensure the Service remains focused on priority areas whilst ensuring provision for all learners is accessible. In-year financial contract variations have been implemented resulting in funds being directed appropriately towards the identified local need.

Community Learning experienced extraordinary challenges presented by the COVID19 pandemic. Leaders, Members and Senior Officers were extremely responsive to the situation and focused on business-critical services and supporting stakeholders and colleagues to maintain services. With strong leadership, support and sharing of values, our priorities, resources and outcomes were re-aligned, monitored and progressed rapidly. Confidence and the ability to innovate and embrace technology was instilled resulting in the service maintaining services with the introduction of remote online learning successfully widening participation and enrolling 700 learners between April and July 2020.

Leaders, Members and Officers maintain highly effective and dedicated Place-based partnerships with a wide range of local and national partners including having a strong representation on the Local Enterprise Partnership (LEP) and developing the local skills and employability agenda which in turn successfully raises aspirations, supports local needs and enhances curriculum opportunities within the local economy. There are further established cross-directorate partnerships with Public Health and Families and Communities and external partners to deliver a curriculum that addresses the main strategic priorities of the council and addressing the needs of Staffordshire residents. These partnerships have strengthened further during the COVID19 pandemic, for example, driving forward the digital agenda. In-year the Assistant Director for Skills & Employability carried out learning walks to gain an understanding of the learner experience first-hand, and of the importance of strongly supporting the move to online delivery during lockdown.

There is excellent strategic direction from the management team which involves strong and effective communication with Senior Officers, Members and with all staff and partners who are engaged with the Service. This is through management meetings, Member Briefing meetings, Provider Updates and through representatives on Locality Working Groups across the Staffordshire districts. There is excellent attendance at Provider Engagement Events, which has improved further with the introduction of remote online delivery of events and much valued contribution from the Assistant Director for Skills & Employability providing clear leadership, direction and up-to-date developments during the response and recovery stage throughout the pandemic.

The Service's ambition and drive to increase and offer the right provision to Staffordshire residents is relentless and focused. There is a good programme offer strongly influenced by community need that underpins the broader county-wide strategic priorities. There is a good spread of provision across the eight districts of Staffordshire to support learners to access learning and progress, with a high proportion (47%) of enrolments within identified wards of deprivation. The programme offer is strengthened by the introduction of remote online learning and supports widening participation by reaching out to new learner audiences who would not participate in classroom-based provision. Moving forward, the ambition is for growth in this area.

Leaders and managers effectively analyse future employment prospects to support the ambitious vision that support local need and skills required by employers. In addition, the service has been well-placed to promote Government initiatives, including the Job Retention Scheme, KickStart and Business StartUp across the sub-contractors to help support learners. There is further potential for more in-depth analysis of the local employment market as the COVID19 situation evolves into the 2020-21 academic year.

The Service operates a well-developed and robust performance and quality assurance process to ensure contract compliance and quality of provision delivered by 28 sub-contractors and the Direct Delivery Unit. The process consists of a comprehensive quality framework within a service specification, observations of learning policy and process, unannounced class visits and the collection of learners'

feedback. In addition, all staff involved in the provision appropriately contribute to the self-assessment process through teaching staff producing informative end of programme evaluations, individual sub-contractor annual self-assessment reports and quality improvement plans which are reviewed in a timely manner and feed into the Service's overarching quality improvement plan. Sub-contractor self-assessment reports are moderated by the Teaching and Learning Advisors which informs the overall Service self-assessment report.

At the onset, Senior Managers and Officers communicate high expectations with sub-contractors during implementation meetings. In-year contract performance and quality assurance are monitored and recorded through monthly dialogue meetings and termly reviews and then reported to the Assistant Director for Skills and Employability where performance is scrutinised, and remedial actions identified and actioned.

Quality assurance interventions are undertaken and validated by the Teaching and Learning Advisors consisting of unannounced class visits, graded observations, online evaluations and RARPA audits. Mentoring and coaching support is provided, as follow up from the quality assurance interventions, or as requested by sub-contractor Managers.

Quality assurance of online programmes was quickly developed consisting of gaining access to online sessions, closed groups and participating in professional dialogue and self-reflection with teaching staff which is captured in an online evaluation proforma. This often led to teaching staff receiving constructive feedback and further support and training from the Teaching and Learning Advisors as a result of this process.

The quality of teaching and learning is well-monitored against the quality framework set out in the Community Learning Specification. All aspects of quality assurance are reported on with appropriate action plans and RAG ratings. The Quality Officers and Sub-contractors work collaboratively to develop a quality learner experience. The impact of this is evident in the high quality of taught sessions, and through feedback from learners, standard of their work, their behaviour and their success stories.

All staff are clear on the direction of the Service and support the vision through commitment to raising standards. Provider Relationship and Quality Officers know their areas very well. They take direct responsibility for their sub-contractors and are empowered to take actions to bring about improvement to provision. Good performance management practices along with honest and accurate self-assessment processes have allowed the Service to tackle underperformance. The self-assessment process and contract and performance monitoring procedures are systematic, inclusive and comprehensive; performance data and learner feedback are used well to inform and improve the quality of provision.

Sub-contractors share the culture and ethos of the service, which welcomes and respects learners from all backgrounds and faiths. Tutors empower their learners to believe in their ability to make a positive difference to their lives through education and training. As a result, learners develop positive behaviours and attitudes and a

genuine passion for learning of which is evidenced exceptionally well in learner feedback and success stories.

Equality and diversity are promoted well during sessions through the use of good learning materials and resources, and by the use of inclusive language. Posters and learner handbooks tackle a range of sensitive subjects such as the dangers of extremism and bullying. This is also covered at induction and through discussion and other activities embedded in course content.

The experienced Teaching and Learning Advisors provide professional support to promote good practice and to develop the skills of all teaching and support staff. A broad range of high-quality training and professional development activities are planned well following analysis of the strengths and areas for improvement at observations and class visits to improve tutors' skills to deliver good and outstanding learning and teaching. There has been good attendance at Tutor Induction Briefing sessions and the remaining programme of professional development was replaced by intense remote online mentoring and coaching sessions to fully prepare and develop teaching staff for classroom, blended and online delivery of courses. In addition, sub-contractors share our commitment to improvement and report an array of additional staff development to improve pedagogical content knowledge and to gain further understanding of target learners and their complex needs.

Managers responsible for safeguarding are clear about their responsibilities and have established good relationships with relevant agencies to ensure that there are suitable points of referral for learners who need further support. Processes and procedures for ensuring learners are protected and helped to keep themselves safe are effective. There continues to be an excellent and high-profile approach to raising awareness of, and promoting, safeguarding and the risks of radicalisation and extremism across the Service. All staff are carefully selected and vetted, with monitoring to prevent unsuitable people from being recruited.

Section 6: Quality of Education is ‘Good’

Curriculum Intent

Staffordshire County Council’s Community Learning Service’s purpose is to improve people’s lives through lifelong learning and training, leading to employment and or increased personal fulfilment, supporting the growth of Staffordshire’s economy and society. All residents should receive the guidance and support they need to enable them to take full advantage of education, training and employment opportunities, and we support effective approaches to supporting unemployed people back into work.

The purpose of the service is to enable sub-contractors and the Direct Delivery Unit to deliver programmes of learning that:

- Develops the skills, confidence, motivation and resilience of adults of different ages and backgrounds
- Support individuals to progress towards formal learning or employment
- Support individuals to improve their health and well-being, including mental health
- Develop stronger communities

The service provides a range of informal and formal learning programmes for all adults across the County. Programmes support and develop individuals and groups for whom formal learning may have been a barrier in the past and works with them to build confidence and realise their true potential in a competitive world. For the most disadvantaged learners we offer engaging ‘*first steps*’ learning opportunities as a way of increasing participation for people who are least likely to engage in adult learning.

Community Learning programmes are prioritised with funding directed towards sub-contractors who effectively target the following groups:

- Adults residing in the eight districts of Staffordshire
- Adults residing in the Staffordshire districts with the greatest concentrations of deprivation, worklessness and economic inactivity
- Adult males
- Parents/carers of underachieving children or who wish to develop their parenting skills
- Adults with Learning Difficulties and/or Disabilities, including mental health issues
- Carers of adults with Learning Difficulties and/or Disabilities, including mental health issues
- Refugees, asylum seekers and adults from Minority Ethnic Groups
- Care leavers
- Adults yet to achieve a level 2, or those with low skills in English and maths
- Digitally excluded adults
- Adults on low income and/or in receipt of state benefits
- Those who are unemployed and want to improve their chances of finding work by developing or acquiring vocational skills and knowledge and those wanting to re-engage with the STEM sector

- “New” adult learners (defined as those who have not participated in Community Learning programmes in the previous three years)

Staffordshire Community Learning Service contributes to the strategic objectives identified in the Staffordshire County Council’s Strategic Plan (2018-2022) where the vision is to create a connected Staffordshire, where everyone has the opportunity to prosper, be healthy and happy. The service demonstrates the ambition and intent through a four-year Community Learning & Commissioning strategy and the Community Learning Framework (2019–23), which both reflect the local needs of Staffordshire and national priorities.

The Community Learning Framework (2019-23) was developed in conjunction with our previous learners and stakeholders and provides a broad range of programmes areas to appropriately meet the needs of Staffordshire residents:

Leisure, Health & Wellbeing

The programme area offers learning opportunities to adult learners who want to develop a new area of interest or hobby and take part in learning to support their health and wellbeing. There are a broad range of subject areas including arts media and publishing, languages and literature, hospitality and catering, horticulture, agriculture and animal care. Learners are supported to keep physically and mentally healthy, to develop their personal, social and employability skills and to become active in their communities with progression routes into higher level learning of the same subject, volunteering and accessing other services in their local community.

Supported Learning

The programme area is for adults who have learning difficulties and/or disabilities and adults who have had long-term mental ill health who require more bespoke and supported teaching and learning. The programmes provide opportunities for learners to develop their sense of well-being and self-esteem, develop skills for independent living and improving their functional skills in English, Math and IT. Programmes of delivery make good use of subjects such as art, music, humanities or cultural subjects etc. as a vehicle for developing and practising strategies for improving mental health or for embedding functional and independent living skills. The programmes help learners to lead healthier, happier, safer and more independent lives and give progression opportunities into further learning, volunteering and employment.

Family Learning

The programme area encourages family members to learn together to improve basic skills and skills for development in order to equip families to thrive. The programmes support well-being, healthy lifestyles, mental health, fitness, family finances, accessing community activities and services, managing children’s behaviour and development, transition from primary to secondary, understanding school curriculums and staying safe online. There are opportunities for inter-generational learning and, where possible, lead both adults and children to pursue further learning in English, math, IT and volunteering and employment.

Employability

The programme area is focused on up-skilling and re-skilling adults in a vocational context, including sector specific skills, wider skills and the development of English and math skills to support learner's employment opportunities for those who are unemployed or on a low income who want to improve their employment opportunities. Programmes prepare and give learners skills for work in various jobs and trades, for example, construction, business, health services, art and design and agriculture. The programmes can include classroom theory and practice and hands-on job specific technical training for work and progression onto accredited provision, volunteering and employment.

Digital Skills

The programme area supports learners use of digital technology more effectively, including the use of computers, tablets, phones, online services and staying safe online. Programmes aim to give learners the confidence to use the digital tools that are important to them. This could be to access local or national services, to communicate, to research, to store and present information, to use technology safely and to keep their family safe, to make the most of applications and use their potential to improve their lives in a variety of ways eg employment, shopping, creativity, leisure. Learners are supported to continue with further learning including accredited provision in IT, English and math and gain access to more employment opportunities.

STEM

The programme area supports learners to up-skill and re-skill to gain and improve employment opportunities. STEM education creates critical thinkers, increases science literacy, and enables the next generation of innovators. Innovation leads to new products and processes that sustain our economy. STEM programmes are those that are deeply rooted in science, mathematics, engineering and/or are of technical or technology application. Learners acquire skills in a specific vocational area and are able to apply for jobs and/or progress onto relevant accredited provision.

Progression Pathways

The programme area provides internal accreditation progression routes for our learners in Employability, STEM, Digital Skills and Supported Learning. Learners acquire skills to progress onto further learning, volunteering or employment. For 2019 – 20 the Direct Delivery Unit was the sole provider of accredited provision (see below).

In addition to the framework, the service delivers learning through:

Community Learning Responsiveness Fund

The Fund is for adult learning programmes delivered by third-sector organisations who have access to individuals in local communities. The Fund supports a responsive approach to local emerging needs for a number of targeted learners; carers, care leavers, asylum seekers, people with no or low qualifications, learning difficulties and disabilities, adults from ethnic minority groups and male learners.

The programmes are broad and varied and provide 'first step' learning experiences, skill development, including English, math and IT, access to other local activities, volunteering and employment.

Wider Family Learning Grants

The Grant is made available for schools across Staffordshire who have identified a need to support families to learn together. Targeted at parents who are digitally excluded, English is not their first language, families at risk, male carers, parents/carers of children with learning/physical disabilities, families with children who are underachieving, Black and Minority Ethnic Groups. There are a number of overarching outcomes to be achieved through the provision, for example, supporting families to have healthy and independent lifestyles, adults able to support their child's school learning and further activities outside of school, new adult aspirations for their own learning and progression, developing understanding of school curriculums and developing functional skills (language, math, digital).

Direct Delivery

The Service's Direct Delivery Unit delivers non-accredited programmes in ICT through the community learning programme and accredited provision in ICT and English Speakers of another Language through the Adult Education Budget. Programmes offer Entry Level ICT and Entry to Level 1 English Speakers of another Language qualifications. The curriculum content for ICT gives learners with no or limited experience of ICT the skills they require for everyday use and basic skills required for work. The ESOL curriculum is targeted at those learners who wish to develop their use of the English language in speaking and listening, reading and writing to support them to be active in their community and make positive steps to employment.

Delivery Intent

At strategic level there is a strong focus on allocation of provision across Staffordshire which is strongly influenced by the local and regional priorities identified by the Local Enterprise Partnership and Skills Advisory Panel and the overarching outcomes of the Staffordshire County Council Strategic Plan. The Community Learning Service, through the Community Learning and Commissioning Strategy target delivery of provision and funds across the eight districts within identified wards of deprivation. Provision is delivered by the best local providers most equipped to reach out to our learners to provide a high-quality learning experience.

Through procurement, the Community Learning Service and sub-contractors identify well the intent of the provision, identifying need and linking that to strategic objectives. Leaders, managers and teaching staff work effectively with stakeholders to shape how the curriculum is tailored to meet the needs of learners and communities. Leaders, managers and sub-contractors have developed and maintained strong and effective partnerships with a broad and varied range of statutory and community-based organisations to gain access to targeted learners and use these partnerships exceptionally well to develop programme content to meet the needs of learners. In addition, teaching staff fully utilise these partnerships to support the additional needs of learners and their progression routes, in terms of

wellbeing, further learning, volunteering and employment. A comprehensive Community Learning specification lays out the intent of each programme area, and a range of policies and statements are made available to sub-contractors and their teaching staff to ensure there is consistency of expectation in key areas, such as Information and Advice, Embedded Functional Skills, Learner Voice and Digital.

Traditional classroom-based learning is predominantly delivered in risk assessed, safe and fully accessible community venues across the eight districts of Staffordshire. Learning environments are fit-for-purpose and well-resourced. Those sub-contractors with their own premises incorporate a broad range of facilities into their curriculum and programmes of delivery to enhance the learning experience for all learners. Further learning opportunities are well-planned through guest speakers and field trips in order to extend learning.

The delivery intent was altered and developed in-year with the introduction of remote online learning in the third term in response to the COVID19 pandemic. A high proportion of teachers fully utilised their expertise and embraced the opportunity to innovate, exploring a range of digital tools to deliver learning, adapting their curriculum and resources and exploring new teaching practices and creative pedagogy delivery. The introduction of remote online learning reached out to new learner audiences and enabled learners to continue in their education during extraordinary circumstances.

High quality teaching and learning is at the centre of our Service. Teachers use their occupational expertise and undertake comprehensive course planning to build a curriculum that provides learners with opportunities to develop knowledge, skills, positive behaviours and personal development for current and future learning, volunteering and employment.

An inspiring culture of inclusivity and meeting learners' needs underpins the work of all those involved in Staffordshire Community Learning. Diversity is embedded in the curriculum in terms of learning styles, resources used, planned teaching and learning activities and topics taught. An equality & diversity policy statement sets out the Service's expectations and commitment of which is shared with learners in the Learner Handbook and is also written as a clause in the annual contract for sub-contracted provision. Best practice is shared across the area and accessible resource ideas are promoted via the Teaching and Learning Blog.

Teachers focus well on next steps in learning and plan opportunities to encourage learners to access local and/or online services within their programme of delivery. Relevant information and advice sessions are planned into all schemes of work to enable learners to make positive choices. A high percentage of learners report they know what they will do next.

Safeguarding Intent:

The Community Learning Service is committed to and promotes the safeguarding and welfare of all children, young people and adults in accordance with the Children's Act 1989, the Children's Act 2004 and section 175 of the Education Act 2002. As a

service protecting children, young people and adults is one of the most important aspects of our work. All teaching and support staff hold up-to-date Safeguarding and Prevent certificates and have received statutory guidance 'Keeping Children Safe in Education' (2019). All programmes of delivery include a thorough induction process with a strong focus on safer learning in classrooms and online. There is a strong intent to ensure all our learners and their families feel safe and are safe.

Curriculum Implementation

Teaching, learning and assessment is good for classroom-based learning, with the profile of good or better observations at 89%. Equally, the grade profile for online observations is 100% good or better. All observations are moderated by the Quality & Performance Team who implement a performance management process for those staff not meeting expectations and monitor development through effective action planning and review.

Classroom-based learning programmes are timetabled well with a good geographical spread across the eight districts of Staffordshire enabling learners to access programmes in their locality. Delivery timing is versatile, with programmes delivered weekly over two/three-hour sessions or whole days and in the daytime or evenings. Programmes are delivered within well-resourced community venues in rural and urban areas, for example, colleges, libraries, Children's Centres, Family Hubs, sub-contractor premises, small holdings and local community centres. Some sub-contractors support accessibility by providing transport for learners or plan their delivery on public transport routes.

In the third term, COVID19 restrictions were adhered to and the service remained open by predominantly delivering remote and online learning to adults. With effective leadership and management, a good proportion of teaching staff responded positively to clear direction and support and quickly adapted their curriculum to maintain services and provided relevant and purposeful learning. Online learning was timetabled for daytime and evening delivery using synchronous and asynchronous learning approaches to provide interaction with others and exchanges of knowledge, real-time feedback and opportunities to learn flexibly and independently.

At the start of the COVID19 pandemic the service quickly identified learners who would become disadvantaged due to lack of connectivity and access to digital equipment and/or low digital skills. For these learners, sub-contractors provided paper-based course materials and appropriate resources by following safe social distancing practices and/or delivery via post. In addition, tutorials were conducted through direct phone calls or 1-2-1 video conferencing using mobile devices. A large number of learners engaged in online or blended learning say that the programmes provided positive well-being benefits during the lockdown period.

Teachers know their learners well and demonstrate high expectations. They have a strong awareness of diverse needs of target learners and produce informative group profiles which inform the development, planning and delivery of learning programmes. Learners have opportunities to discuss the course overview and contribute to the rationale for sequence of topics and how they will be delivered. As

more online remote learning was introduced, teachers reported they invested more time on 1-2-1 tutorials to support the learning journey and to address any identified wellbeing issues during lockdown.

Community Learning promotes a culture of equality and inclusion and advocates this approach with learners at induction through the development of an agreed group charter and throughout the delivery of courses. The induction process is fully supported via a Learner Induction Guidance document. There is further best practice of the use of digital platforms to enhance the process, for example, the use of Padlet displaying the induction information, course outcomes and expectations that learners can access and refer to throughout their programme of learning. Following on from this, teachers plan for and deliver opportunities to raise awareness of equality and diversity and British Values within their sessions and make good use of natural occurring opportunities to broaden learner understanding and to make the most out of group dynamics.

Learners understand the course content and work collaboratively with their teacher to set personal targets using Individual Learning Plans effectively to support all aspects of their learning and skills development. Teachers assess learners' starting points by conducting a learner-led initial assessment focusing on previous experience, learning outcomes, personal goals and additional support needs and use this information well to plan and personalise learning. Traditional methods include an Individual Learning Plan and self-assessment scale against planned learning outcomes and informal discussion and/or subject specific practical tasks which are observed. However, most recently this has developed further with the introduction of online learning, for example, teachers and learners are using one-to-one telephone or video conferencing conversations and online surveys and there is more focus on digital skills levels to prepare for the eventuality of further lockdown situations.

Teachers plan and develop programmes of learning exceptionally well and are reflective in their practice. They produce comprehensive schemes of work and deliver teaching and learning with a sound structure that builds effectively on subject-specific knowledge, allowing learners to master the basics and make connections. Teachers deliver ample opportunities to recall and practice, making good use of learning time and relevant practical activities. Overall, there is a strong working relationship between teachers and Learner Support Assistants (LSAs). Teachers involve LSAs in the planning of sessions and give clear direction in order to keep learners on task, engaged and to reinforce learning.

Lessons include a broad range of teaching and learning activities that are interesting, stimulating, engaging and challenging to give learners opportunities to explore topics and new learning fully in a safe and supportive environment. There is a good balance of theory and practice, for example in the STEM Floristry programme, resulting in a vast proportion of learners demonstrating the ability to apply their learning in everyday situations and the workplace. In the very best sessions, teachers deliver activities with a strong focus on active and peer learning alongside on-the-go feedback. Consequently, learners are supportive and respectful and show much commitment to learning. Teaching and learning activities for online learning are adapted appropriately for delivery; they provide opportunities to learn independently

and to work and learn with others. For example, learners comment constructively on each other's work using Facebook and Whatsapp Groups. As a result, learners develop wider skills and most importantly essential digital skills.

Teachers are well-qualified and use their occupational experience to contextualise learning, providing learners with real life situational examples. They present examples using high-quality resources and scenarios and effectively incorporate key concepts through relevant discussion. For example, teaching staff use subject specific guest speakers for STEM and Employability programmes. Learners respond exceptionally well, are highly motivated, often seek clarification, work well with others and have confidence to explore learning in-depth. The majority make excellent progress in their learning and have confidence to use subject-specific technical vocabulary well and are often inspired to undertake further learning in their own time.

Those sub-contractors who have their own premises make excellent use of additional facilities available which allows learners to work as part of a team or to work independently. Some learners have access to on-campus library and resource centres and other learners gain access to facilities that provide current and up-to-date equipment and industry standard resources to support and enhance learning through opportunities to practice learning in realistic working environments. Examples include IT suites, kitchens, pottery workspace, woodworking sheds, landscaped gardens and vegetable plots, poly tunnels, working farm, riding school, art rooms, portable music suite and electronic workshops.

Formative and summative assessment activities are inclusive and well-planned. Recall and practice opportunities are wide and varied and keep learners focused on learning. There are regular checks on learning through observation and verbal feedback, worksheet tasks, effective questioning and discussions, progress reviews on individual projects and marked work with written feedback. Assessment for learning and independent learning is encouraged by most teachers and they use this very well to assess learners' understanding and their ability to apply their learning at home and in vocational settings. Learners find confidence to report back and engage in discussion with peers often leading to extended learning. Teaching staff have further adapted assessment activities for online programmes, often setting practical tasks to complete independently and receiving evidence from learners to inform one-to-one tutorials to check on progress and achievement and opportunities to stretch and challenge.

The vast majority of teachers implement robust practices and processes for recognising and recording of learners' progress and achievement (RARPA). Teachers plan for and undertake regular reviews with learners, and provide sufficient constructive feedback, so learners have an awareness of their progress and what they need to do to improve and achieve. Learners grow in confidence and develop self-reflection skills and become independent learners who can make informed choices to support their next steps in learning, volunteering and employment. In a few instances, teachers do not record individual SMART and/or challenging outcomes for learners.

Learners engaged in online learning often share images of their achievements on closed social media groups, with peers and tutors providing feedback. Teachers also use a broad range of digital tools to provide personalised feedback, for example, learning blogs, Padlet, Whatsapp, Messenger, Email, text messages, weekly Survey Monkey and electronic workbooks. Some learners in STEM provision were introduced to an art journal approach to embedding RARPA. Learners developed deep reflective and study skills and were very keen to share their achievements.

The Service maintained its matrix accreditation in 2019. Learners receive good pre-course information via the Staffordshire Course Directory and Course Information Sheets at induction and/or through one-to-one discussions with sub-contractor Managers and teaching staff. During delivery of programmes teachers plan well for sharing of information and supporting next steps for learners. Teachers are supportive and provide appropriate information and advice that gives learners confidence and motivation to support their own progression. In classroom-based learning teaching staff incorporate a range of guest speakers and actively promote the services of the strong partnerships they hold. In addition, they look for and promote local activities and projects available in communities. Online learning has brought about other links to national initiatives and promotions for learners to engage with. A high proportion of learners report they felt their tutor helped them to understand what they can do next.

Across the programme areas most teachers include good strategies to develop English, maths and employability skills. Teachers embed these opportunities discreetly alongside subject content and provide appropriate support to their learners. For example, in an observation one learner with learning disabilities participating in a performing arts programme was excited and proud to share his experience of the support he received with spelling, reading and writing and shared the content of his exercise book where he had constructed sentences and used correct grammar whilst writing about his favourite actor. Learners on STEM programmes often find themselves within workplace environments, working with others and undertaking a range of mathematical activities: measurement, addition, subtraction, estimating, budgeting.

In classroom-based learning there is good use of ILT in delivery including ipad loans, social media closed groups, wifi in venues, use of mobile phones, pinterest, youtube and padlet to support learners' understanding and creativity and to give opportunities to develop IT skills. Likewise, online learning programmes support the development of essential digital skills using familiar, accessible learning platforms. As learners progress in this area of learning, they often report on new digital skill development that previously they would never have thought possible.

Continual Professional Development to support teaching and learning is comprehensive and has included extensive digital upskilling for teachers to maximise the use of technology across the learner experience for classroom-based and remote online learning and to develop the digital skills of teaching staff for the future. Managers and Officers have participated in a range of webinars delivered by HOLEX, Open University, Education Training Foundation, JISC and EMFEC and cascaded proactively to sub-contractors and their teaching staff through coaching and mentoring,

CPD meetings, an online social media closed group, sharing of best practice via Twitter and the Community Learning blog. The investment in CPD fully supported the introduction of remote online learning and gave teaching staff confidence and new skills to deliver.

Safeguarding Implementation:

All teaching staff plan for and deliver a thorough learner induction at the start of their programmes. As part of the induction, there is a strong focus on safeguarding and learners' rights and responsibilities in terms of safer learning in classrooms and online. All learners receive relevant information within their Learner Handbooks and safeguarding cards and engage in safeguarding discussions with their teacher and peers. The Learner Handbook was further updated, amended and made available electronically in term two to reflect emerging safeguarding issues in response to the transfer to remote online learning and COVID19 pandemic.

Sub-contractors and their teaching staff make excellent use of their strong partnerships across the County, for example, Safeguarding teams, Early Help teams, Tier 2 Family Support, health visitors, housing associations, community health teams and mental health hubs to name a few. They are responsive and actively promote and/or signpost learners to opportunities to support their welfare and wellbeing. During lockdown, some teachers and their learners on parenting courses worked collaboratively with the early help teams to appropriately support families.

Teachers have been focused on the wellbeing and safeguarding of learners and report concerns following clear guidelines and procedures in a timely manner. Teachers ensure that learners have a good understanding of what to do if they or others feel unsafe and that they are aware of the dangers of radicalisation and the support they can receive should they come into contact with extreme views, within learning, online, home and the community. The delivery of these areas across programme areas is often contextualised to aid the learners' needs and levels of understanding.

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Section 7: Impact

Learner Performance

In the 2019/20 academic year, the service sub-contracted with 28 sub-contractors, delivered 427 courses to 2,540 learners, of which equates to 3,711 enrolments. This is a decrease of 3,281 (47%) learner enrolments against the 2018/19 end-year position. The reason for this decline was the withdrawal of provision delivered by three sub-contractors, a strong focus on targeted provision, and the restrictions due to the COVID19 pandemic help explain some of this change.

On the 20th March 2020 the Government asked adult education providers to close all face-to-face provision and transfer to online learning to reduce transmission of COVID19.

The COVID19 pandemic has contributed to a significant reduction in learner enrolments and has presented many challenges in terms of learner recruitment and engagement, mainly attributed to restricted access to learners following Public Health guidelines, limited access to connectivity and equipment, low digital skills and public anxiety to engage in wider services. On the other hand, the service successfully reached out to new learners through the introduction of online learning who previously could not participate in classroom-based programmes because of family and work commitments. The Family Learning programme area demonstrated much success enrolling 40% of total learners in Term 3 and effectively provided much needed contact for families with young children who were otherwise isolated from networks they would normally rely on.

All eight districts of Staffordshire have experienced an overall decrease in enrolments with Cannock, South Staffordshire, Staffordshire Moorlands and Newcastle demonstrating a significant decline. However, across the County the service continues to target provision well at priority learners and wards across Staffordshire as outlined in the Community Learning & Commissioning strategy.

District	District Enrolments 2017/18	District Enrolments 2018/19	District Enrolments 2019/20
East Staffordshire	998	786	555
Cannock	1314	1231	582
South Staffordshire	1153	870	247
Moorlands	746	619	296
Tamworth	804	712	511
Stafford	564	599	482
Newcastle	528	450	161
Lichfield	1247	1096	677
Out of County	483	633	200
Total Number of Enrolments	7,837	6,996	3,711

Although great efforts were made to transfer to online learning from March 2020, a proportion of learners were unable to engage using digital platforms and equipment and were unable to continue and/or complete their learning. As a result, headline learner performance for attendance, retention and achievement has been greatly affected and

will require further monitoring during 2020/21 and beyond to bring performance in line with previous years.

Indicator	2017/18	2018/19	2019/20	Trend
Pass rates	98.0%	98.6%	98.0%	↔
Achievement	93.1%	94.4%	88.2%	↓
Retention	95.0%	95.7%	90.0%	↓
Attendance	90.3%	n/a	79.7%	↓

Headline attendance 2019/2020 for Community Learning requires further monitoring at 79.7%, 10.3 percentage points below the in-house target of 90%.

- 100% of programme areas are below target, of which 80% are substantially below target.
- At sub-contractor level, 34% (10 of 29) have good or better attendance rates.
- In-year attendance monitoring and analysis evidences a significant drop in attendance rate at 75% in term 2 which was strongly associated with the onset of the COVID19 pandemic.
- Term three attendance rate increased to 82% for those learners who participated in remote online learning during lockdown.

Headline retention 2019/2020 for Community Learning requires further monitoring at 90.3%, 5.7 percentage points below the in-house target of 96%.

- 100% of programme areas are below the retention target, of which 50% are substantially below target: Leisure, Health & Wellbeing, Employability, Digital Skills, Adult Skills ESOL and Adult Skills ICT.
- 50% of programme areas have retained at least 90% of learners: Family Learning, Wider Family Learning Grants, Community Learning Trust and STEM. Supported Learning retained 95.2%.
- STEM, Community Learning Trust and Wider Family Learning Grants demonstrate an improved or maintained retention rate since the 2017/18 reporting period.

The 2019/20 headline pass rate is good at 98% and is maintained from the 2018/19 end-year position, with effective and robust RARPA audit measures validating the accuracy of the non-accredited pass rate. However, some specific areas continue to require further monitoring to ensure learners have SMART and/or challenging outcomes.

There is good and effective monitoring of progress and achievement to ensure that learners achieve their goals. Achievement is well tracked against personal and course specific learning outcomes and detailed within Individual Learning Plans, assessment logs or other digital methods. The RARPA process is developed/amended to suit the needs of learners, which has been evidenced during observations, class visits and online evaluations. All Individual Learning Plans are frequently reviewed with learners to ensure they are on track to meet their individual targets. RARPA audits have been undertaken to

ensure Individual Learning Plans are realistic and fit for purpose, with action plans in place for non-compliance with the RARPA standard required.

Headline achievement for learners overall on Community Learning and Adult Skills accredited provision, requires further monitoring at 88.2% against the overall in-house target of 94%.

- Achievement for learners on Community Learning programmes requires further monitoring at 88.9%. Low retention levels inevitably impacted on the final achievement rate.
- The Supported Learning programme area exceeds the achievement target at 95%.
- Achievement remains good for Wider Family Learning Grants (90.9%), Community Learning Trust (92.6%) and STEM (93.8%) programme areas.
- At sub-contractor level, 22 out of 29 have performed in line with or exceeded the minimum overall achievement target of 94%.

The headline achievement rate for Adult Skills accredited provision is well below target at 78%, 15.8 percentage points below the end-year achievement target and requires further monitoring and improvement.

- ESOL learners studying their qualifications prior to COVID19 participated in classroom-based delivery. To transfer to online learning many faced barriers to continuing in their learning and completing their qualification, for example, language barriers, family commitments and lack of digital skills and access to digital equipment resulting in an achievement rate of 73.2%.
- ICT learners studying their qualifications had previously accessed their programmes of learning in premises with access to equipment prior to COVID19. Without access to premises these learners lack digital skills and access to digital equipment to complete their qualification which has resulted in an achievement rate of 87.7%
- The end achievement rate for Adult Skills is predominantly associated with 25 learners recorded as 'Break in Learning' due to COVID19 and 11 withdrawals across IT and ESOL.

Equality, Diversity and Inclusion

Staffordshire Community Learning engages with more female learners than male learners and achievement rates are equal at 88%. The number of male learners participating in community learning courses has decreased by 2.3 percentage points to 25.7%.

A large proportion (87.8%) of learner enrolments are from the working age groups 19 to 59; there are no distinct achievement gaps. Learners in the age group 60 – 64 equate to 7.2% of overall learner enrolments and achieve better than any other age group, with an achievement rate of 93%.

There is variance of achievement for different ethnic groups which is noticeably low for: Asian & other Asian background (82.8%), Black or black British – African (75%), BME (83.1%) and white any other white background (77.8%).

Learners with a learning difficulty or disability equate to 32% of overall enrolments and have a very positive achievement rate at 92%.

Safeguarding Impact

Safeguarding is effective.

Overall learner feedback remains positive and consistent with 2018-19 with 99% of learners reporting they felt safe during their learning experience, of which 97% confirmed they understood what to do if they or others did not feel safe. A high percentage (94%) of learners understood how to protect themselves from risks associated with radicalisation and extremism.

Teaching and support staff responded to the lack of visibility of our most vulnerable learners and their families during lockdown by keeping in regular communication and/or providing additional tutorial time to check on learner welfare. There are instances where several learners have reported they greatly appreciated this additional support which helped them to stay safe and well. Managers and teaching staff have also addressed a few welfare concerns away from the learning environment with the Designated Safeguarding Lead and other statutory organisations which were not taken forward as safeguarding referrals but did result in resulting learners receiving the most relevant interventions and support.

Learner Satisfaction

Learner satisfaction is measured through a paper or online survey which learners complete towards the end of their programme.

Learner satisfaction is high and has remained positive and consistent with 2018-19, with a large proportion (99%) of learners stating they enjoyed their learning experience, had the help they needed to make good progress and achieve, received the help they required to understand what they could do next. More than half (63%) of learners intend to engage and participate in further community learning programmes.

Learner Impact and Destination Survey

J2 Research conducted a telephone survey in November 2020 to determine learner destination and the impact of learning, of which 1272 former learners participated. For comparison, similar information is provided for the 2018/19 academic year.

There is an increase in the number of learners satisfied they achieved their main aim for joining the programme. A significant increase in all the wider outcomes of learning directly associated with the County Council and Community Learning aims to progress in work and learning, improved health, accessing the local community, and greater independence. It is likely the introduction of the Community Learning Framework (2019 – 23) with an improved range and focused programme area may have strongly influenced the improvements and overall impact. Learners may also have more

awareness of the benefits learning and keeping well as a direct response to COVID19 during term three.

There is a decline in the number of learners who have progressed onto further study and volunteering. This decline may have been influenced by a reduction in opportunities available and/or learners feeling less secure to participate during the COVID19 pandemic.

	New Community Learning Framework 2019-23	Community Learning Framework 2015-2019
	2019-20	2018-19
Total Number of Learners	2540	4222
Available for Survey	74.4%	58.0%
Total Number Learners Surveyed	67.3%	63.3%
What are you doing now?		
Employment	43.8%	39.7%
Unemployed looking for work	6.45%	6.13%
If looking for work, agreed course has helped to gain skills	50%	Not asked
Further study	3.85%	4.45%
Volunteering	2.12%	3.29%
Wider Outcomes		
Achieved main aim	89.8%	85.4%
Participate in society	45.4%	35.5%
Protect self online/scams	27.4%	21.9%
Keep well	74.6%	58.7%
Pursue goals	62.0%	49.4%
Improve maths/English	18.9%	17.4%
More independent	56.7%	39.9%

Learner Impact Statements

Learner impact statements were collected through the creation of Success Stories submitted by sub-contractors and their teaching staff. Learners were asked to comment in detail on the impact the learning had for them.

STEM

“Opportunity to see how some of my skill areas had changed – maths, measuring, weights, everything digital and different tools now, such as laser measuring devices as well as the tape measures I was used to. It has made me think about what I am going to do with my life, what direction to go in for work and I might start a chain saw course too and get qualified for this”.

“I use the internet a lot more for research. I have now introduced a new hobby into my life and spend time each day in my workshop. I wasn’t motivated to learn and watched too much TV”!

“I feel alive again and my brain is relit! I now read more, surf the net more and now get a great sense of achievement from handing in work and feeling of belonging to a great group of learners and staff. I am so much more active in mind and body”.

“I am looking to find a career path that suits me. I have enjoyed food science on this course and I want to take food technology further”.

“I learnt new skills in Floristry and discovered a real love of Plant Science. I totally immersed myself in the course and it helped me to get through the stress of lockdown. I discovered Art Journaling and how it can be used to reflect on my progress as well as set targets for myself. I’ve progressed onto a WEA Grow your own Business Course and completed it”.

Leisure, Health & Wellbeing

“The Forest Bathing course this weekend was fabulous. I am the unpaid Carer for my partner who has a degenerative neuroglial condition, as such to take care of my own well being is essential. This course was perfect, affordable, local, and not too long in duration so I could find friends who would be with my partner while I was out. The teaching style included challenge and lots of new material. I slept better than in ages on the two nights”.

“It has been hard to do this course online initially, but our tutor persisted with it and we have settled in. I have learnt to be more confident with speaking Spanish out loud”.

“This was a fantastic course - given me many ideas how to develop my confidence and expand how I work but as an employee and self employed - huge benefits to wellbeing”.

“I can do decoupage and other crafts like ink printing I have come up with new ideas to try at home. Learned more about social media, impacts on others how to keep safe online”.

Employability

“The ability to consider options and make an informed decision about what choices I wanted to make about my career and where this would take me to. I gained the confidence to work in a group of people, to assume a role within a team, and the self-belief that I could do this. I have a personal development plan to follow”.

“I felt more buoyant, communicating better with others and had a real interest in progressing forwards from this point – something I haven’t had or done in a long time. I believe that I have skills to offer and have made some decisions about the type of job and role that I feel I could do”.

“The course has helped me to understand what organisations can and can’t do which has improved my confidence. The course has also helped and shown me where to go to look for more volunteering work in the future”.

Digital

“I was able to stay interested, keep learning and especially how to stay safe on-line. I know the meaning of things that were only words or gobbledegook to me. I had the confidence to go with the group to Stafford Library and use the IT resources there – I never thought I would do this – but now I know I have the confidence to make use of these much more often. I feel I can take part in conversations I would stay away from before if they were anything to do with IT”.

“This course made me feel more confident in order to find a new job as I learnt many computer skills, and that is what I was looking for when I started the course”.

“It was useful to use different make & models of digital items so that I’m not just skilled in one area. I learnt how to use an iPad. The course was fun & gave me lots of new ideas”.

“More awareness of safety online especially knowing if a site is secure. Being able to use an iPad, take photos & upload onto the computer. Enjoyed the farm environment and being able to use the animals to develop my skills such as researching them & creating fact sheets on Microsoft Word”.

Family Learning

“The course has helped our family immeasurably. The difference has been unbelievable. We will continue to employ the strategies that you have taught us”.

“I have learnt to further develop my parental skills including understanding behaviour and how I should respond to both acceptable and unacceptable behaviour. I have learnt the parenting style which I want to adapt moving forward”.

“The course has been absolutely lifesaving, particularly during lockdown. The fact that it is now done remotely is even more convenient and I’ve been telling my Mum-friends about it and we all feel that it should be available/mandatory to all parents and time factored into work places to allow parents to attend these types of courses as they are so important”.

Supported Learning

“I feel cheerful and optimistic about the future for the first time for years and years. I realised that I could get better and that focusing on learning was a real benefit to my health and wellbeing”.

“Totally life changing. It’s given my daughter her mum back. I see my own mum again and have the patience and understanding I need to maintain this (often difficult) relationship. I have been volunteering at WELLIES for 3 years now, have achieved several Level 2 qualifications and am starting to look for work”.

“Opportunities for social interactions with others, a sense of purpose and a friendly accepting environment where I can take part at my own pace and achieve things for me

for a change. Focussing on positive activities, something new each week helped me to overcome my personal worries for a while. I have learnt new arts and crafts techniques.”

“I have spent time with my family, they have been proud of me and I have felt really good about myself too”.

Community Learning Responsiveness Fund

“I feel a bit more happier and confident in myself and my health and wellbeing than I have in a while. I hope to grow more as a person and feel this is just the first few steps. I also enjoyed being around the horses, even though I had no experience prior”.

“I have learned English words and about British customs”.

“My English skills are better, I can read and write”.

“My daughter is Dyslexic. This course has given me a better understanding of the different ways in which her brain works. I am and always have been very proud of her, although this course has given me an insight I did not previously have”.

“I found this course useful not only in my career but at home with my children aged 13 and 9”.

“It has taught me that there is nothing wrong with being anxious about maths and I have learnt how to deal with it”.

Section 8: Behaviour and Attitudes are 'Good'

The majority of learners consistently demonstrate exceptional attitudes to learning which, in turn, has a positive impact on their achievement and progress. Learners appreciate how their learning equips them with the behaviours, attitudes and skills required for integration within the community and success in the workplace. As a result, 99% of learners reported they enjoy their learning and felt they had the help they needed to achieve and make good progress.

Both teachers and learners demonstrate high expectations which are introduced and referred to at induction and throughout the learner experience. Most learners contribute to a group charter resulting in a high percentage (99%) of learners stating they felt listened to and that their teacher ensured all learners showed respect of others' ideas and views. Learners are very proud of their and others' achievements and have clear awareness of when they have worked hard and achieved. An observer reported 'a learner works quietly and independently and with encouragement engages with whole group discussions. The learner made it clear she likes learning this way and was happy to share key points of learning and smiled with pride when referring to teacher written feedback'.

The majority of learners demonstrate positive attitudes to learning and their behaviours are exemplary. They attend sessions in a punctual manner. They are fully prepared for learning and make good use of their learning time whilst working well with others from a range of diverse backgrounds. There are high levels of learner engagement, involvement and interest, typically through a range of well-chosen learner activities. These are well contextualised and current for the subject topic that contribute to maintaining interest and increasing engagement.

Teachers monitor and support attendance and where appropriate strategies are implemented. However, the local restrictions put in place in response to COVID19 have contributed to a decline in the retention and attendance rate. Continued monitoring is required to ensure that high retention and attendance standards are maintained across all programme areas for the 2020/21 academic year.

Learning environments are inclusive and conducive to learning, often displaying learners work and achievements. Learners benefit from access to additional facilities, workshops and resources and appropriately learn a wide variety of skills and develop sound knowledge. Learners engaged in online learning share their progress/end products and learning with peers in secure closed groups. As a result, learners take pride in their learning and achievement and fully participate in peer learning and support.

Observation records evidence most learners settle quickly, engage and participate exceptionally well in planned learning activities. They develop and use a range of study skills to support their learning during delivery and in their own time, consisting of note taking, listening, discussion, additional reading, research and reflective practice. Learners engaged in online learning often undertake additional learning in their own time and provide good evidence of participation and progress in their learning.

Learners receive good information and advice prior to, on programme and at the end of their programme to identify next steps of their career or further education aspirations, ensuring that they are well prepared for the next stage of their progression with learner feedback reporting that 99% of learners knew what they were going to do next with the support provided by the teacher. Majority of learners (73%) anticipated that they will continue in the same subject in order to broaden their knowledge, 29% stated they will continue in the same subject, but at the next level, 24% plan to try something new.

There is a positive and high-profile approach across Community Learning in raising awareness of, and promoting, equality and diversity and safeguarding. As a result, the vast majority of learners (99%) state that they feel safe and are safe, 97% knew what to do if they or others did not feel safe in the classroom and 94% knew how to protect themselves from the risks associated with radicalisation and extremism.

Section 9: Personal Development is 'good'

Effective curriculum planning and design supports learners to develop good subject related skills and knowledge and a range of personal skills. Learners report their programme had benefited them in a variety of ways with 81% reporting an increase in new experiences. Seven out of ten (71%) felt their course had enabled them to make new friends and 61% said their wellbeing was better. Some learners (39%) report they feel healthier, with 19% stating they felt more confident to access health services.

There is good personal development for employment purposes across the programme areas. For example, Family Learning teachers address additional needs and aspirations and actively look for opportunities. A recent success story involves a family requiring support to develop parenting skills which led to a parent securing business start-up funds from United by Birmingham 2020. The parent is now working with other parents as a mentor to raise awareness of healthy lifestyles. The Direct Delivery Unit ICT programmes appropriately embed learning activities relevant to finding employment and skills used within the workplace and has provided opportunities for some ESOL learners to progress onto IT programmes. Some learners engaged in STEM programmes develop leadership and supervisor skills and often lead workshops with their peers.

A proportion (37%) of learners across the programme areas felt they had developed further confidence and skills to progress in their job/career, with 28% reporting they had been able to upskill and reskill to improve their employment opportunities. A lower proportion of learners reported they had developed English skills (31%), digital skills (26%), math skills (19%), however, this may simply be due to the fact their course was not directly related to developing these specific skills. A large proportion (87%) of learners within the Employability programme area reported an increase in their English Skills. Similarly, 45% of learners within the Community Learning Responsiveness Fund area reported they had developed English skills which was not the main subject of delivery.

There is consistent reporting of significant development of wider outcomes such as reducing isolation, social inclusion, mental health and the impact on family life and health. For example, 71% of learners state they made new friendships and 61% reported an improvement in their wellbeing as a result of attending their programme. Some learners (35%) felt more confident to keep themselves and their family safe and 29% felt confident they could give their children the best start in life.

Learners develop their resilience, confidence and independence to keep physically and mentally healthy and often report this positively impacts on them and their family life via Learner Surveys and Success Stories. During lockdown some learners reported their programmes 'were life-changing' and 'helped them to get through challenging times'. They describe improvements in their confidence and self-esteem, their ability to take responsibility of their well-being, revisiting or embarking on a new hobby or being able to adapt to the situation and consider new ways to engage in leisure activities as a family. A high proportion of learners face many difficulties in life, some of these learners with the support from their teachers developed a 'can do' attitude and learnt to persevere.

Learners are supported effectively to develop their interests and skills further to equip them to participate in their local community and build community cohesion. A proportion (35%) of learners felt more confident to take an active role in their community. In the Leisure, Health and Wellbeing area learners produce high quality end-products. Some of these learners have developed the necessary skills to sell items at local craft stalls. Other learners in this area develop new languages and learn how to travel abroad safely and generally report an improvement in their wellbeing. Learners within Supported Learning often initiate and/or participate in fund-raising opportunities and selling of items and appear energised by their involvement.

Quality audits, class visits, online evaluations and observations evidence all teachers plan for and embed British Values and Prevent into inductions and sessions. Most teachers make good use of natural occurring instances to raise awareness. For example, in a Dyslexia and Multisensory Learning programme learners broadened their appreciation of protected characteristics, comorbidity, languages and disabilities through meaningful discussion. A high proportion of learners (94%) understood how to protect themselves from risks associated with radicalisation and extremism, and 99% reported they felt listened to and the teacher ensured all learners showed respect for others' ideas and views.

Section 10: Safeguarding is 'effective'

Leaders and managers have put in place comprehensive Safeguarding and Prevent policies and procedures that are understood by all and are effectively implemented and monitored. Policies and procedures are updated cyclically in line with legislative requirements. These are approved by the Skills and Employability management team and cascaded to all sub-contractors and learners and are available on the Service's website. There is a Safeguarding and Prevent action plan on which progress is reported to Senior Officers. This has resulted in a positive culture and ethos where safeguarding is regarded as an important part of everyday life across the Service.

Annual contracts are produced for sub-contractors which contain comprehensive contractual clauses on safeguarding, prevent, security of premises, modern slavery, whistleblowing, equality of opportunity, health and safety and learner welfare. Sub-contractors who fail to adhere to these clauses will be in serious breach of contract and their contract will follow the termination procedure.

Effective and informative induction processes across all programmes support learners' understanding of how to keep themselves safe and what to do if they don't feel safe. Strategies for keeping learners safe online are in continuous development to ensure the safe use of technology in learning. Learner feedback results show that 99% of learners feel safe in the classroom.

Adults continually demonstrate high standards of behaviour, as expected, and develop positive attitudes to learning. Positive, professional behaviours and expectations related to learners and staff are consistently promoted across the Service. Tutors know that immediate and effective action is to be taken to prevent and tackle any allegations of discriminatory and derogatory language or behaviours. Processes and procedures for ensuring staff and learners are protected and helped to keep themselves safe are effective. Tutors support learners to be aware of preventing bullying, racism, sexism and other forms of discrimination. Raising awareness of extremism, radicalisation and other safeguarding matters are also a high priority for the Service as part of its duties.

Steps have been taken to ensure that learners feel safe at the venues that are used through thorough risk assessment, class visits, observations and learner feedback. As a result, learners feel safe and are safe. Learner feedback results show that 94% of learners knew how to protect themselves from the risks associated with radicalisation and extremism, this is an area the Service will strive to maintain.

Staff awareness of safeguarding processes is high; with staff clear about procedures to follow when concerned about the safety of an individual. The Community Learning Service has a Designated Safeguarding Lead, to ensure staff are supported at all times in pursuing safeguarding concerns and protecting staff and learners, following the Local Authority guidance in all instances. The Designated Safeguarding Lead is also a member of the Staffordshire Prevent Board.

Timeliness to respond to safeguarding concerns raised is good. Records relating to concerns are completed in a timely manner and held securely. Learners and sub-contractors can also report safeguarding concerns via an online disclosure form and reporting and advice can be made/given via a dedicated telephone number.

Safeguarding and Prevent are effectively implemented across learning programmes. E-safety, Safeguarding and Prevent is covered at induction and learner handbooks and classroom posters reinforce understanding. Discussions in lessons extend knowledge and understanding using topical themes and local issues, for example discussing the recent police work on hate crime and how they should report this.

All Community Learning handbooks have been updated to include safeguarding, Prevent, e-safety and British Values information. Learners and volunteers also receive a safeguarding card on how to keep themselves and others safe. The Provider

Engagement meetings contain agenda items on embedding Prevent, Safeguarding and British Values and guidance and training opportunities are featured on the monthly update newsletters and the teaching and learning blog.

The Service has clear and effective arrangements for staff training in respect of the protection and care of learners. Training is differentiated by role and the training provided covers all safeguarding matters including Prevent awareness and online safety. All tutors receive safeguarding and Prevent training, including wider safeguarding issues at tutor inductions each academic year. All sub-contractors are required to provide evidence of safeguarding and Prevent training undertaken within their institution and delivery to learners is unable to take place without providing evidence to the Service. The Designated Safeguarding Lead undertakes comprehensive training in safeguarding and the Prevent Duty which is then delivered to the wider County Council's Skills & Employability team.

The Service works with sub-contractors to further support the development of safeguarding and Prevent within the classroom. Posters and other visuals have been created to support learner understanding on Prevent, Safeguarding, e-safety and British Values, including how to protect themselves. Recently, existing paper-based resources were replaced with an online page on the course directory including e-safety for learners. The class visit, and observation documentation has been updated to include greater emphasis on Prevent, Safeguarding, e-safety and British Values. Development of schemes of work is continuously on-going to highlight naturally occurring opportunities to promote British Values.

Community Learning overview – Districts & Wards

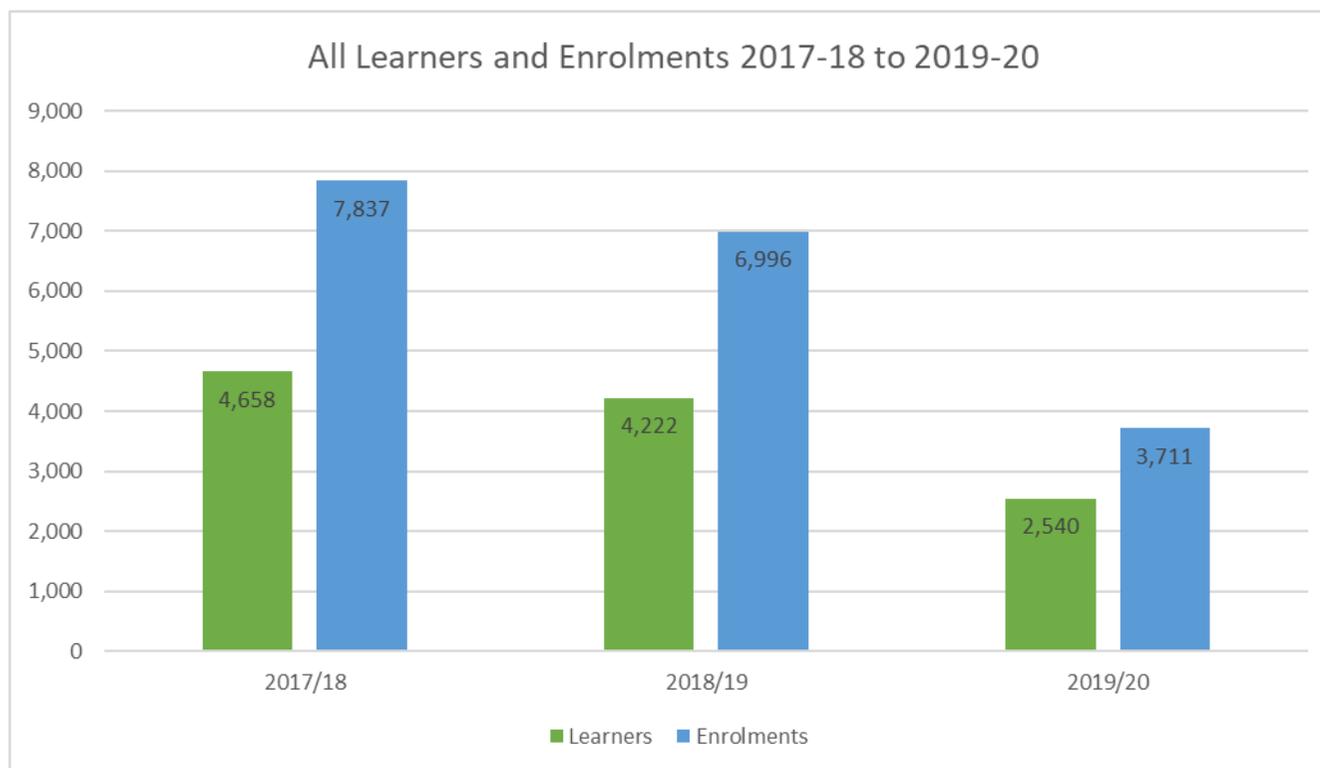
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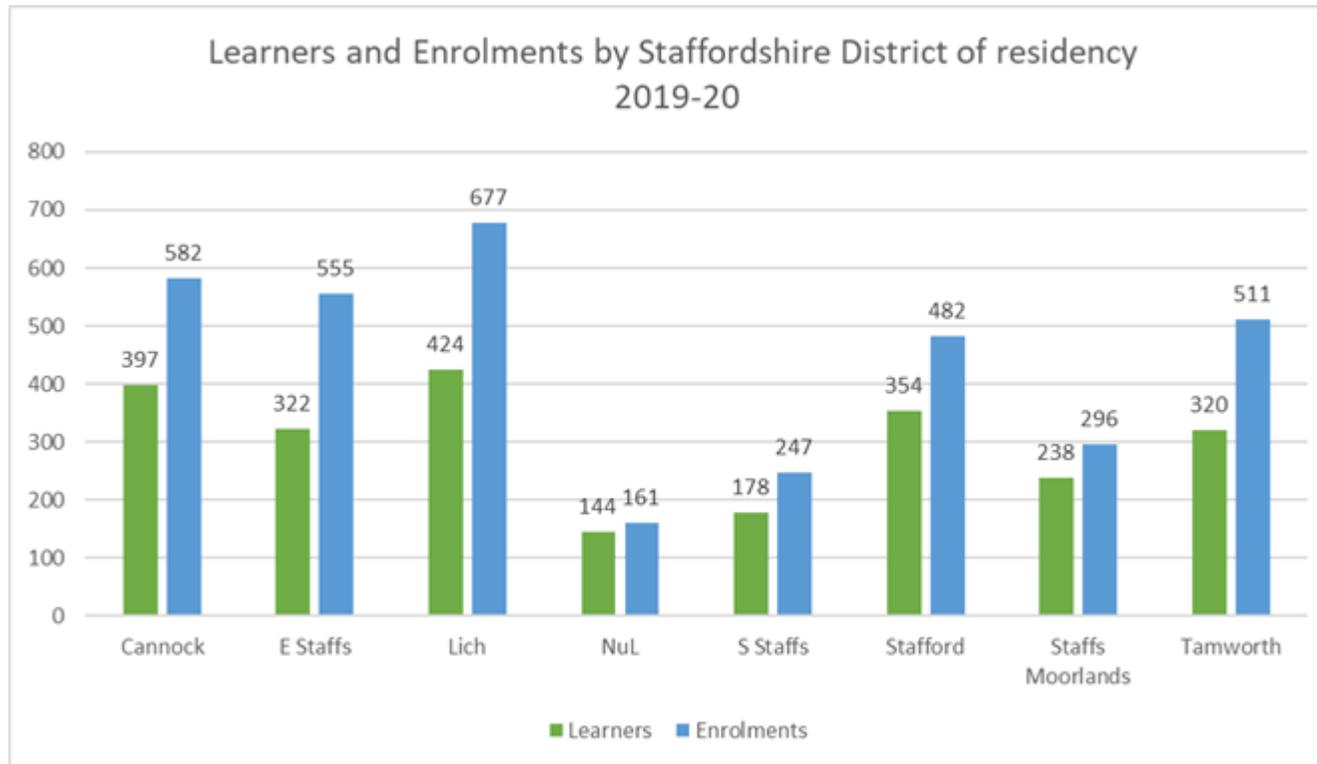
Section 1 Learner starts / enrolment numbers and trends

1.1 All learner starts and enrolments – three years

Provision type	2017/18	2018/19	2019/20	3 yr change	Trend
Learners	4,658	4,222	2,540	-2,118	↓
Enrolments	7,837	6,996	3,711	-4,126	↓



1.2 Distribution of learner starts and enrolments across Staffordshire's eight districts 2019-20



1.2.1 Distribution of learner starts and enrolments across Cannock Chase district wards 2019-20

Ward	Courses participated on	Learners	Enrolments	Earned
Brereton & Ravenhill	25	23	31	£5,921
Cannock East	24	18	27	£7,370
Cannock North	25	21	30	£6,607
Cannock South	40	57	85	£19,819
Cannock West	33	36	47	£8,248
Etching Hill & the Heath	30	24	36	£7,592
Hagley	25	24	34	£5,397
Hawks Green	24	21	30	£4,475
Heath Hayes E & Wimblebury	50	31	57	£13,268
Hednesford Green Heath	20	21	27	£4,593
Hednesford North	41	44	63	£13,873
Hednesford South	26	22	30	£6,178
Norton Canes	18	19	33	£9,746
Rawnsley	14	12	16	£1,800
Western Springs	27	24	36	£8,503

1.2.2 Distribution of learner starts and enrolments across East Staffordshire district wards 2019-20

* priority wards

Ward	Courses participated on	Learners	Enrolments	Earned
Abbey	2	2	2	£120
Anglesey	30	51	92	£21,915
Bagots	5	5	6	£915
Branston	15	12	19	£3,188
Brizlincote	15	8	15	£3,770
Burton	18	26	33	£9,614
Churnet	2	3	3	£200
Crown	3	1	3	£900
Eton Park	31	31	43	£12,653
Heath	29	19	37	£11,525
Horninglow	41	40	92	£25,433
Needwood	13	14	18	£5,560
Rolleston on Dove	1	1	1	£150
Shobnall	42	43	84	£24,516
Stapenhill	15	15	18	£4,386
Stretton	6	5	6	£720
Town	27	23	41	£12,122
Tutbury and Outwoods	18	7	23	£9,340
Weaver	1	1	1	£200
Winshill	7	8	10	£1,880
Yoxall	7	7	8	£1,470

1.2.3 Distribution of learner starts and enrolments across Lichfield district wards 2019-20

Ward	Courses participated on	Learners	Enrolments	Earned
Alrewas & Fradley	28	16	34	£6,310
Armitage with Handsacre	21	21	25	£3,305
Boley Park	26	23	40	£5,070
Boney Hay & Central	18	16	23	£4,190
Bourne Vale	14	11	16	£1,780
Chadsmead	31	26	38	£8,826
Chase Terrace	20	19	23	£3,580
Chasetown	28	23	43	£7,752
Colton & the Ridwares	5	4	5	£520
Curborough	33	29	42	£7,860
Fazeley	16	11	20	£4,267
Hammerwich with Wall	20	14	22	£3,184
Highfield	21	19	28	£5,895
Leomansley	50	38	66	£14,220
Little Aston & Stonnall	3	3	3	£200
Longdon	4	4	6	£580
Mease Valley	10	9	11	£2,950
Shenstone	21	20	35	£3,435
St John's	53	32	63	£13,970
Stowe	54	47	79	£18,317
Summerfield & All Saints	23	20	29	£4,572
Whittington & Streethay	21	19	26	£3,221

1.2.4 Distribution of learner starts and enrolments across Newcastle under Lyme district wards 2019-20

Ward	Courses participated on	Learners	Enrolments	Earned
Audley	7	13	13	£1,410
Bradwell	6	5	6	£900
Clayton	5	5	5	£808
Crackley & Red Street	9	15	19	£2,299
Cross Heath	8	11	11	£1,960
Holditch & Chesterton	6	6	7	£1,632
Keele	12	3	12	£5,420
Kidsgrove & Ravenscliffe	9	16	16	£3,090
Knutton	4	6	6	£1,230
Loggerheads	1	1	1	£50
Madeley & Betley	2	2	2	£385
Maer & Whitmore	1	1	1	£300
May Bank	11	12	13	£1,650
Newchapel & Mow Cop	1	1	1	£300
Silverdale	8	8	9	£1,962
Talke & Butt Lane	2	2	2	£385
Thistleberry	6	7	7	£1,140
Town	9	14	14	£3,529
Westbury Park & Northwood	3	3	3	£385
Westlands	7	9	9	£1,702
Wolstanton	3	4	4	£980

1.2.5 Distribution of learner starts and enrolments across South Staffordshire district wards 2019-20

Ward	Courses participated on	Learners	Enrolments	Earned
Bilbrook	7	6	9	£1,180
Brewood & Coven	13	16	19	£3,710
Cheslyn Hay N & Saredon	15	12	17	£3,426
Cheslyn Hay S	11	7	13	£3,442
Codsall N	7	10	11	£1,145
Codsall S	7	9	11	£1,030
Essington	4	3	5	£900
Featherstone & Shareshill	5	4	5	£780
Gt Wyrley Landywood	18	16	20	£3,220
Gt Wyrley Town	17	18	26	£5,817
Huntington & Hatherton	23	20	27	£5,979
Kinver	1	1	1	£50
Pattingham & Patshull	7	4	7	£670
Penkridge NE & Acton Trussell	6	7	8	£1,129
Penkridge SE	26	14	31	£8,666
Penkridge West	5	8	9	£2,810
Perton Dippons	1	2	2	£75
Perton East	4	4	6	£734
Perton Lakeside	3	5	5	£360
Wheaton Aston	7	5	7	£1,955
Wombourne N & Lower Penn	1	1	1	£100
Wombourne SE	1	1	1	£100
Wombourne SW	6	5	6	£1,005

1.2.6 Distribution of learner starts and enrolments across Stafford district wards 2019-20

Ward	Courses participated on	Learners	Enrolments	Earned
Barlaston	6	7	8	£1,848
Baswich	11	10	14	£3,796
Common	23	25	32	£7,752
Coton	22	24	40	£10,642
Doxey & Castletown	15	13	18	£3,686
Eccleshall	9	12	12	£1,275
Forebridge	21	23	31	£7,017
Fulford	11	11	19	£3,760
Gnosall & Woodseaves	11	6	12	£2,836
Haywood & Hixon	17	12	18	£3,349
Highfields & Western Downs	20	21	35	£10,438
Holmcroft	19	25	31	£7,580
Littleworth	20	23	28	£5,775
Manor	35	38	57	£14,710
Milford	6	6	7	£1,200
Milwich	16	16	22	£4,552
Penkside	11	11	13	£3,588
Rowley	8	8	9	£1,315
Seighford & Church Eaton	9	7	10	£3,968
St Michael's & Stonefield	11	12	14	£4,536
Swynnerton & Oulton	7	9	10	£1,492
Walton	8	21	22	£3,778
Weeping Cross & Wildwood	18	14	20	£3,995

1.2.7 Distribution of learner starts and enrolments across Staffordshire Moorlands district wards 2019-20

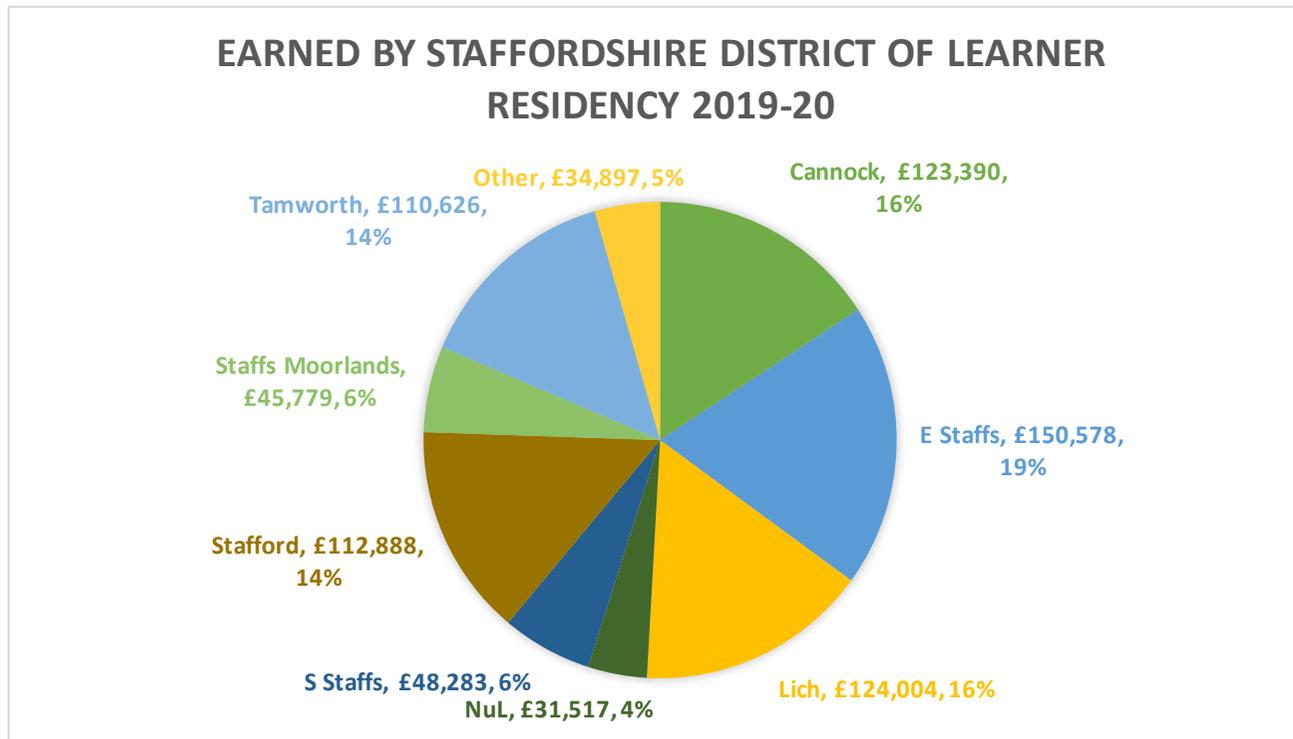
Ward	Courses participated on	Learners	Enrolments	Earned
Alton	1	4	4	£2,160
Bagnall & Stanley	4	3	3	£390
Biddulph East	8	17	21	£4,655
Biddulph Moor	8	8	10	£970
Biddulph North	5	5	8	£870
Biddulph South	1	1	1	£100
Biddulph West	2	3	3	£900
Brown Edge & Endon	9	12	16	£1,310
Caverswall	3	3	3	£500
Cellarhead	1	1	1	£100
Cheadle NE	9	10	13	£1,280
Cheadle SE	5	5	6	£540
Cheadle W	6	9	9	£1,400
Checkley	5	7	7	£655
Cheddleton	10	12	13	£1,740
Churnet	2	2	2	£100
Dane	10	8	13	£2,500
Forsbrook	10	21	25	£5,840
Horton	6	5	8	£810
Ipstones	6	4	6	£700
Leek E	16	21	31	£3,274
Leek N	13	22	25	£4,500
Leek S	18	23	27	£4,710
Leek W	18	22	28	£4,510
Manifold	8	8	10	£1,065
Werrington	1	2	2	£200

1.2.8 Distribution of learner starts and enrolments across Tamworth district wards 2019-20

Ward	Courses participated on	Learners	Enrolments	Earned
Amington	31	26	39	£6,096
Belgrave	42	38	68	£16,482
Bolehall	36	33	47	£9,982
Castle	48	41	75	£21,229
Glascote	31	47	71	£13,688
Mercian	26	16	35	£8,970
Spital	33	42	56	£10,752
Stoneydelph	40	33	54	£10,222
Trinity	18	24	31	£4,224
Wilnecote	32	20	35	£8,982

Section 2 Community Learning budgetary allocation

2.2 Earned by Staffordshire district of learner residency



Staffordshire Community Learning Service Quality Improvement Plan 2020-2021

KPI Targets: 90% Attendance 94% Achievement 98% Pass 96% Retention

Area for development 2020-21	Actions to be taken	Review data R06	Review comment	Status
<p>Attendance - Further develop and implement strategies for increasing/improving attendance through in-year monitoring across all sub-contractors, focusing on digital and employability curriculum areas in need of improvement and digital delivery; therefore, ensuring learners develop the skills and behaviours that fully prepare them for future learning or employment.</p>	<p>identify strategies from English/Maths OLTA resources and encourage tutors to conduct research projects/adopt recommended practices CR audit of registers, further analysis of session codes on register/using yeti in 2020-21 if necessary LWW/AD PRMs to report on attendance regularly curriculum development meetings with key providers (Digital and Employability) see area 11 below</p>	<p>03/02/2021</p>	<p>Term 1 data is 88.3% majority of providers have strong performance, including online delivery. DDU, South Staffs College and Buxton & Leek College, and Staffs Ventures had lower performance - to be followed up with providers at contract meetings Register audits underway</p>	<p>on track</p>
<p>Retention - improve retention with effective strategies in place that lead to an increased proportion of learners remaining on programme and achieving their programme of study, particularly for digital and employability curriculum areas.</p>	<p>in year monitoring and reporting on attendance and retention Monitoring and reporting of retention at course level where relevant. PRMs to investigate with providers and liaise with PQMs where relevant. See also area 7</p>	<p>03/02/2021</p>	<p>Term 1 data is 94.9% - some issues which need to be resolved - continuers at Acorn, breaks in learning with DDU.</p>	<p>on track</p>
<p>Achievement - Continue to closely monitor targeted provision and achievement across all groups of learners to ensure enrolments and performance is consistent across all groups and have clear action plans in place address any issues.</p>	<p>Monthly discussion of achievement data based on up-to-date data - area 4 below - with actions as necessary per provider. PRMs See also area 7</p>	<p>03/02/2021</p>	<p>Term 1 data is 93.9% impacted by retention as above, pass rate 98.9% - 0.9% over KPI.</p>	<p>on track</p>

<p>Performance management Data - Develop and ensure full utilisation of Yeti, in order to ensure quality of data and support the continually improving performance management arrangements. In-year auditing and monitoring of participation including 0% out of county</p>	<p>continue monthly reporting from providers who do own data AD monthly report generated for all providers/PRMs ward/equality analysis to continue MR Audit of ILR for accuracy to be developed</p>	03/02/2021	<p>dashboard showing closed term 1 data - strengths and Afl much clearer to spot, better quality of reporting in SEMT tracker</p>	on track
<p>Performance management - Management of sub-contractors · Continue to set clear action plans for sub-contractors in relation to under-performance and continual improvement of provision and follow up in a timely manner to ensure sub-contractors make improvements timelier.</p>	<p>new contract monitoring report GH, PRMs, PQMs tracking sheet reviewed and developed GH monthly data available support monthly phone calls PRMs</p>	03/02/2021	<p>as above, clear data for contract monitoring meetings and report in Feb.</p>	on track
<p>Participation - continue to respond to changing local need to a) ensure that the curriculum offer is relevant to the needs of Staffordshire residents b) ensure that learners in priority groups are participating in learning in safe venues or online, using marketing strategy and monitoring by wards c) raise proportion of male learners</p>	<p>"how did learners hear about the course?" to be reported on in Yeti AD, LWW economic bulletins being sent to providers regularly to provide job market intelligence CR data analysis at ward level - MR Review and develop marketing strategy AD, GH, RG See also area 11</p>	03/02/2021	<p>marketing - directory has better profile through SEO, FB average weekly reach 22K, directory 80K visits, 100K course views, low uptake on digital despite high views DDU development of updated curriculum offer, non-accredited learning underway and advertised to partners 22% of enrolments are male learners</p>	on track

Links with employers - improve and reinvigorate links with employers to ensure that learners have up-to-date and realistic expectations re progression into employment and support to access these routes, particularly in light of on-going COVID situation and likely increase in levels of unemployment.	audit of existing employer links with providers, improve reporting on employer links in self-assessment develop strategy to improve links if necessary esp in current climate of COVID redundancies	03/02/2021	CFS engaged with online Jobs Fair resulting in increase in enrolments/waiting list More info in Provider Update and social media	on track
Continue to closely monitor targeted provision and achievement in-year across all groups of learners to ensure enrolments and performance are consistent across all equality groups and have clear action plans in place to address identified issues in a timely manner.	Produce in-year analysis and internal benchmarking to monitor and report on equality groups MR Identify any concerns and address with providers through contract monitoring and quality actions PQMs, PRMs See also areas 4 and 5 above	03/02/2021	Significant differences in attendance and retention for BME learners (overall number 62 enrolments) 79% and 80.6% likely related to COVID impact, follow up with CFS, Bright Beginnings if further support to learners can be offered	further actions needed
Measure impact and progression more effectively by further developing the reporting, tracking and monitoring of intended and actual destination across all programme areas to fully inform future curriculum development and to strengthen reporting to Members and Senior Officers	intended destinations included on CL register; telephone survey commissioned for 2019-20 with ward analysis to facilitate reporting to select committee/councillors/SLT, report to providers in Jan/Feb 2021 Check ESFA reporting requirements re destinations and action plan to achieve this	03/02/2021	Shared report in Feb Provider Update	on track
Improve use of Pound Plus to analyse impact of partnerships, mutually beneficial learner outcomes beyond pure learning, and potentially strengthen reporting to governors highlighting breadth of investment and outcomes	Increase Providers understanding of Pound Plus concept and reporting - AD/DP Increase reporting of Pound Plus in self-assessment AD	03/02/2021		

<p>Further address digital exclusion across all programme areas through the introduction of a 'Learner Digital Entitlement'. To include relevant innovative learning opportunities to meet local need and financial investment in the curriculum measuring impact with a clear focus on good outcomes for learners</p>	<p>development of blended and online delivery a) quality monitoring process relevant to delivery b) sharing good practice c) development of T&L / tutor development d) working with partners to address digital exclusion - see also areas 6 and 11 e) devise and share a digital entitlement for all learners f) make funding available to support investment in hardware and connectivity for learning</p>	03/02/2021	<p>Drafted digital entitlement First grant for devices approved and processed, reminder in Provider Update Continued work with range of partners for referrals Good Things Foundation LMW accounts to be set up Feb, training for tutors. iPads to be used for non-accredited DDU provision where necessary.</p>	on track
<p>Develop the Digital Skills and Employability programme areas to include learner access routes to employment, with strong involvement from sub-contractors and teaching staff to develop their curriculum in line with local and national emerging needs in response to the COVID19 pandemic.</p>	<p>Link 11 and 6a together?? - area 12 not listed separately in SAR? Or link 12 to area 6 participation? Need some actions in here!</p>	03/02/2021		further actions needed
<p>Teaching and learning · Continue to work closely with sub-contractors and teaching staff to ensure that RARPA remains compliant and individual goals are challenging in online and blended learning.</p>	<p>prioritise all RARPA audits PQMs ensure tutors/providers are prepared for unannounced visits including Ofsted PQMs monitor engagement of tutors with online/remote CPD and cascading of CPD from engagement events PQMs review effectiveness of new T&L strategy at end of year PQMs Quality team record own CPD PQMs</p>	03/02/2021	<p>Good number tutors signed up for CPD Feb 11th Quality visits ongoing Good practice shared</p>	on track

<p>Maintain effective safeguarding practices ensuring all staff have been vetted, undergone relevant Safeguarding and Prevent training and receive regular termly updates on legislation and emerging issues especially for blended and online learning.</p>	<p>KCSIE Part 1 2020 document sent out to providers and internal staff (completed for delivery providers Oct 2020), Safeguarding policy further updated for Sept 2020, Termly Safeguarding Update to be send out to providers Deputy Safeguarding Officer in place, DSL doing level 2 training Nov, level 4 in Jan Plan for Audit (using Halex checklist) building on visits by GH in Feb 2020</p>	03/02/2021	<p>No concerns. South Staffs issue on hold until face-to-face due to recommence. Referral processes effective.</p>	on track
<p>Continue to raise learners' awareness of the risks of radicalisation and extremism using approaches that match abilities and which draw on naturally occurring situations in the classroom and online using relatable language that learners can fully understand.</p>	<p>Prevent Duty included in Safeguarding update termly to be sent to providers; Covered in tutor induction 2020-21 Continue to share good practice in delivery esp digital delivery</p>	03/02/2021	<p>Regular updates shared via Twitter. Referral Processes effective</p>	on track

Local Members Interest
N/A

Prosperous Staffordshire Select Committee – Thursday 15 April 2021

Local Cycling and Walking Infrastructure Plan

Recommendations

I recommend that the Committee:

- a. Note the process that has been set by the Department for Transport and followed by the County Council for undertaking a Local Cycling and Walking Infrastructure Plan (LCWIP) and the amendments that have been made following the outcome of the public consultation process.
- b. Review the contents of the LCWIP and offer further feedback for consideration before it is published as the final 2021 version.

Report of Darryl Eyers, Director for Economy, Infrastructure and Skills

Summary

What is the Select Committee being asked to do and why?

1. Staffordshire's Local Cycling and Walking Infrastructure Plan (LCWIP) follows the Department for Transport (DfT) guidance that specifies a six-stage approach to producing an LCWIP. The draft LCWIP was published for consultation in February 2020 and includes a £31 million 10-year programme of investment for Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Lichfield.
2. In response to the consultation, it is proposed that the final LCWIP recognises that £31 million is a minimum investment requirement necessary to meet new government standards set out in local transport note LTN 1/20 on delivering high quality cycle infrastructure. The LCWIP has also been expanded to acknowledge the walking and cycling needs throughout Staffordshire which will also significantly increase the £31 million funding ask.
3. Members are being asked to review the LCWIP and offer any further feedback for consideration before it is published as the final version. Once the final version has been approved by the Cabinet Member for Highways and Transport, it will be published on Staffordshire County Council's website. Government has announced that future funding for walking and cycling is more likely to be secured by local authorities that have a published LCWIP that follows Government criteria.
4. Active Travel England is a new inspectorate that is being set up by Government who will be a statutory consultee within the planning system, pressing for high quality walking and cycling provision. They will also be publishing annual reports on highway authorities and grading our performance.

5. Going forward, every opportunity will be sought to secure additional funding for walking and cycling and the LCWIP will be the basis of future funding bids. It can also be used to help negotiate developer contributions through the planning consent process.
6. Progress has already been made on securing funds to deliver schemes in the LCWIP, for example through the Active Travel Fund. On 3 March 2021, the Government announced Staffordshire County Council's 2021/22 indicative Capability Fund revenue allocation of £252,386 to further develop high quality LCWIP schemes and implement complementary behavioural change programmes. Capital funding allocations are also expected for the period 2021/22 to 2024/25.
7. Policies and proposals within the LCWIP will be integrated into other policy documents such as the District/Borough Integrated Transport Strategies and Local Plans. LCWIP delivery and promotion will also utilise other relevant Corporate public health engagement that is already taking place, such as Together Active and Do It to Feel Better.

Report

Background

8. The Local Cycling and Walking Infrastructure Plan (LCWIP) has not previously been considered by the Select Committee. A delegated decision was made in February 2020 by the Cabinet Member for Highways and Transport to submit the draft LCWIP to the Department for Transport and publish it for consultation.
9. In 2017, the Government invited local transport authorities to publish LCWIPs to help deliver their Cycling and Walking Investment Strategy. LCWIPs are also recognised in other national policies including National Planning Policy Framework (February 2019) and Gear Change: A bold vision for cycling and walking.
10. Within Gear Change, the Government also announced the setting up of an inspectorate led by a new national walking and cycling commissioner. They will be a statutory consultee within the planning system, pressing for high quality walking and cycle provision in Local Plans and planning applications, in line with new standards laid down in LTN 1/20 guidance. Active Travel England will also be publishing annual reports on highway authorities and grading our performance.
11. LCWIPs are a long-term approach to developing cycling and walking networks, including a 10-year prioritised programme of improvements. Department for Transport (DfT) guidance specifies the six-stage approach to producing an LCWIP, as described in Table 1.

Table 1: LCWIP Process Determined by DfT

Stage	Name	Description
1	Determining Scope	Establish the geographical extent of the LCWIP, and arrangements for governing and preparing the plan.

2	Gathering Information	Identify existing patterns of walking and cycling and potential new journeys. Review existing conditions and identify barriers to cycling and walking. Review related transport and land use policies and programmes.
3	Network Planning for Cycling	Identify origin and destination points and cycle flows. Convert flows into a network of routes and determine the type of improvements required.
4	Network Planning for Walking	Identify key trip generators, core walking zones and routes, audit existing provision and determine the type of improvements required.
5	Prioritising Improvements	Prioritise improvements to develop a phased programme for future investment.
6	Integration and Application	Integrate outputs into local planning and transport policies, strategies, and delivery plans.

12. For large geographical areas such as Staffordshire, DfT Guidance recommends focusing on areas that have the greatest potential for growing cycling and walking trips. Based on this guidance, the County Council chose to focus the LCWIP process on the six main urban settlements of Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth. These are compact settlements of a size that can support journey distances that can be easily made by walking and cycling to the largest number of jobs, services and education establishments.
13. In 2017, the focus of the LCWIP was justified to the DfT in a bid for 60 days of technical support. The bid was successful and during 2018 and 2019, Phil Jones Associates (PJA), who contributed as authors of the LCWIP guidance, were appointed to Staffordshire County Council to complete the GIS analysis that was required to determine the locations of highest cycling demand. The cycling charity, Sustrans, was also commissioned to advise the County Council in the development of the LCWIP. Both PJA and Sustrans provided a high level of experience in the auditing of the priority cycling routes and town centre walking zones to help identify effective and deliverable schemes.
14. The network planning for cycling relied on the mapping of the main origin and destination points. Commuter and school trips were considered, together with forecast future demand from proposed new residential development sites. The six town centres were defined as the core walking zones where the greatest number of walking trip generators are located close together and where all pedestrian infrastructure is deemed to be important.
15. The analysis and audits identified a total of 200 potential schemes throughout the six urban centres that could benefit cyclists and/or pedestrians ranging from an estimated scheme cost of £10,000 to £1.5m, with a combined total cost of £31 million. These schemes were further prioritised in terms of Effectiveness, Fit with Policy, Economic Impact and Deliverability.

Public Consultation Process

16. The results of the GIS analysis and route audits that led to the identification of the 200 schemes were reported in the draft LCWIP that was published for consultation in February 2020.
17. Councillors, key stakeholders and residents were invited to comment on the draft LCWIP document in June/July 2020. 99 responses were received, including 16 stakeholders and 15 councillors. 36 respondents were from outside the six urban centres covered by the draft LCWIP.
18. Highlights from the consultation are as follows:
 - a. 42 respondents requested that the LCWIP should cover the whole of Staffordshire
 - b. 23 respondents suggested that the LCWIP was not ambitious enough and should recognise DfT's new guidance note, LTN 1/20
 - c. 10 respondents were not supporters of cycling
 - d. Four stakeholders felt that the LCWIP overlooked the contribution that improved canal towpaths could make to enhancing the walking and cycling environment
 - e. 17 respondents were critical of the poor condition of existing cycle routes and stated that investment should be focused on footway and cycleway maintenance
 - f. 8 respondents stressed the need for better cycle parking
 - g. Other issues raised included the need for wayfinding and leisure routes; the need to focus on school trips; and the recognition that e-bikes are increasing the potential for longer distance cycle journeys.

Outcome of the Public Consultation Process

19. The £31 million investment recommended in the draft LCWIP is now recognised as a minimum requirement. This level of funding does not fully acknowledge the need to consider local transport note LTN 1/20 which provides DfT guidance to local authorities on delivering high quality cycle infrastructure. LTN 1/20 was published in July 2020, after the publication of the draft LCWIP. The £31 million also does not include the need to upgrade and maintain all existing cycle infrastructure and footways, and the need to provide high quality cycle parking and wayfinding.
20. In response to the consultation, the final LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire which will further increase the £31 million investment requirement. As funding opportunities arise, LCWIP appraisals, route audits and business cases will be completed, when necessary, to justify investment in the following:
 - a. Local cycle networks and walking zones in Staffordshire's smaller towns
 - b. Expansion and upgrade of the National Cycle Network
 - c. Accessible canal towpaths in the vicinity of local settlements and canal side attractions
 - d. Upgrade of greenways and well-used leisure trails
 - e. Potential opening of disused rail lines
 - f. Maximising the opportunity to enhance walking and cycle provision at the interfaces with HS2

- g. Maximising the opportunity to create new walking and cycling infrastructure associated with strategic development sites

Next Steps

21. In view of the process that has been set by the Department for Transport and the outcome of the consultation process, members are being asked to review the LCWIP and offer any further feedback for consideration before it is published as the final version. Government has announced that future funding for walking and cycling is more likely to be secured by local authorities that have a published LCWIP that meets the required six-stage approach detailed in Table 1. Once the 2021 version has been approved by the Cabinet Member for Highways and Transport, it will be published on Staffordshire County Council's website, with the aim of reviewing the document every three years.
22. Going forward, every opportunity will be sought to secure additional funding for walking and cycling and the LCWIP will be the basis of future funding bids. Policies and proposals within the LCWIP will be integrated into other policy documents such as the District/Borough Integrated Transport Strategies and Local Plans. County Council responses to Neighbourhood Plans will also consider LCWIP recommendations.
23. Through the planning consent process, developers will be made aware of the LCWIP and will be required to consider it in the preparation of Transport Assessments and Travel Plans. Through this process, S106 obligations and S278 conditions should be negotiated to reflect the LCWIP. The robust evidence base that has been used to support the LCWIP is expected to make these negotiations more successful in terms of securing developer contributions.
24. Economic regeneration teams at both the District/Borough Councils and the County Council are actively engaged in encouraging the growth and prosperity of the six town centres included in the LCWIP. The County Council will work with the District/Borough Councils on the highway and transport aspects of these strategies, to promote the recognition of LCWIP recommendations.
25. LCWIP delivery and promotion will utilise other relevant Corporate engagement that is already taking place. This includes the sharing of communication channels used by Together Active Staffordshire and Stoke-on-Trent and the Public Health and Prevention Team. The Public Health and Prevention Team are developing a Whole Systems Approach to obesity bring together key stakeholders, across the system, to work in partnership in addressing obesity levels in Staffordshire. There is also the opportunity to tap into the Do It to Feel Better campaign that links to the County Council's Mental Health and Wellbeing Action Plan. The provision of additional revenue resources would enable the County Council to promote and encourage use of new walking and cycling facilities.
26. The LCWIP links to the Climate Change Strategic Development Framework approved by Cabinet on 17 February 2021. A shift from vehicle travel to walking and cycling for shorter journeys will contribute towards carbon reduction and improved air quality. Delivery of the LCWIP will influence travel in Staffordshire,

helping to reduce Staffordshire's wider carbon emissions and contributing to the wider benefit of increasing active travel.

27. Progress has already been made on the delivery of schemes in the LCWIP. DfT funding has been secured through the Active Travel Fund and other funds managed by Sustrans. Investment in walking and cycling infrastructure throughout Staffordshire is also being made through S106 developer contributions, HS2 Phase One Road Safety Fund, Getting Building Fund (managed by Stoke-on-Trent and Staffordshire Local Enterprise Partnership), Cannock Chase Council Community Infrastructure Levy, Heritage Lottery Fund, Highways England and West Midlands Railway (CCIF fund). The County Council will continue to ensure funding opportunities are maximised through ongoing engagement with appropriate stakeholders.
28. Staffordshire County Council's 2021/22 indicative Capability Fund revenue allocation of £252,386 is available to support:
 - a. The development and design of proposed LCWIP schemes to LTN 1/20 standards
 - b. Further LCWIP appraisals and route audits throughout the wider Staffordshire area
 - c. LTN 1/20 reviews of walking and cycling infrastructure proposed as part of the planning application process
 - d. Behavioural change programmes linked to LCWIP infrastructure
 - e. Raising the profile of walking and cycling in Staffordshire
29. DfT capital funding allocations expected for the funding period 2021/22 to 2024/25 will support the delivery of LCWIP infrastructure to LTN 1/20 standards.

Link to Strategic Plan

30. The LCWIP will support the following priorities, as identified in the Strategic Plan:
 - a. Help Staffordshire's economy to grow and generate more good jobs
 - b. Invest in infrastructure for growing communities
 - c. Improve education and training so that life-long learning offers everyone the opportunity to succeed
 - d. Inspire healthy, independent living
 - e. Support more families and children to look after themselves, stay safe and well

Link to Other Overview and Scrutiny Activity

31. A delegated decision to publish the final version will be made by the Cabinet Member for Highways and Transport.

Community Impact

32. A Community Impact Assessment has been produced and is provided in Appendices 2 and 3. There are identified benefits provided by the delivery of the

LCWIP that can be associated to the population as a whole. There will be positive impacts on:

- Mental wellbeing and healthy lifestyles
- Economic growth, income, workplace health and sustainable access to jobs
- Transport, the built environment, air quality and use of recycled materials
- Strengthening communities, improving community safety and access to education and leisure

List of Background Documents/Appendices:

Appendix 1 – Local Cycling and Walking Infrastructure Plan (revised main document)

Appendix 2 – Community Impact Assessment

Appendix 3 – CIA checklist and Executive Summary

Appendices to the draft for consultation LCWIP document can be found at:

<https://www.staffordshire.gov.uk/Transport/transportplanning/Walking-and-cycling.aspx>

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Newcastle-under-Lyme Town Centre

Local Cycling and Walking Infrastructure Plan 2021 - 2031

March 2021



Two Waters Way, Stafford



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- B. PJA GIS Analysis Technical Note
- C. Cycle Route Audit Reports
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- F. Scheme Prioritisation

1. Foreword

- 1.1 The Government has invited local transport authorities to publish LCWIPs to help deliver their Cycling and Walking Investment Strategy and Staffordshire County Council has risen to the challenge to help Government achieve, by 2040, its ambition to deliver:
- **Better Safety** - A safe and reliable way to travel for short journeys
 - **Better Mobility** - More people cycling and walking – easy, normal and enjoyable
 - **Better Streets** - Places that have cycling and walking at their heart
- 1.2 This is Staffordshire County Council's Local Cycling and Walking Infrastructure Plan (LCWIP) and the vision is to:
- 'Increase people's connectivity through cycling and walking to employment, education and leisure, leading to positive changes in modal shift, enabling people to lead safer, healthier and more independent lives'.
- 1.3 The LCWIP will build on the Council's successful delivery of previous sustainable transport projects. It takes a comprehensive network approach and targets the areas where there is the greatest demand and the largest potential for the transfer of short journeys to walking or cycling.
- 1.4 In response to the public consultation on the draft version published in 2020, the LCWIP has been expanded to recognise the priorities throughout Staffordshire, as well as within the six main urban areas.
- 1.5 It is particularly important in these challenging times that the County Council maximises the benefits of its investment, whilst generating the best outcomes for the residents of Staffordshire.

2. Executive Summary

Introduction

- 2.1 The Government's Cycling and Walking Investment Strategy (CWIS) aims to double cycling levels by 2025, increase walking activity, reduce the rate of cyclists killed or seriously injured (KSI), and increase the percentage of school children walking to school.
- 2.2 In support of the CWIS, Department for Transport (DfT) has been encouraging local authorities to prepare a Local Cycling and Walking Infrastructure Plan (LCWIP) in order to take a more strategic approach to planning walking and cycling. The County Council considers that the LCWIP will provide many benefits, most importantly the provision of a route based, robust and objective led method for prioritising investment in cycling and walking in the short, medium and long term. This will be pivotal in helping the County Council to continue to make the case for future walking and cycling funding.
- 2.3 Staffordshire's LCWIP has been approved by the County Council's Cabinet Member for Highways and Transport and the Prosperous Staffordshire Select Committee. It focuses on identifying where we should be targeting our investment in infrastructure within the compact urban areas of Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth, which are of a size that can support journey distances that can be made by walking and cycling. In response to the public consultation on the draft version published in 2020, the LCWIP also recognises the wider priorities throughout Staffordshire.
- 2.4 LCWIPs are supported by the National Planning Policy Framework (February 2019) which states that planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).

Methodology for Urban Areas

- 2.5 Staffordshire County Council received 60 days of technical support from Phil Jones Associates (PJA), which has resulted in recommendations that are evidenced by GIS analysis that has determined where the highest demand for cycling is. Both PJA and Sustrans provided a high level of experience in the auditing of the priority cycling routes and town centre walking zones to help identify schemes that are expected to be effective and deliverable.
- 2.6 The network planning for cycling relied on the mapping of the main origin and destination points across the six urban areas. Commuter and school trips were considered, together with forecast future demand from proposed new residential development sites. This analysis identified the links on the network that are expected to attract the most cyclists and it is on these links where proposed schemes have been identified. A combined total of 144km of cycle links has been identified throughout the six urban areas, so further work was

undertaken to determine which schemes should be prioritised for short, medium or long term spend.

- 2.7 GIS analysis provided an indication of the most likely walking routes to employment. As expected, the volume of pedestrians on these routes was not significantly high in comparison to the levels of pedestrian activity within town centres. It was therefore concluded that the town centres should be defined as the core walking zones where the greatest number of walking trip generators are located close together and where all pedestrian infrastructure is deemed to be important. All routes within the town centres where both pedestrians and vehicles are accommodated were audited.
- 2.8 The analysis identified a total of 200 potential schemes throughout the six urban centres that could benefit cyclists and/or pedestrians ranging from an estimated scheme cost of £10,000 to £1.5m, with a combined total cost of a minimum £31 million. These schemes have been prioritised in terms of:
- **Effectiveness of Scheme**
 - Cycle to work demand
 - Cycle / walk to school demand
 - Forecast future cycle demand
 - Town centre location with high pedestrian demand
 - **Fit with Policy**
 - Connects to rail
 - Proximity to new jobs and schools
 - Improves safety
 - Improves cycle network density
 - Enhances walking zone
 - **Economic Impact**
 - Indicative value for money
 - **Deliverability**
 - Scheme feasibility
 - Potential to attract funding

Results for the Urban Areas

- 2.9 Burton upon Trent has the greatest length of cycle links, at 43km, that could potentially attract significant numbers of cycle journeys, with a large proportion being on relatively quiet residential streets. Lichfield has the lowest length at 11km, although all routes in Lichfield are a medium to high priority if deliverable solutions can be identified. Newcastle-under-Lyme's priority cycle network may be the most challenging to improve as large sections are on heavily trafficked A roads. In contrast, the network identified in Cannock focuses on residential roads. Generally, it is considered that Stafford and Tamworth have the most extensive existing cycle networks.
- 2.10 The audit has confirmed that schemes can be identified in many locations by combining a mixture of solutions along priority routes, without significantly

deviating from cycle desire lines. It is also clear from the audit results that large sections of the existing cycle network have been poorly maintained due to very limited maintenance resources being ring-fenced for investment in footways and cycleways.

2.11 Cycling schemes will need to recognise LTN 1/20 which is new national guidance published in July 2020 on delivering high quality cycle infrastructure. In Staffordshire, the two key priorities will be to:

- Deliver new LTN 1/20 standard links on the prioritised cycle networks in the six urban areas
- Upgrade existing substandard cycle routes to LTN 1/20 standard on the prioritised cycle network in the six urban areas, tying in where necessary to existing shared use facilities

2.12 The walking audit of town centre routes (excluding pedestrian priority areas) has revealed that Stafford has the highest performing walking zone and Newcastle-under-Lyme is the lowest performing. Newcastle-under-Lyme's low score is attributed to the inclusion of the ring road. Cannock generally has a good level of provision but suffers from poor footway maintenance. Concerns in Burton upon Trent are often more related to pedestrian / vehicle conflict. Footway maintenance and pedestrian crossing provision are highlighted as concerns in Lichfield, and there are narrow footways on numerous routes in Tamworth that provide vehicle access to car parks. It is considered that most walking issues highlighted across the six town centres are relatively easy to resolve if funding was made available.

Wider Staffordshire

2.13 In response to the consultation, the final LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire. As funding opportunities arise, LCWIP appraisals, audits and business cases will need to be completed, when appropriate, to justify investment in the following:

- Local cycle networks and walking zones in Staffordshire's smaller towns
- Expansion and upgrade of the National Cycle Network
- Upgrade of greenways and well-used leisure routes
- Potential opening of disused rail lines
- Accessible canal towpaths in the vicinity of local settlements and canal side attractions
- Maximising the opportunity to enhance walking and cycle provision at the interfaces with HS2
- Maximising the opportunity to create new walking and cycling infrastructure associated with strategic development sites

Recommendations

2.14 It is considered that in order for Staffordshire County Council to have the ability to help the government achieve its ambition of Better Safety, Better Mobility and Better Streets, a minimum of £31m of investment is required up to

2030/31 on the priority cycle networks and core walking zones in Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth. As required by LCWIP guidance, the 200 schemes have been allocated for short, medium or long-term delivery during the period up to 2030/31, as identified in Appendix F. The programme will be subject to ongoing review, following the outcome of further consultations, detailed design and the announcement of funding streams.

- 2.15 £31 million is a minimum investment requirement. Additional funding will be required to ensure new government standards are met as set out in LTN 1/20. Acknowledging the walking and cycling needs throughout Staffordshire will further increase the £31 million funding ask.

Way Forward

- 2.16 The LCWIP recommendations are expected to become embedded in Staffordshire County Council's Integrated Transport Strategies (Local Transport Plan) and into policies and proposals within Local Plans. Through the planning consent process, developers will be made aware of the LCWIP and will be required to consider it in the preparation of Transport Assessments and Travel Plans. The County Council will work with the District/ Borough Councils to encourage vibrant town centres and LCWIP recommendations will be recognised in bids for Future High Street Funds for Stafford, Newcastle-under-Lyme and Tamworth and Town Deal funding for Burton upon Trent and Newcastle-under-Lyme.
- 2.17 Every opportunity will be sought to secure additional funding for walking and cycling and the LCWIP will be the basis of future funding bids. LCWIP appraisals and audits will be extended to the wider Staffordshire area, as resources permit. Once schemes throughout Staffordshire are delivered, complementary revenue resources would also help to promote and encourage increased sustainable travel.

3. Introduction

Background

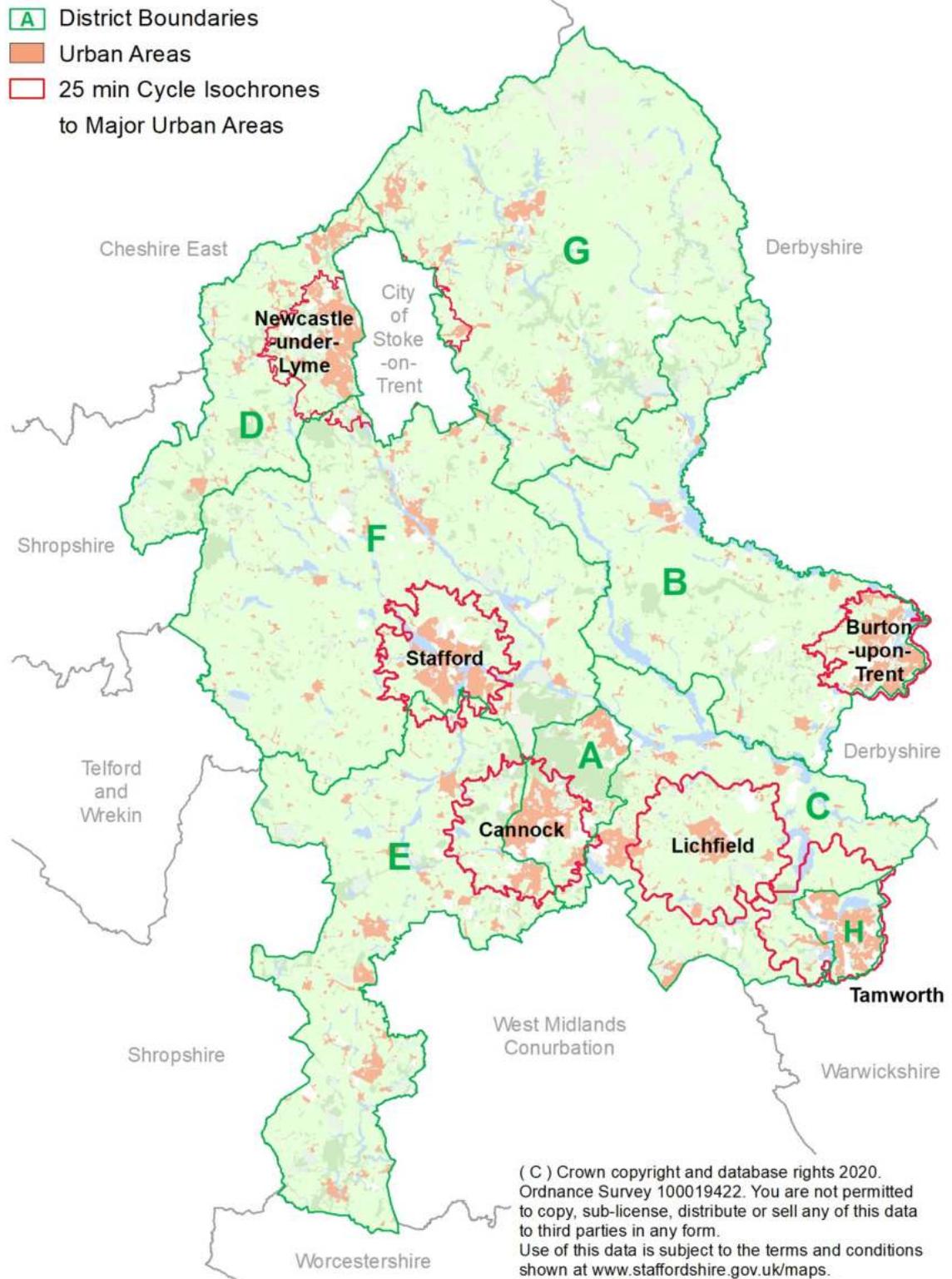
- 3.1 The LCWIP concept was introduced in the Government's Cycling and Walking Investment Strategy (CWIS) in 2017. The CWIS has at its heart three core objectives: better mobility, better streets and better safety. The County Council recognises the importance of these key objectives and they are already intrinsically embedded within the Council's existing plans and policies.
- 3.2 Staffordshire's LCWIP will build upon the integrated approach the County Council already takes to identify transport solutions that help to deliver the County Council's Strategic Plan, Integrated Transport Strategies (Local Transport Plan), Local Plans, Town Deals, as well as helping to support the delivery of the strategies of Stoke-on-Trent and Staffordshire Local Enterprise Partnership and the wider region.
- 3.3 The LCWIP has been through a consultation process and includes agreed audited network plans and a pipeline of indicatively costed walking and cycling infrastructure for the main urban centres. The routes link jobs and communities together and increase accessibility in a sustainable manner that encourages modal shift, improves air quality and reduces delays on the road network.

Scope of LCWIP

- 3.4 Staffordshire is a diverse county and has the largest population of the shire counties in the West Midlands (860,165 (2014)). It is largely rural in nature (80%) however only a quarter of the population live in rural areas. There is no single dominant town acting as the county's focal point. Instead, the county has large self-contained settlements, market towns, villages and small dispersed settlements. Staffordshire shares its borders with 11 other authorities including Stoke-on-Trent.
- 3.5 The LCWIP acknowledges the importance of walking and cycling throughout Staffordshire, but the focus is on the six main urban areas of Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme and Stafford. These six main urban areas comprise compact settlements of a size that can support journey distances that can be easily made by walking and cycling. The LCWIP encourages more people to walk and cycle and become more physically active thereby improving the health and wellbeing of Staffordshire's residents.
- 3.6 Hansen scores for accessibility to jobs by walking and cycling have been calculated for the six major urban areas and these show that residents in these areas have access to a large number of jobs by bicycle and that residential areas around the town centres and industrial/business parks can walk to employment within reasonable travel times. The data also demonstrates the potential for more employees to walk and cycle.

3.7 Figure 3.1 shows the dispersed locations of the six urban areas throughout the county that are the focus of this LCWIP and for future LCWIP investment.

Figure 3.1: Location of Urban Areas



4. Policy Framework

National Policy Objectives

- 4.1 Staffordshire's LCWIP will help to deliver the Government's Strategy and contribute towards achieving its targets.
- 4.2 The National Planning Policy Framework (February 2019) states that planning policies should provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans).
- 4.3 The Government's Cycling and Walking Investment Strategy (CWIS) supports the transformation of local areas: change which will tackle congestion, change which will extend opportunity to improve physical and mental health, and change which will support local economies.
- 4.4 The Strategy's objectives, by 2020, are to:
- Increase cycling activity, where cycling activity is measured as the estimated total number of cycle stages made
 - Increase walking activity, where walking activity is measured as the total number of walking stages per person
 - Reduce the rate of cyclists killed or seriously injured on England's roads, measured as the number of fatalities and serious injuries per billion miles cycled
 - Increase the percentage of children aged 5 to 10 that usually walk to school
- 4.5 Further to this, the following aims and target have been set, respectively, to 2025:
- To aim to double cycling, where cycling activity is measured as the estimated total number of cycle stages made each year, from 0.8 billion stages in 2013 to 1.6 billion stages in 2025, and to work towards developing the evidence base over the next year
 - To aim to increase walking activity, where walking activity is measured as the total number of walking stages per person per year, to 300 stages per person per year in 2025, and to work towards developing the evidence base over the next year
 - To increase the percentage of children aged 5 to 10 that usually walk to school from 49% in 2014 to 55% in 2025
- 4.6 By 2040, the Government's ambition is to deliver:

Better Safety

- Streets where cyclists and walkers feel they belong, and are safe
- Better connected communities
- Safer traffic speeds, with lower speed limits where appropriate to the local area

- Cycle training opportunities for all children

Better Mobility

- More high quality cycling facilities
- More urban areas that are considered walkable
- Rural roads which provide improved safety for walking and cycling
- More networks of routes around public transport hubs and town centres, with safe paths along busy roads
- Better links to schools and workplaces
- Technological innovations that can promote more and safer walking and cycling
- Behaviour change opportunities to support increased walking and cycling
- Better integrated routes for those with disabilities or health conditions

Better Streets

- Places designed for people of all abilities and ages so they can choose to walk or cycle with ease
- Improved public realm
- Better planning for walking and cycling
- More community-based activities, such as led rides and play streets where local places want them
- A wider green network of paths, routes and open spaces

- 4.7 The Department for Transport published 'Gear Change' in July 2020 as its new bold vision for cycling and walking. It sets out the actions required at all levels of government to make this a reality. It highlights that planning policy should provide for high quality walking and cycling networks, drawing on LCWIPs. To receive Government funding, new cycling infrastructure must be in line with this national guidance. The approach of continuous improvement is recognised in both the National Planning Policy Framework and Local Cycling and Walking Infrastructure Plan Guidance. Cycle infrastructure requirements should be embedded in local authority planning, design and highways adoption policies and processes.

Local Transport Note LTN 1/20

- 4.8 LTN 1/20 is national guidance that was published in July 2020. Local authorities are expected to give due consideration to this guidance when designing new cycle schemes. Local authorities are given flexibility on design, but the Cycling Level of Service and the Junction Assessment Tools have been introduced to set minimum quality criteria. LTN 1/20's core design principle is that networks and routes should be Coherent, Direct, Safe, Comfortable and Attractive.
- 4.9 There are significant issues with the existing cycle network in Staffordshire that need to be tackled to achieve new LTN 1/20 standards. Most of the existing cycle network is shared use with no physical separation between pedestrians and cyclists and no priority for cyclists at side roads. Access controls and barriers are a frequent feature and there has been a long-term

under-investment in maintenance and wayfinding. In Staffordshire, the two key priorities will be to:

- Deliver new LTN 1/20 standard links on the prioritised cycle networks in the six urban areas
- Upgrade existing substandard cycle routes to LTN 1/20 standard on the prioritised cycle network in the six urban areas, tying in where necessary to existing shared use facilities

4.10 As resources permit and as funding opportunities become available, the County Council will upgrade the wider cycle network within the six urban centres and throughout Staffordshire, in line with LTN 1/20 standards. The type of new cycle routes chosen to be delivered in Staffordshire will recognise the options of:

- Re-allocation of road space to provide segregated cycle routes
- Shared pedestrian / cycle space on very wide and lightly-used footways
- Cyclists sharing road space with vehicles when traffic flows are less than 2000 passenger car units (pcu) / 24 hours at a 20mph speed limit
- Advisory cycle lanes when traffic flows are less than 4000 pcu / 24hr at a 20mph speed limit
- Stepped cycle tracks and light segregation on suburban and inter urban roads with 40mph speed limits where HGV traffic is limited and traffic flows are less than 6000 pcu / 24 hours
- Shared routes in rural areas with speeds up to 30 mph and vehicle flows of up to 1000 pcu / 24 hour

Local Objectives

Staffordshire and Stoke-on-Trent LEP

4.11 The LCWIP will help to deliver sustainable access to local jobs, as recognised in the Strategic Economic Plans and Local Industrial Strategies for Stoke-on-Trent and Staffordshire Local Enterprise Partnership and the Greater Birmingham and Solihull Local Enterprise Partnership. The future prosperity of the Staffordshire economy will be dependent on sustainable growth in the main urban centres at Stafford, Burton upon Trent, Cannock, Lichfield, Tamworth and Newcastle-under-Lyme.

Staffordshire County Council Strategic Plan (2018-2022)

4.12 The LCWIP will help to deliver the County Council Strategic Plan vision and outcomes of:

‘A county where big ambitions, great connections and greener living give everyone the opportunity to prosper, be healthy and happy’

Everyone in Staffordshire will:

- Have access to more good jobs and share the benefits of economic growth

- Be healthier and independent for longer
- Feel safer, happier and more supported in their community

4.13 The LCWIP will also support the following priorities, as identified in the Strategic Plan:

- Help Staffordshire's economy to grow and generate more good jobs
- Invest in infrastructure for growing communities
- Improve education and training so that life-long learning offers everyone the opportunity to succeed
- Inspire healthy, independent living
- Support more families and children to look after themselves, stay safe and well

District / Borough Integrated Transport Strategies

4.14 The Local Transport Plan for Staffordshire comprises of eight District/Borough Integrated Transport Strategies. Each Integrated Transport Strategy considers all aspects of the transport system, including the local highway, trunk/motorway and rail networks. Traffic congestion, sustainable transport provision, car parking, road safety and road maintenance are all considered, together with social issues including air quality, health and accessibility. The LCWIP will be integrated within these strategies as they are refreshed.

4.15 The Integrated Transport Strategies inform the Local Plan process and priorities are delivered through the County Council's Capital programme. A value management approach is adopted for highway maintenance activities through a priority scoring matrix, giving a high priority to schemes that deliver safety benefits. Through partnership working, the County Council seeks to influence the capital programmes managed by Highways England and the Rail Industry.

Health and Wellbeing Agenda

4.16 Investing in infrastructure to provide safe, attractive, convenient walking and cycling routes are a means by which the built environment can have a positive influence on improving physical and mental wellbeing. Walking and cycling, whether as transport or recreation, is beneficial to mental health, can help to tackle problems of inactivity and contribute to the wider obesity agenda:

- Physical inactivity is the fourth leading cause of death in the UK
- Increased investment in cycling and walking could help narrow socio-economic inequalities in physical activity levels, as those from lower socio-economic backgrounds are more likely to use active travel (like cycling and walking) than those from more affluent backgrounds
- Tackling obesity is one of the greatest long-term health challenges currently faced in England and the COVID-19 pandemic has further highlighted the health consequences of living with an unhealthy weight.

4.17 The latest obesity data for Staffordshire, published by Public Health England, shows the following indicators as being worse than the England average:

- Adults, aged 18 and over, who are overweight or obese (2018/19)
- Reception age children with excess weight (based on a three-year average 2017/18-2019/20)
- Obesity in early pregnancy (2018/19)
- Adults walking for travel at least three days per week (2018/19)

4.18 Staffordshire County Council has identified obesity as a priority area and will be addressing rising levels through implementing a Whole Systems Approach (WSA). The WSA acknowledges the cause of obesity that exists in the places where Staffordshire residents “live, work and play and where the food and built environment often make it difficult to make healthier lifestyle choices”. The approach has been developed by Public Health England and provides a step-by-step process to address these causes through the development of systems working.

4.19 LCWIP delivery and promotion will utilise Corporate engagement on health and wellbeing. This includes the sharing of communication channels used by Together Active Staffordshire and Stoke-on-Trent and the Public Health and Prevention Team. There is also the opportunity to tap into the Do It to Feel Better campaign that links to the County Council’s Mental Health and Wellbeing Action Plan. The provision of additional revenue resources would enable the County Council to promote and encourage use of new walking and cycling facilities.

Climate Change Strategic Development Framework

4.20 Walking and cycling can contribute to some of the wider determinants of health including improved air quality and tackling climate change through reducing emissions and improving air quality:

- Air pollution contributes to 40,000 premature deaths each year
- In 2019, transport accounted for a third (34%) of all carbon dioxide emissions, the majority arising from road travel. In England, 56% of car journeys are under 5 miles a distance most people could manage by bike.

4.21 The LCWIP links to the Climate Change Strategic Development Framework approved by Cabinet on 17 February 2021. Delivery of the LCWIP will influence travel in Staffordshire, helping to reduce Staffordshire’s wider carbon emissions and contributing to the wider benefit of increasing active travel.

Local Plans

4.21 It is the intention that LCWIP recommendations feed into the Local Plans that cover Staffordshire. The current Local Plan policies and proposals for the six urban areas that have an outcome related to walking and cycling are summarised in Appendix A. The policies cover the following key issues:

- Sustainable development sites
- Urban design
- Managing town centres and neighbourhoods

- Community facilities
- Green Infrastructure and open space
- Social inclusion, health and wellbeing
- Accessibility and sustainable transport
- Climate change
- Tourism

5. Local Context

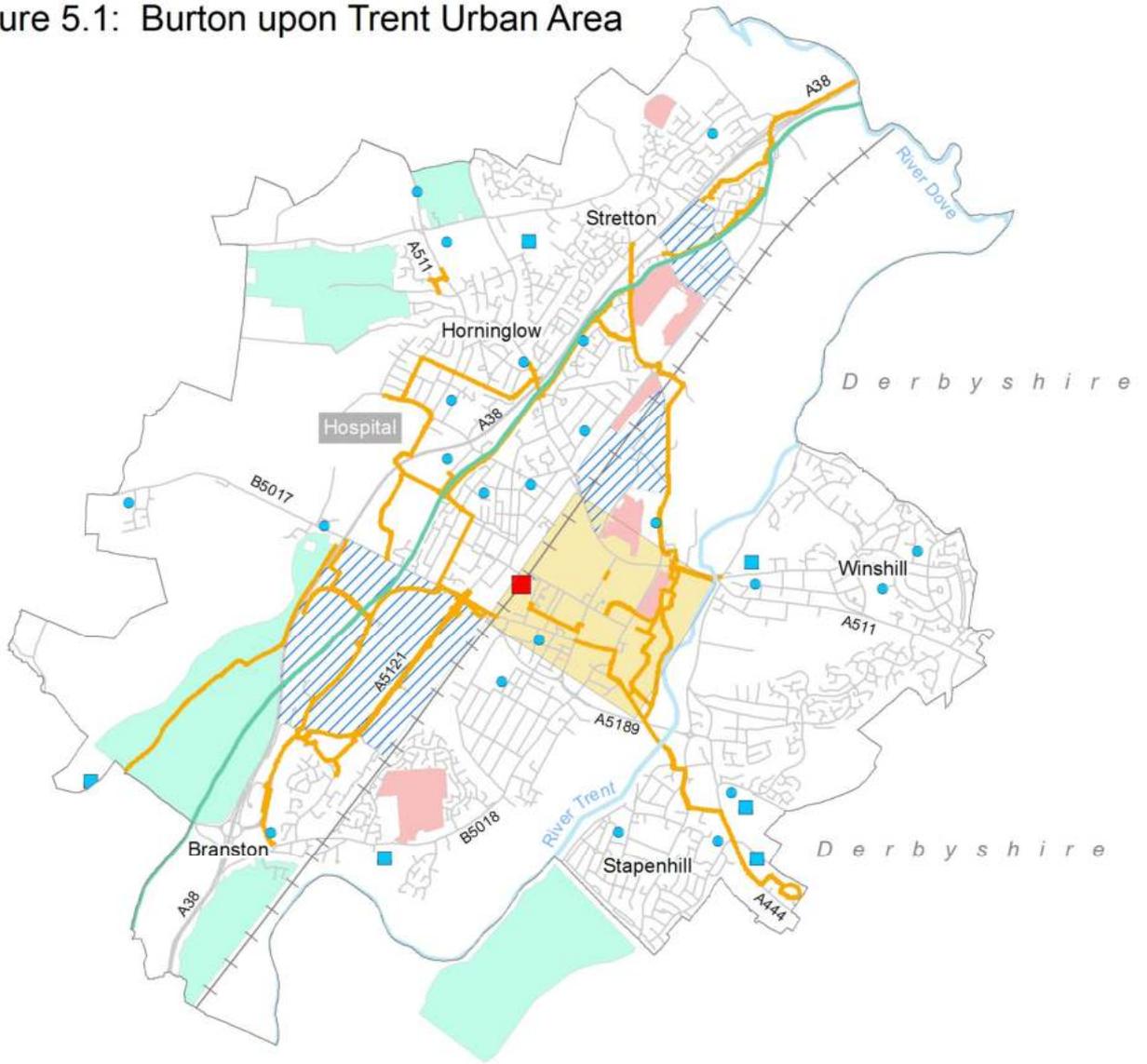
Burton upon Trent

- 5.1 Burton upon Trent and its key attractions are shown on Figure 5.1. Burton upon Trent is an important employment hub that boasts major employers and a growing distribution/warehousing sector. There is growth potential in the area with proposals for 20 hectares of employment and 6,500 new dwellings, much of which is permitted and already under construction.
- 5.2 Census data indicates a relatively high proportion of short journey to work trips take place in Burton upon Trent, with walking and cycling levels above the national average. Congestion has contributed to the declaration of two Air Quality Management Areas. Burton upon Trent also describes itself as the 'Capital of the National Forest' which is a visionary environmental project run by the National Forest Company.
- 5.3 Investment in the cycle and walking network over recent years has focused on improving the National Cycle Network, enhancing routes through the town and inter urban connectivity within Staffordshire and to Derbyshire. Going forward, investment in the walking and cycling network will support regeneration proposals for the town centre that could potentially be delivered through Town Deal funding, including improved access to the rail station and investment in the Trent and Mersey Canal.

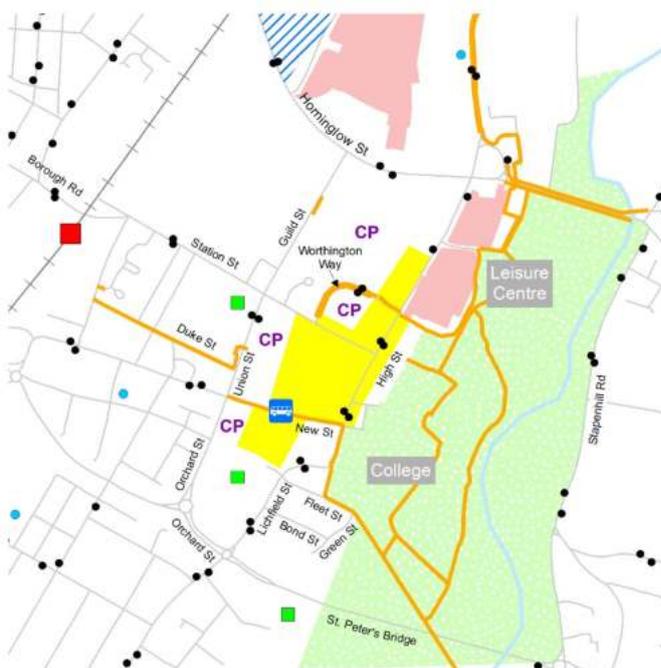
Cannock

- 5.4 Cannock and its key attractions are shown on Figure 5.2. Cannock is on the northern edge of the West Midlands conurbation and is well served by the M6, the M6 Toll and the Chase Line which provides good rail connections to Birmingham and beyond. The walking and cycling network has seen some recent improvements, however, investment has focused on public transport, particularly in terms of enhancing connectivity to the West Midlands where job opportunities tend to be high. Cannock is identified as the most inactive area compared to the other urban areas, with levels below the England average.
- 5.5 It is proposed that walking and cycling investment focuses on improving access around Cannock town centre and to surrounding businesses and developments. Enhanced sustainable transport links will be required to the new McArthurGlen Designer Outlet West Midlands development and to the rail station to improve access to jobs. Active leisure pursuits are popular within local nature reserves such as Mill Green, Hednesford Hills and within Cannock Chase Area of Natural Beauty.

Figure 5.1: Burton upon Trent Urban Area



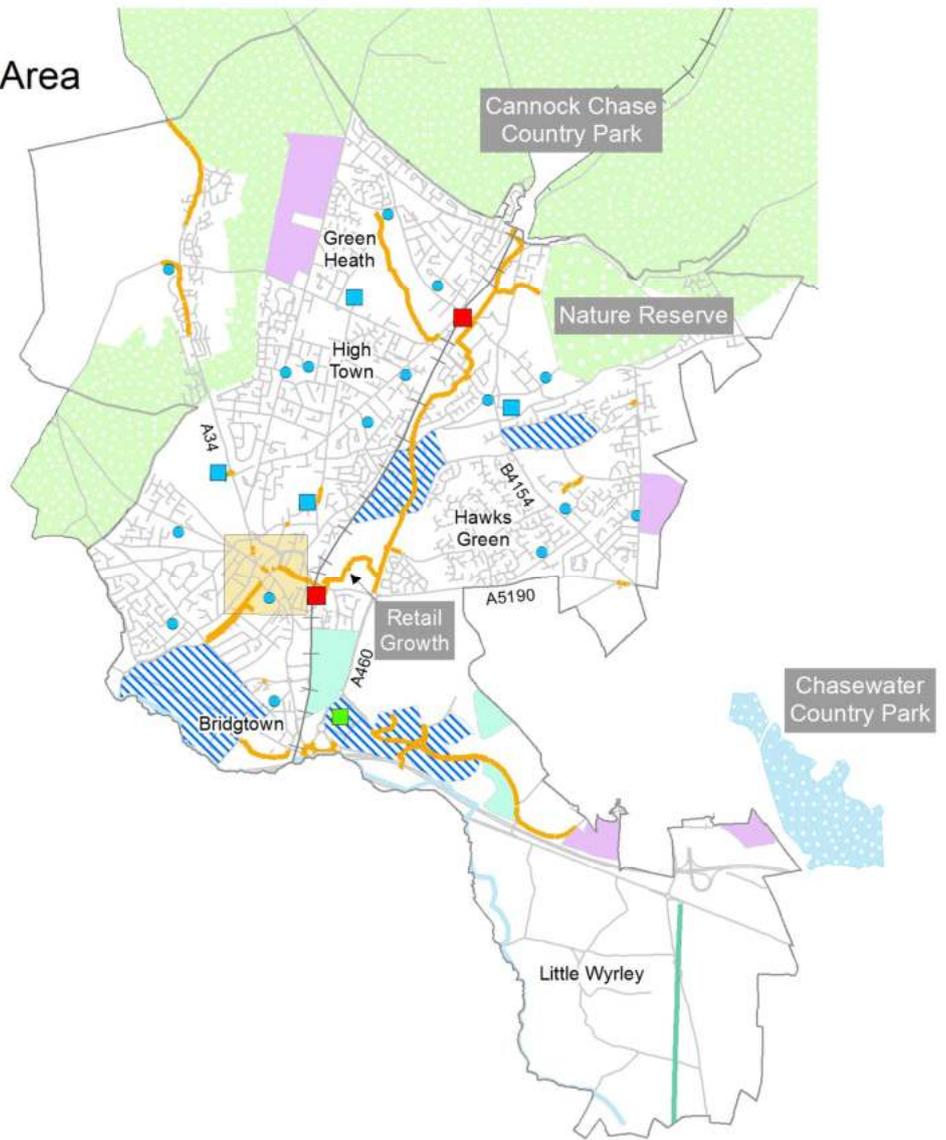
Town Centre Inset



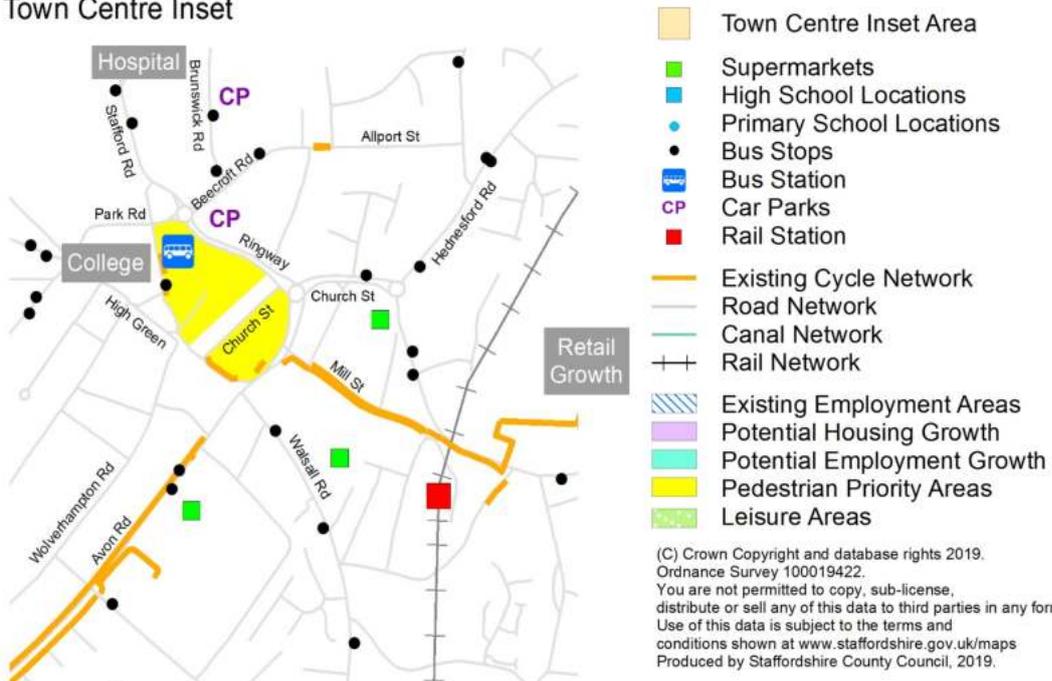
- Town Centre Inset Area
- High School Locations
- Primary School Locations
- Bus Stops
- Bus Interchange
- Car Parks
- Rail Station
- Supermarkets
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Existing Employment Areas
- Pedestrian Priority Area
- Urban Extension Areas
- Development Opportunities
- Leisure and Wetland Areas

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Figure 5.2:
Cannock Urban Area



Town Centre Inset



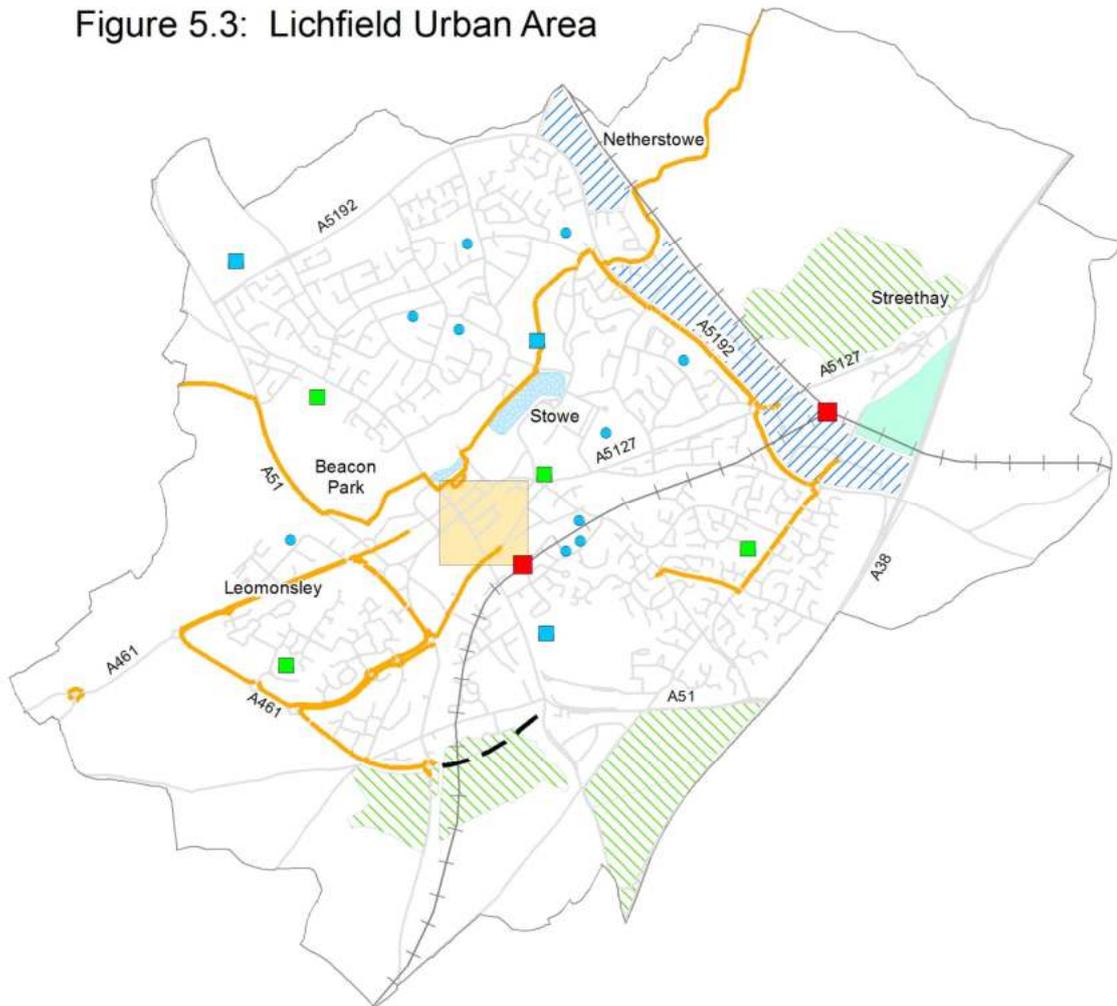
Lichfield

- 5.6 Lichfield and its key attractions are shown on Figure 5.3. Lichfield City is close to the West Midlands conurbation with good connections to the national transport network. Lichfield tends to experience delays and unreliability with congestion forecast to increase due to the levels of housing and employment growth being proposed. Improvements to the walking and cycling network including National Cycle Network route 54 between Burntwood, Lichfield and Fradley, have been minimal over recent years with investment instead, focussing on enhancing public transport.
- 5.7 Lichfield is generally considered to be a prosperous area with higher than average household incomes and does not suffer from the same high levels of personal excess weight and low activity as found in most of the other urban areas.
- 5.8 The aim is to ensure walking and cycling investment supports economic growth by helping to transform the City environment and by providing high quality sustainable transport corridors linking to the two rail stations (Lichfield City and Lichfield Trent Valley) and to Strategic Housing Development Locations. Lichfield City Centre Masterplan includes specific reference to improving sustainable connectivity and following the completion of Lichfield Southern Bypass it is expected that a much more attractive environment will be created in the City Centre making it more pleasant for pedestrians and cyclists.

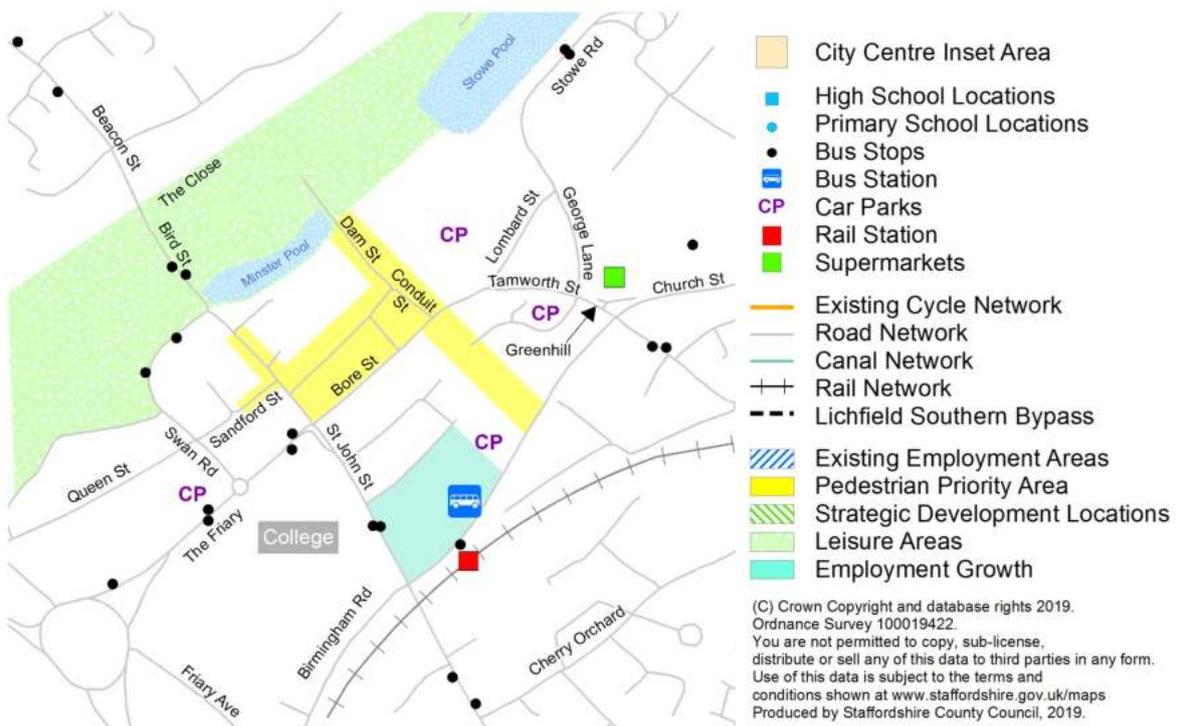
Newcastle-under-Lyme

- 5.9 Newcastle-under-Lyme and its key attractions are shown on Figure 5.4. Newcastle-under-Lyme and Stoke-on-Trent are located within the same conurbation in the north of Staffordshire. Walking and cycling investment in Newcastle-under-Lyme has focused on key radial cycle routes and upgrading the public realm within the town. Improvements have also been made to routes within the Lyme Valley and along the Greenway (National Cycle Network route 551). Traffic problems within the area has resulted in the designation of Air Quality Management Areas and a Ministerial Direction from Government to reduce air pollution in certain areas by 2023, predominantly along the A53 corridor.
- 5.10 Cycling and walking investment needs to build on the improvements already made in the town and support the funding that is expected to emerge through the Town Deal and Future High Street Funds, promoting economic growth and supporting the growing student population. Enhancing walking and cycling connectivity to Stoke-on-Trent is also a priority.

Figure 5.3: Lichfield Urban Area



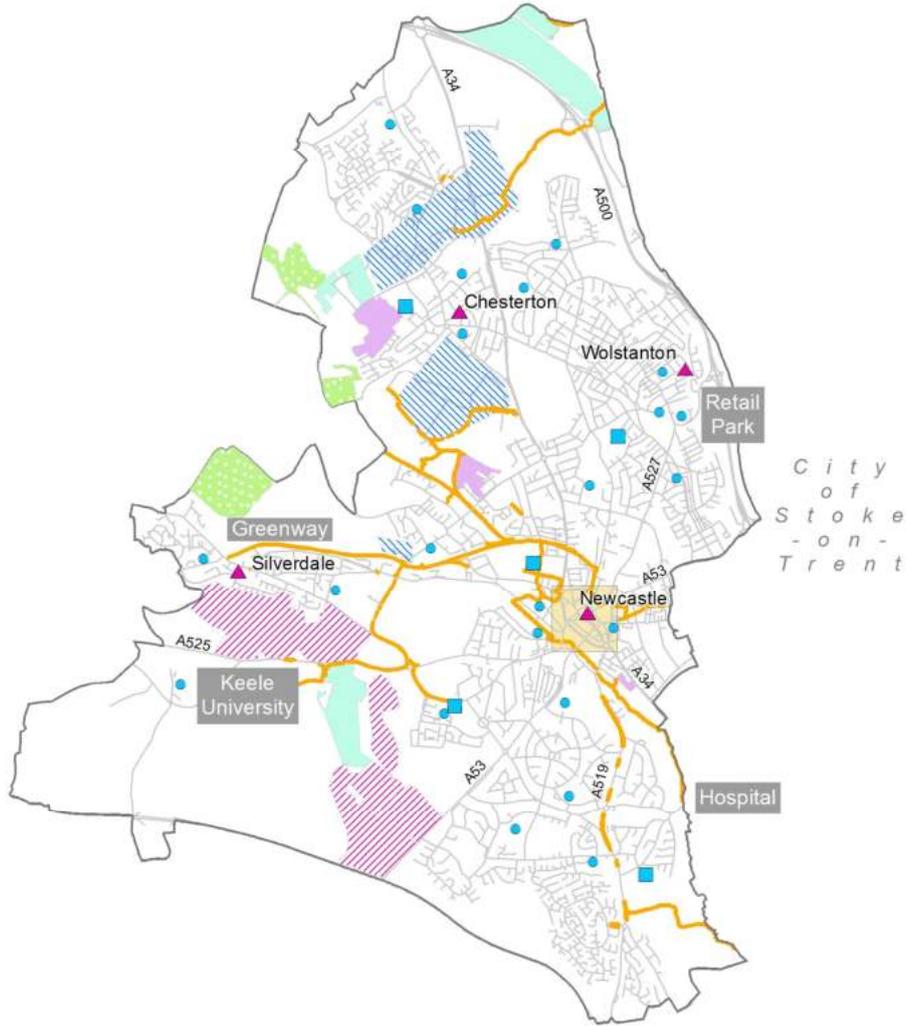
City Centre Inset



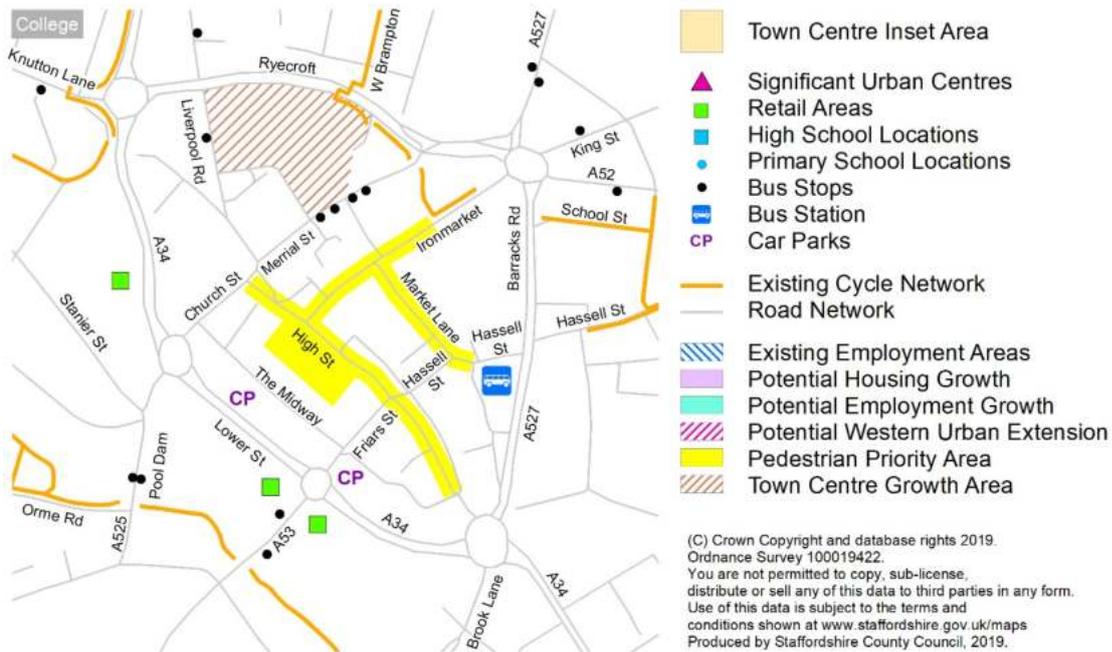
- City Centre Inset Area
- High School Locations
- Primary School Locations
- Bus Stops
- Bus Station
- Car Parks
- Rail Station
- Supermarkets
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Lichfield Southern Bypass
- Existing Employment Areas
- Pedestrian Priority Area
- Strategic Development Locations
- Leisure Areas
- Employment Growth

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Figure 5.4: Newcastle-under-Lyme Urban Area



Town Centre Inset



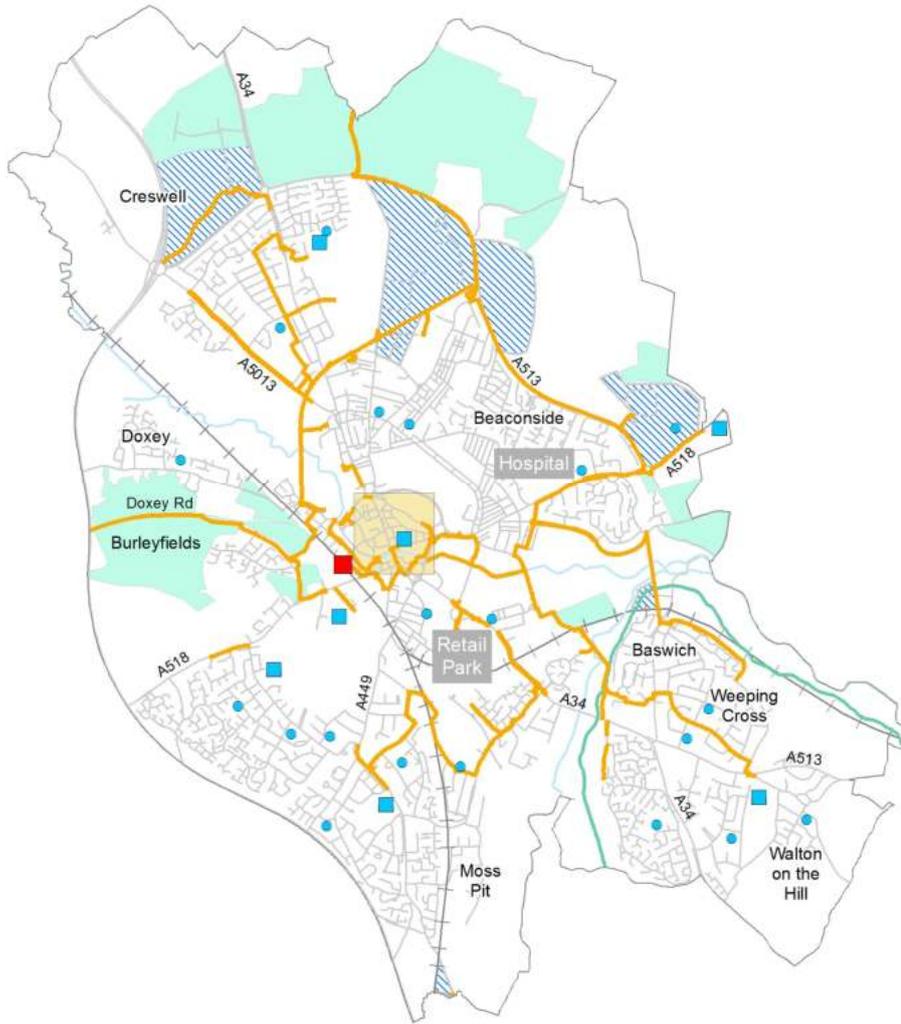
Stafford

- 5.11 Stafford and its key attractions are shown on Figure 5.5. Stafford is situated in the centre of Staffordshire with the M6 and West Coast Mainline providing good strategic connections to both the north and south of the Country. Stafford has seen recent growth in the town centre and at new business parks on the edge of the urban area, which are within cycling distance for many residents. Further investment in the town is expected through the Future High Streets Fund.
- 5.12 Significant investment has been made in the walking and cycling network in recent years, particularly to National Cycle Networks routes 5 and 55, and some headway has been made in encouraging modal shift to sustainable transport modes. This momentum needs to be maintained through further enhancements to walking and cycling infrastructure, including to the Staffordshire and Worcestershire Canal.
- 5.13 This will need to support forecast growth linked to Strategic Development Locations which will include over 5,000 new homes. The completion of the Stafford Western Access Route (in Summer 2021) will help to remove traffic from the town centre and provide a more attractive environment for pedestrians and cyclists.
- 5.14 Stafford rail station is Staffordshire's largest rail station with a footfall of nearly 2.5 million in 2018/19 and this is expected to continue growing. Car parking at the station is already regularly at capacity so it will be important to encourage as many passengers as possible to access the station by foot or bicycle.

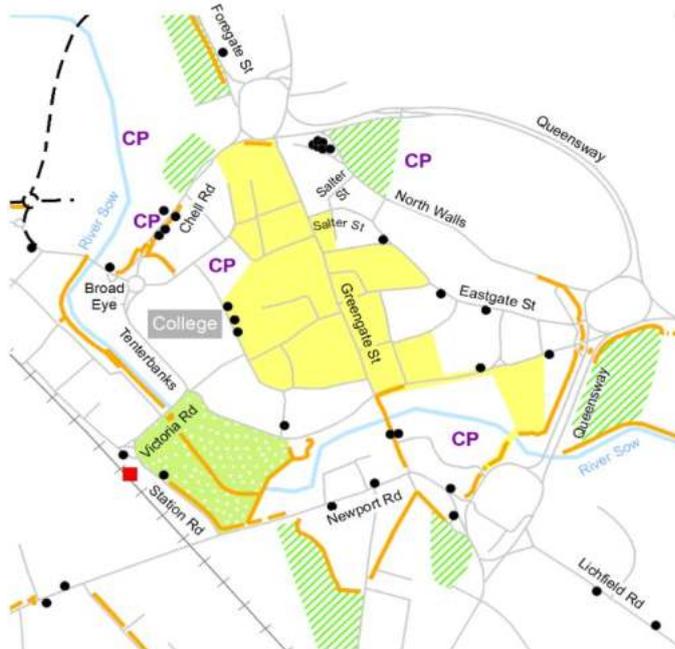
Tamworth

- 5.15 Tamworth and its key attractions are shown on Figure 5.6. Tamworth is located close to the West Midlands conurbation. The local cycle network is extensive covering 30 miles within a 12 square mile area and positive progress in encouraging modal shift has been achieved in recent years. The Coventry Canal and the Birmingham and Fazeley Canal pass through Tamworth, providing further off-road opportunities. Enhancements have been made to the walking and cycling network that links Ventura Retail Park, the town centre and the rail station which is already well used by cyclists. New walking and cycling infrastructure will need to complement investment secured through the Future High Streets Fund.
- 5.16 Job opportunities are high when you consider the good public transport access to the West Midlands. However, Tamworth tends to suffer from congestion which may worsen in corridors that link to planned housing and employment sites. The car tends to be relied upon for short trips and longer commuter trips to the West Midlands. Achieving modal shift from the car to walking, cycling and rail for longer trips will be important going forward.

Figure 5.5: Stafford Urban Area



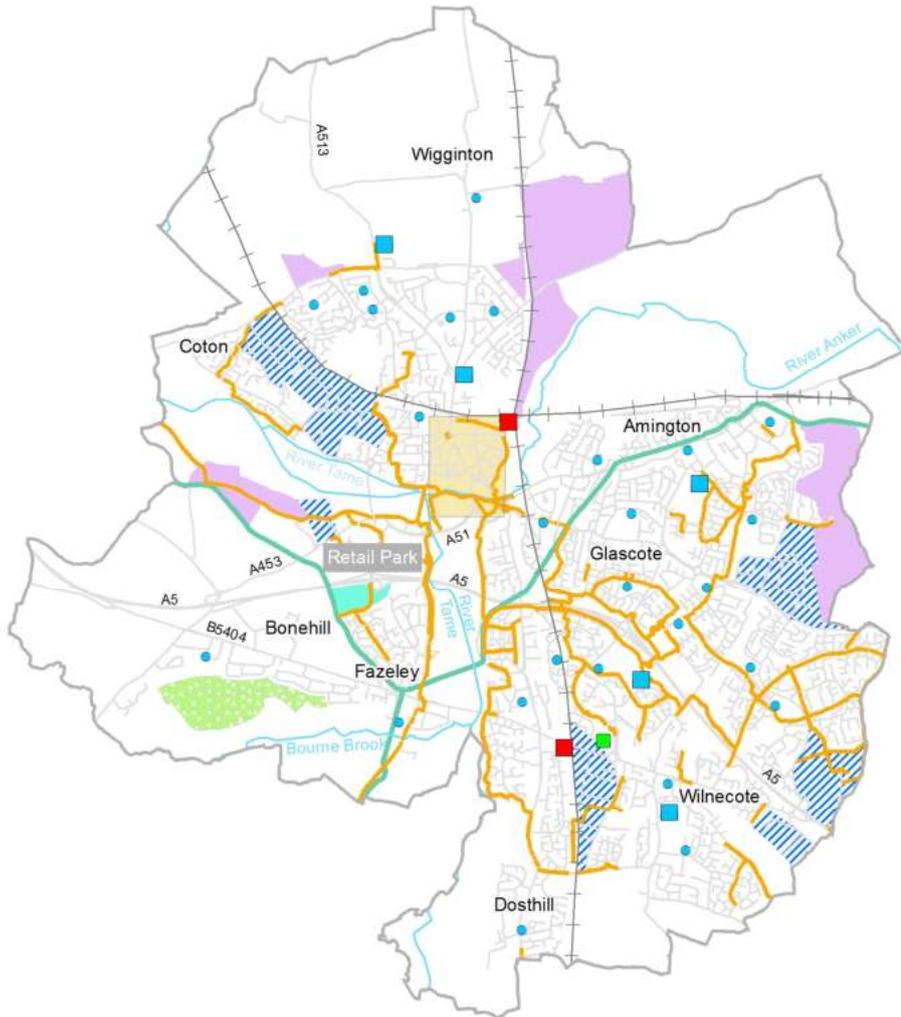
Town Centre Inset



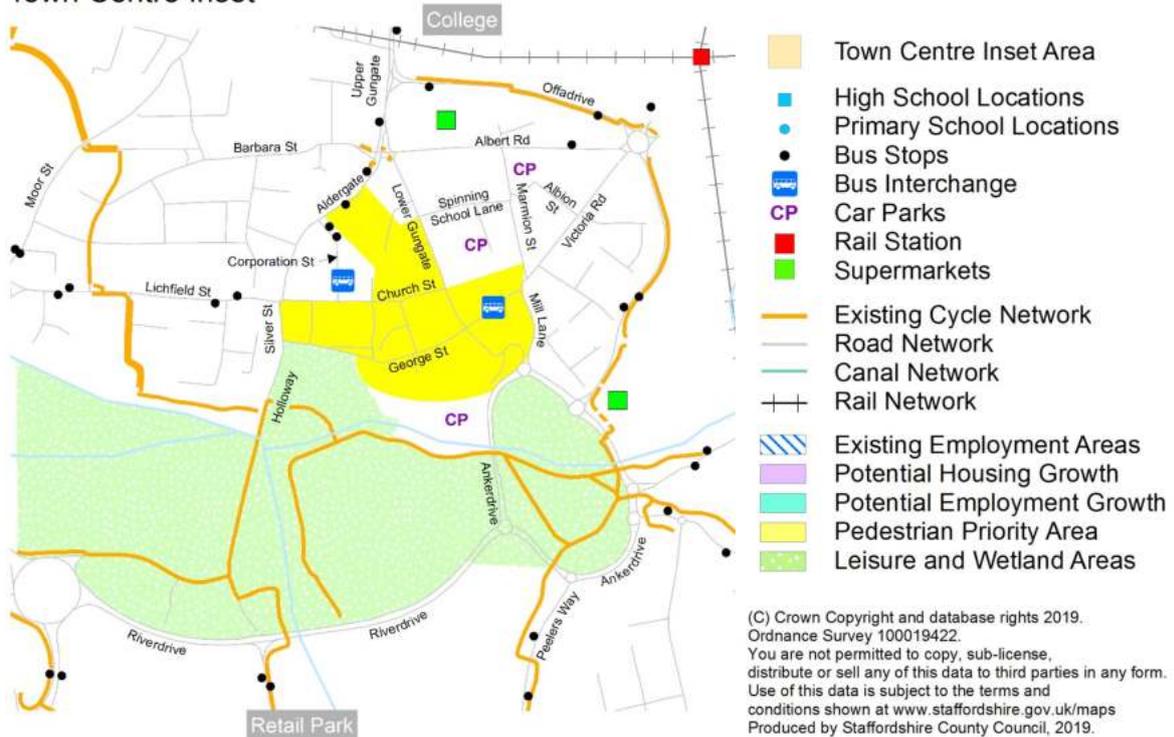
- Town Centre Inset Area
- High School Locations
- Primary School Locations
- Bus Stops
- Car Parks
- Rail Station
- Existing Cycle Network
- Road Network
- Canal Network
- Rail Network
- Stafford Western Access Road
- Existing Employment Areas
- Retail Areas and Supermarkets
- Pedestrian Priority Area
- Strategic Development Locations
- Leisure Areas

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Figure 5.6: Tamworth Urban Area



Town Centre Inset

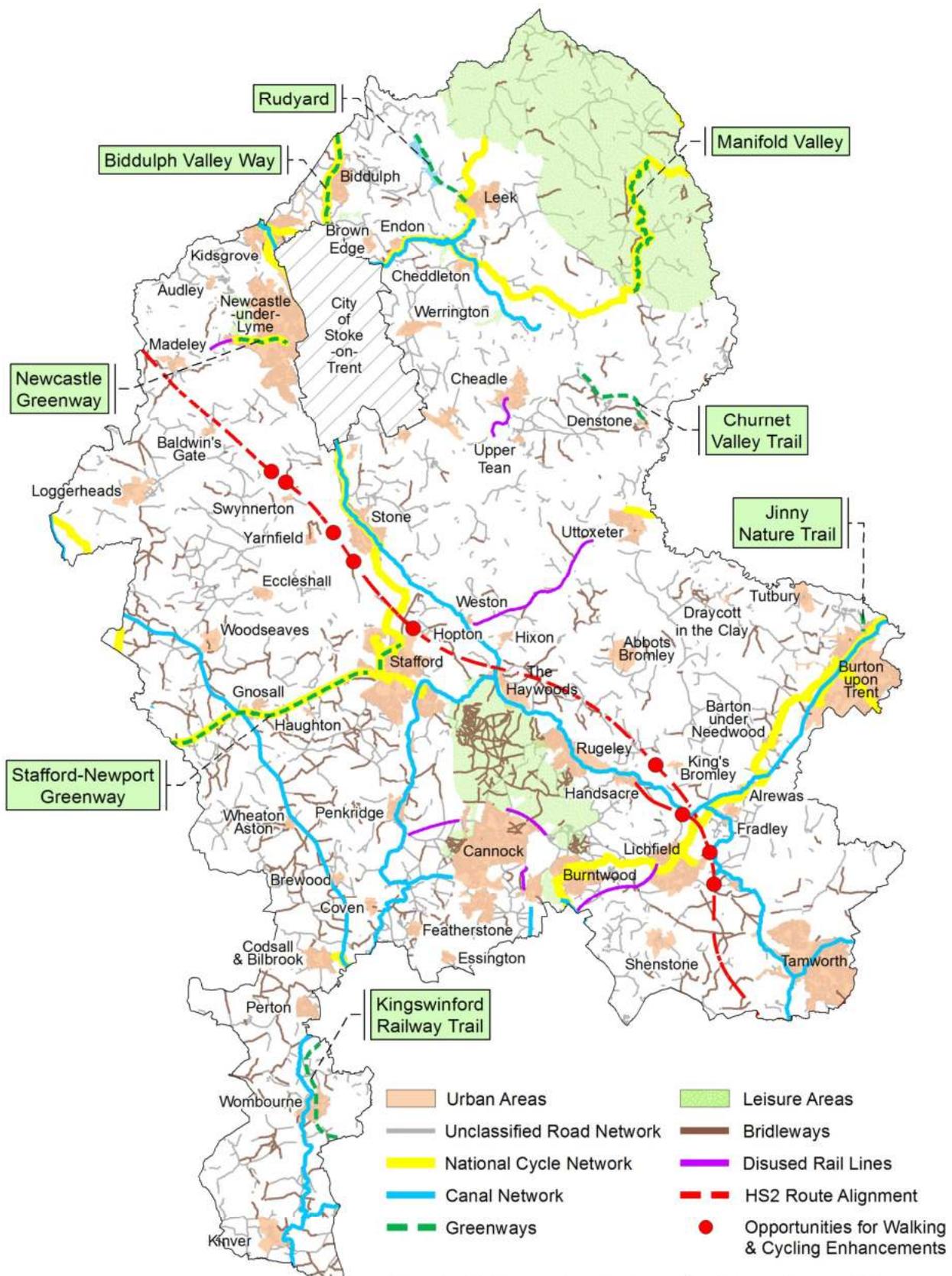


6. Wider Staffordshire

Introduction

- 6.1 In response to the consultation, the LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire. If funding opportunities arise, LCWIP appraisals, audits and business cases intend to be completed, when appropriate, to justify investment in the following:
- Local cycle networks and walking zones in Staffordshire's smaller towns
 - Expansion and upgrade of the National Cycle Network
 - Upgrade of greenways and well-used leisure routes
 - Potential use of disused rail lines
 - Accessible canal towpaths in the vicinity of local settlements and canal side attractions
 - Maximising the opportunity to enhance walking and cycle provision at the interfaces with HS2
 - Maximising the opportunity to create new walking and cycling infrastructure associated with strategic development sites
- 6.2 Staffordshire's wider cycling and walking opportunities are illustrated on Figure 6.1.

Figure 6.1: Staffordshire's Wider Cycling and Walking Opportunities



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National Cycle Network

- 6.3 Sustrans are the custodians of the National Cycle Network and in 2018 they published the 'Paths for Everyone' report which summarises the recommendations resulting from a comprehensive audit and review of the entire Network. Sustrans' vision is a UK-wide network of traffic-free paths for everyone, connecting cities, towns and countryside, loved by the communities they serve. The two main priorities are to make the Network safer and more accessible for everyone.
- 6.4 The Network in Staffordshire is shown on Figure 6.2 and the routes are listed in Table 6.1.

Table 6.1: Staffordshire's National Cycle Network

NCN	Description
5	Kidsgrove, north west along the canal into Cheshire and along the disused rail line into Stoke-on-Trent
555	Kidsgrove, south east along the canal to Harecastle tunnel, through Bathpool Park and along Lowlands Road into Stoke-on-Trent
55	Biddulph, along the disused rail line north into Cheshire and south into Stoke-on-Trent (Biddulph Valley Way)
550	Between Stockton Brook (Stoke-on-Trent), along the canal to Cheddleton and on-road through Basford Green, Ipstones to the Manifold Trail at Waterhouses
549	Manifold Trail (Waterhouses to Hulme End) and on to Derbyshire
559	Cheddleton, along the canal and on-road through Leek and on to Tittesworth Reservoir
55	Along the disused rail line between Stafford, Derrington, Gnosall to Newport in Shropshire
5	Along the canal south of Stoke-on-Trent, through Barlaston and Stone to Aston Marina, continuing on-road between Aston Marina and the Isabel Trail in Stafford. The section through Stafford to Baswich includes the Isabel Trail, on-road sections through the town, along the river and off-road to Baswich
5	Brownhill in the West Midlands, to Chasewater and on-road through Burntwood to the A51 Lichfield
54	Off-road through Lichfield, on-road between Lichfield, Alrewas and Burton upon Trent, joining the canal in Burton upon Trent and into Derbyshire
63	Mainly on-road through Burton upon Trent to Swadlincote in Derbyshire
81	Along the canal in South Staffordshire between Bilbrook and into Wolverhampton (West Midlands)

- 6.5 During 2015 and 2016 a team of independent surveyors audited the National Cycle Network. The condition of the Network was scored and classified based on the four main service measures of surface, flow, signage and traffic safety. Based on the scoring system, the majority of Staffordshire's Network has been classified as Very Good, Good, Poor or Very Poor. The audit classed all routes that are on-road as Very Poor, even where traffic flows are low. The

results for the sections of Network that have been audited are shown on Figures 6.2 to 6.4.

- 6.6 The Paths for Everyone report concludes that insufficient and inconsistent funding for maintenance has been a significant contributing factor to the inconsistent experience for users of the Network. Growing the Network is not a priority for Sustrans unless there are vital missing sections or there is the opportunity to deliver a new traffic-free connection. Evidence shows that there are more walking trips compared to cycling trips on the Network and the aim is to make the Network accessible to everyone who wants to use it.
- 6.7 It is considered that the Very Poor on-road sections that have high traffic flows need the most urgent attention. The priority for the County Council will therefore be the upgrade and completion of the on-road sections through Burton upon Trent, Lichfield and Stafford. This will include tackling junctions and crossings and providing segregated cycle routes where there is the available road width or re-routing the Network to a more appropriate corridor.
- 6.8 The County Council will work with Sustrans to improve Staffordshire's wider National Cycle Network, in line with the priorities recommended in the Paths for Everyone report. This will focus on:
- Re-routing sections that cannot be improved due to limited road width onto new segregated or quiet-way routes
 - Reducing the speed limit on quiet-way sections to 20mph in built-up areas and 40mph in rural areas
 - Improving safety at crossing points on the highway
 - Ensuring path widths and surfaces are built for everyone
 - Removal or redesign of barriers that prevent access by bikes, wheelchairs, mobility scooters and when pushing a buggy
 - Improving signage and wayfinding particularly where the Network links to other local walking and cycling routes
 - New routes that fill the gaps in the Network

Figure 6.2: Condition of inter-urban National Cycle Network

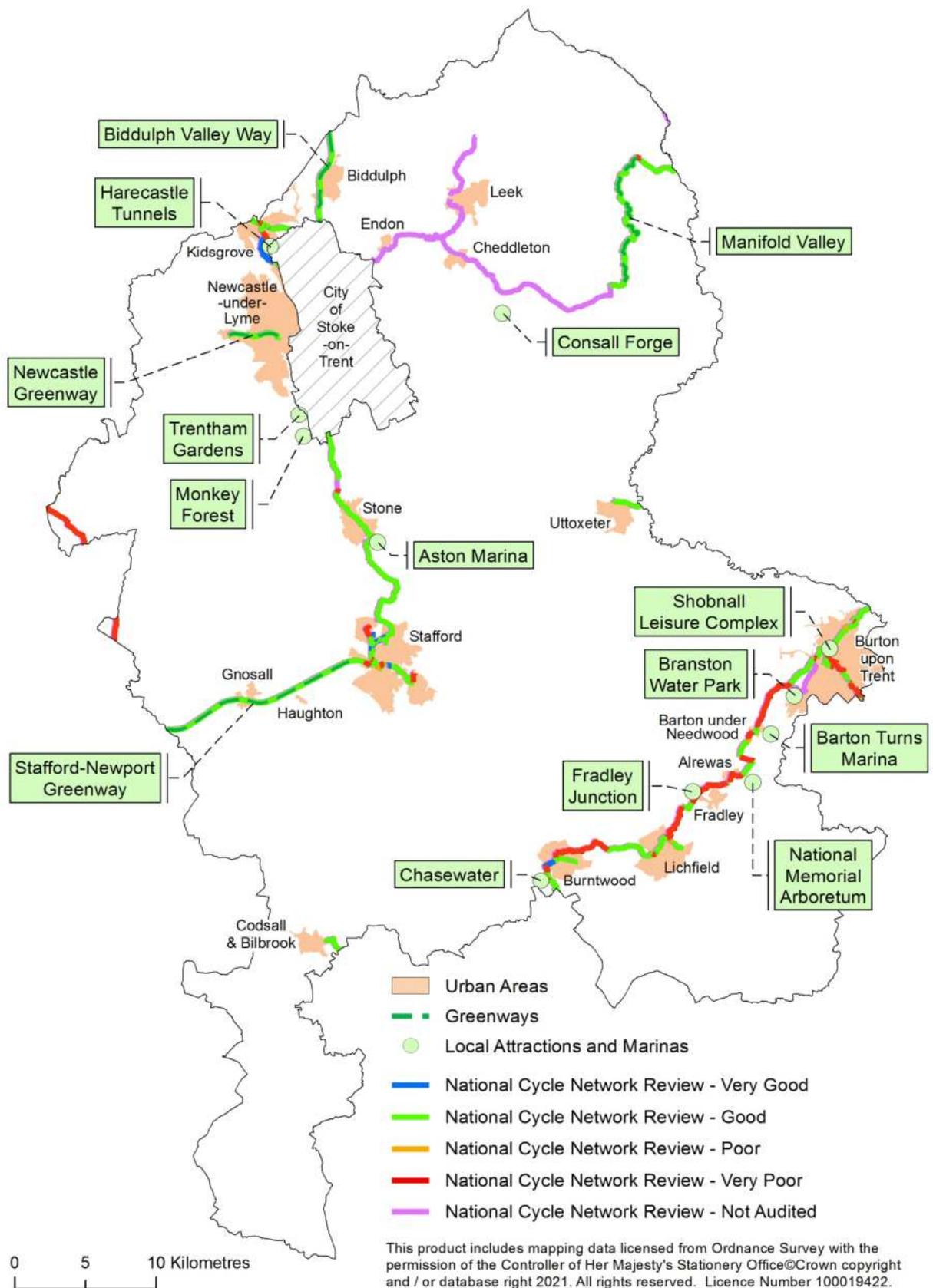
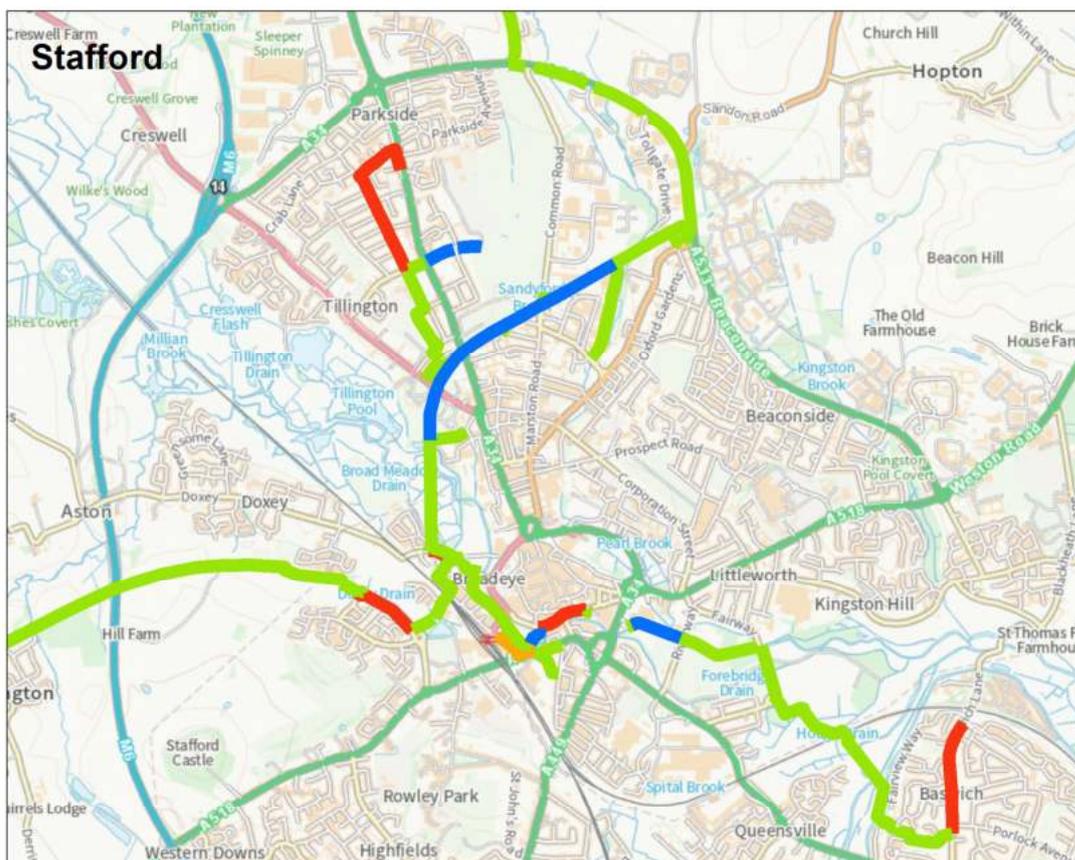


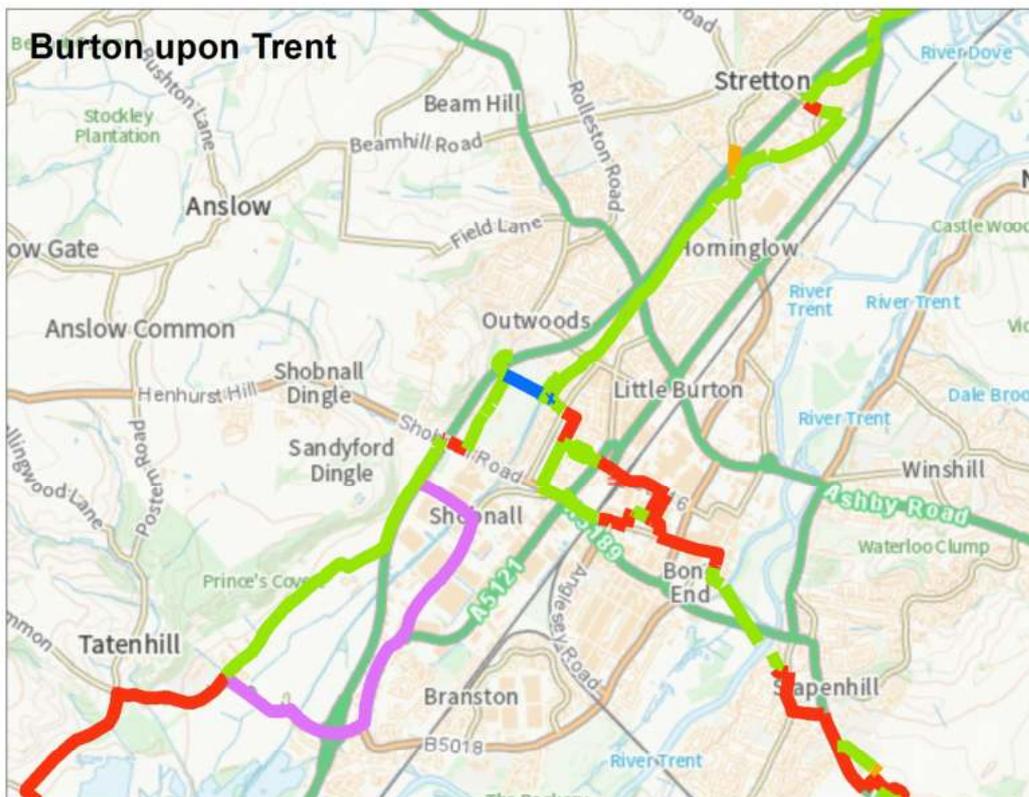
Figure 6.3: Condition of the National Cycle Network in Newcastle-under-Lyme and Stafford



- National Cycle Network Review - Very Good
- National Cycle Network Review - Good
- National Cycle Network Review - Poor
- National Cycle Network Review - Very Poor
- National Cycle Network Review - Not Audited

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Figure 6.4: Condition of the National Cycle Network in Burton upon Trent and Lichfield



- National Cycle Network Review - Very Good
- National Cycle Network Review - Good
- National Cycle Network Review - Poor
- National Cycle Network Review - Very Poor
- National Cycle Network Review - Not Audited

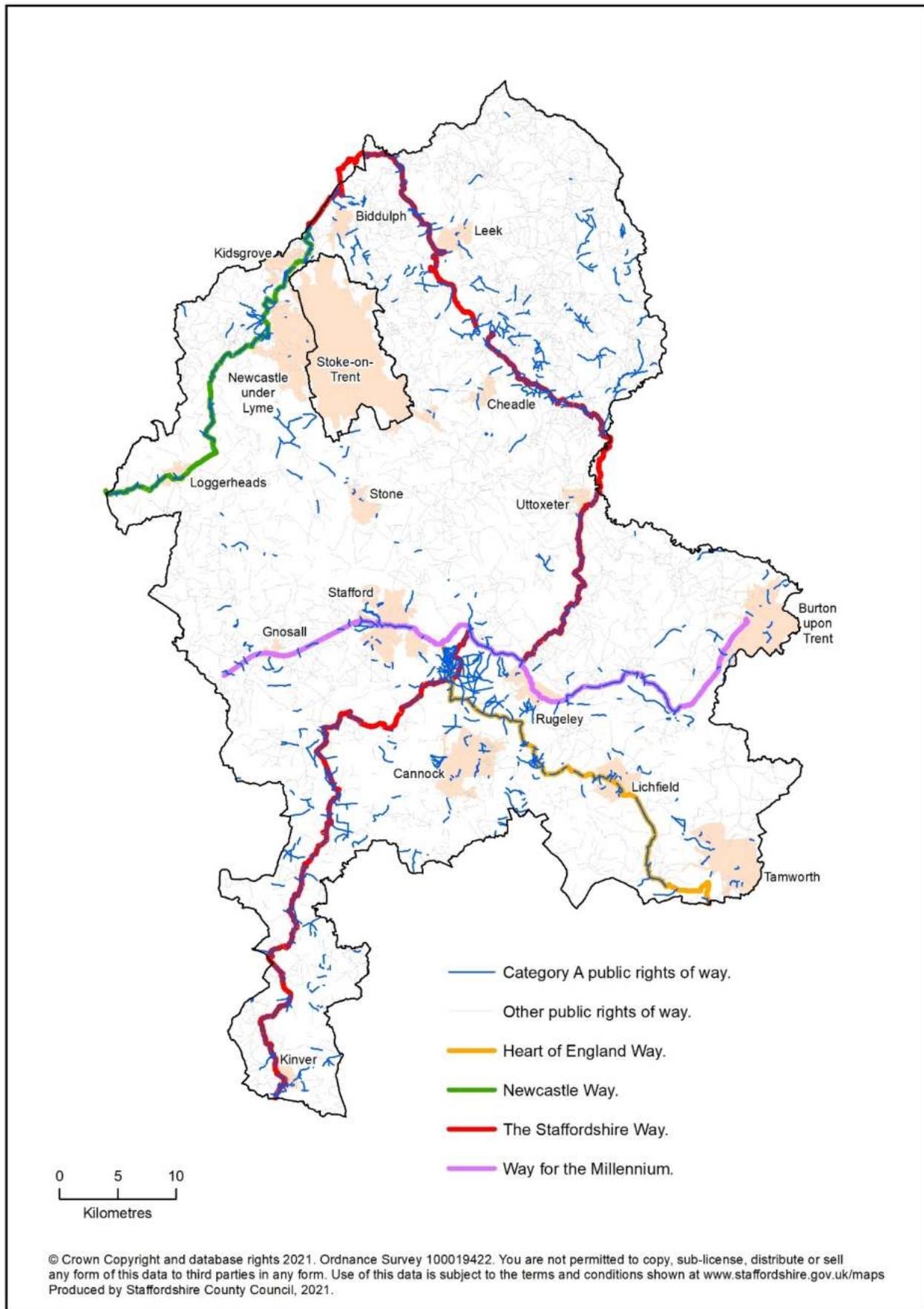
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Public Rights of Way Network

- 6.9 Eighty percent of Staffordshire is countryside and there are over 4,510km of Public Rights of Ways (PRoWs), with almost every community being connected to at least one PRoW. Staffordshire County Council has a statutory duty to protect and assert the rights of the public to use and enjoy the network. A Parish Council has the power to maintain footpaths or bridleways in its area, but this does not remove responsibility from the County Council.
- 6.10 The PRoW network provides great opportunities for physical activity and improved mental health and wellbeing. Evidence indicates that being in the countryside and having access to nature makes positive contributions to an individual's health – both physical and mental. The COVID-19 pandemic has demonstrated this, with many people exploring their local path networks in lockdown, resulting in significantly increased use of many routes. In 2017, a 10-week public consultation was carried out, giving parish councils, user groups and the public the opportunity to comment on how the PRoW network should be managed. Well over 300 responses were received, all talking passionately about the PRoW network and its direct and indirect benefits.
- 6.11 Without investment in the PRoW network, infrastructure and assets may start to fail, resulting in closure for safety reasons. At any one time there are around 2,000 live issues on the PRoW network that need to be investigated, prioritised and resolved. The main issues are path and furniture maintenance (50%), obstructions (25%), and damaged or missing signs (25%).
- 6.12 Staffordshire County Council works with voluntary groups to undertake clearance of paths and repairs to path furniture such as stiles and gates. An Enforcement Policy has also been introduced to give Officers the ability to react positively to landowners who flout the law and ignore their responsibilities for keeping the path network free of obstructions.
- 6.13 The most well-used PRoW routes, classed as A routes, include promoted trails across and within Staffordshire, including the Staffordshire Way and Way for the Millennium. These are shown in Figure 6.4. These routes provide great ways to explore, on foot, some of the most beautiful parts of the county, supporting health outcomes and underpinning the county's tourism offer. The routes vary in length and challenge to appeal to a range of users. They require more pro-active management to address issues, improve wayfinding and update associated route guides, including through digital content. Some routes may benefit from additional infrastructure to make them more accessible to all users, such as rest stops.
- 6.14 The percentage of the PRoW network available to cyclists is relatively low and fragmented (16%). There are popular leisure routes within Staffordshire including bridleways, leisure trails and some greenways that are owned and managed by the County Council and the canal towpath network that is managed by the Canal and River Trust. All these routes can provide valuable linkages between communities. Staffordshire also has an extensive network of very low-trafficked, unclassified rural roads.

- 6.15 Staffordshire's rural network that is generally suited to cycling is shown on Figure 6.1. Maintaining and improving greenways, upgrading short sections of bridleway and creating new routes that link to unclassified rural roads can enhance sustainable connectivity between rural communities and on to larger towns within Staffordshire. Investment would also be needed in guides and digital content to give communities confidence to maximise their use.
- 6.16 Business cases could be potentially be progressed for larger scale investment required to open the disused rail lines indicated on Figure 6.1, as traffic-free routes could potentially enhance walking and cycling connectivity and active leisure pursuits within Staffordshire. Business cases would consider all environmental implications of opening the routes and full costs of land acquisition and ongoing maintenance.

Figure 6.4: Staffordshire's Most well-used Public Rights of Way



HS2 walking and cycling opportunities

- 6.17 In 2017 a study was completed by John Grimshaw and Associates to consider the potential to mitigate and improve walking and cycling links along the line of HS2. Ongoing negotiations are taking place between HS2 Ltd and Staffordshire County Council to ensure that bridleways and rights of way are protected and appropriately diverted where necessary. The creation of new cycle routes will be protected by ensuring that future opportunities to enhance the network are not lost when HS2 is constructed. The key priority locations are shown on Figure 6.1.

HS2 Phase 1 Connectivity Priorities

- 6.18 The County Council will work with HS2 Ltd to consider the potential for betterment to the walking and cycling network at the following locations along HS2 Phase 1:
- **Whittington Heath** - Upgrade the footway underpass to a 3 metre wide bridleway to complete the bridleway connection between Whittington and the A51
 - **Fradley South to Lichfield** – Create a new bridleway/off-road cycle route and relocate and upgrade an underpass between Fradley Distribution Park (Nanscawen Road) and A5127 Burton Road, Lichfield. This is a priority connection between employment, strategic development sites and Lichfield.
 - **Fradley: Trent and Mersey Canal Link** - provide a cycle route from Fradley Distribution Park, along the re-aligned Wood End Lane, linking to the canal and Netherstowe Lane, Lichfield (NCN54) via an HS2 underpass

HS2 Phase 2A Connectivity Priorities

- 6.19 The County Council will work with HS2 Ltd to consider the potential for betterment to the walking and cycling network at the following locations along HS2 Phase 2A:
- **King's Bromley to Fradley** – cycle route from the Trent and Mersey Canal along the HS2 access road linking to Common Lane, King's Bromley
 - **King's Bromley to Nethertown** – footpath provision between HS2 embankment and the A513 Rugeley Road to link up existing and diverted footpaths and to enhance footway provision between King's Bromley and Nethertown
 - **Hopton to Sandon Road, Stafford** – Provide a cycle route between Sandon Road and the diverted Hopton Lane to improve connectivity to Stafford
 - **Stafford to Stone, via Pirehill** – provide a footway / cycleway overbridge at Pire Hill to preserve connectivity between Stafford and Stone along Green Lane and Pirehill Lane
 - **Yarnfield to Stone** – provision of a footway and cycleway along the re-aligned Yarnfield Lane that includes a reconstructed motorway bridge and an underbridge

- **Swynnerton to Stone** – upgrade the footpath diversion at Blakelow Farm to a 3 metre wide bridleway/cycle route to enhance connectivity to Meaford and Stone
- **Swynnerton to Newcastle-under-Lyme, via Beech** – creation of a footway and cycleway to the north of Swynnerton along the road diversion that will replace Stab Lane and Tittensor Road, including sufficient width on the overbridge. This will tie into the A51 and on to bridleways and Bottom Lane and will require an underpass, enhancing connectivity to Newcastle-under-Lyme

Staffordshire's Canal Network

- 6.20 Staffordshire boasts more miles of canal than any other shire county, connecting the settlements and local attractions shown on Figure 6.5. The towpath network is managed and maintained by the charity Canal & River Trust. Towpaths are a mix of permissive paths and Public Rights of Way that are free to use by the public.
- 6.21 The flat nature of the canal network with regular access points can offer excellent traffic-free cycling and walking routes for commuting, short trips and leisure use, especially where towpaths have been resurfaced. Towpaths are particularly important for people who lack the confidence to cycle on the road network, a major barrier in the uptake of cycling and walking. There are several locations within the county where the National Cycle Network follows improved sections of towpath, however there are also many miles where the towpath becomes waterlogged and muddy, especially during the winter months and therefore needs further investment.
- 6.22 Towpaths were not constructed to a specific standard when they were built and Canal & River Trust has adopted a similar approach when it comes to towpath resurfacing. Factors such as the environmental setting and likely levels of usage are used to determine surface material and width. In urban areas towpaths will generally be wider with preference for a bound surface of stone chippings sprayed onto a hard-wearing tarmacadam base, whereas in village or “urban edge” settings a self-binding stone finish is often used. In truly rural locations with low density use the towpaths are often unbound grassy tracks.
- 6.23 As well as acting as a functional routeway, towpaths also have an intrinsic heritage value. Not only are they a legacy of the county's industrial heritage, they have also become important ecological corridors and are a key part of Staffordshire's cycling and walking leisure and tourism offer. During the COVID-19 pandemic usage of canal towpaths increased significantly as communities sought local places to exercise and improve their wellbeing.
- 6.24 The aspiration of Canal & River Trust is to upgrade all the towpaths to an appropriate standard across the network. Figure 6.5 illustrates the extent of the canal towpath network that has been improved within the last 10 years and Staffordshire County Council will continue to work in partnership with Canal & River Trust to secure funding to make further improvements.
- 6.25 Funding priorities will be dependent on the forecast level of usage and the deliverability of a facility that can accommodate walkers, cyclists and other waterway pursuits, whilst sustaining the canal environment. Priority areas will include urban centres where the data indicates the greatest benefit will be realised, but more localised schemes, particularly where there is evidence of high towpath use in rural areas will also be supported. This may include leisure routes through smaller settlements and links to the key attractions shown on Figure 6.5.

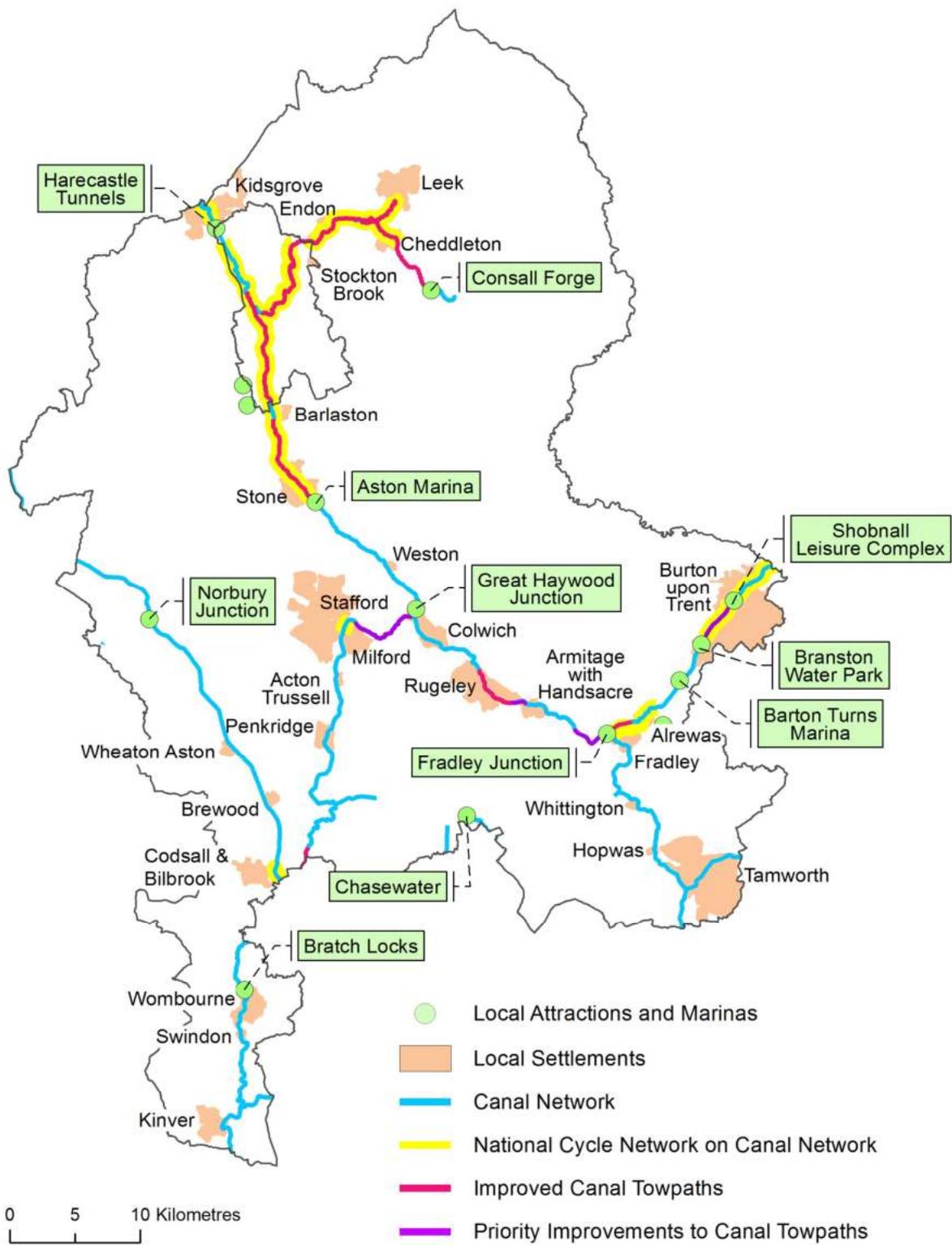
6.26 Potential priorities that could be considered include:

- The whole of the Trent and Mersey Canal, focusing initially on:
 - Burton upon Trent urban area
 - Burton upon Trent to Alrewas
 - Fradley Junction to Rugeley
- Staffordshire and Worcestershire Canal, focusing initially on:
 - Great Haywood to Stafford
 - Connections into the West Midlands conurbation
- Coventry and Birmingham and Fazeley Canals within Tamworth
- Smaller sections through villages along the Shropshire Union and Coventry Canals

6.27 The sections that currently have the greatest potential for funding include:

- Burton upon Trent (Branston to Shobnall) (Town Deal)
- Fradley Marina to King's Bromley Marina (HS2 Ltd)
- Great Haywood junction to Milford (HS2 Ltd)
- Access to Rugeley Power Station strategic development site (S106)

Figure 6.5: Towpaths in Staffordshire



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7. Network Planning for Cycling and Walking

Introduction

7.1 This chapter summarises the GIS analysis undertaken by PJA, in consultation with Sustrans Network Development Manager. A Technical Note produced by PJA is provided in Appendix B. The analysis has determined the cycle network that has the highest cycling demand in the six urban areas, to be taken forward for auditing. Routes with the highest cycling demand have been further prioritised based on the following five criteria:

- Proximity to new employment
- New schools (20,000 extra places by 2031),
- Rail stations
- Locations of personal injury accidents involving vulnerable road users
- Locations with currently low provision for cyclists

7.2 The walking audit focuses on the six town centres. The town centres have been identified as the core walking zones as they are where the greatest number of walking trip generators are located close together and where all pedestrian infrastructure is deemed to be important.

Origin-Destination Analysis

7.3 The identification of cycling demand focuses on the mapping of the main origin and destination points across the six urban areas, with trip origin points being the main residential areas. Commuter and school trips were considered, together with forecast future trip demand from proposed new residential development sites. Journeys considered short enough to be cycled were estimated to be no more than 5km or 20 minutes.

Commuter Trips (town centres and employment areas)

7.4 2011 Census data was used to map the Location of Usual Residence and Place of Work at the Lower Super Output Area (LSOA) level and the average mode share for cyclists was applied to the total number of commuters. These trips were assigned to the shortest routes on the network. Places of work focused on town centres and employment areas.

School Trips

7.5 An average walking, cycling and scooting mode share of 49% for primary schools and 51% for secondary schools was applied to school journeys under 5km. These trips were assigned to the shortest routes on the network.

Forecast Future Demand

7.6 Potential trip rates from proposed new residential areas were estimated using TRICS and, by using Census journey to work data, it was calculated that 32%

of these trips would be under 5km. The forecast cycle mode share was applied to the demand and the trips were assigned to the shortest routes on the network.

Cycle Route Prioritisation

- 7.7 All sections of the network with over 101 cycle to work journeys forecast per day (including those from future housing) were selected to be put forward for further prioritisation, as were all sections with over 101 cycle, walk or scoot school journeys per day. These sections of the network were further prioritised to help determine which sections of this defined network should be the focus of short, medium or long term spend on new or improved cycle infrastructure.
- 7.8 Five factors were chosen to help inform the prioritisation of future spend. The result for each priority was standardised between 0-1 to give every dataset an equal weighting. For the five factors, 1 is the highest rating which represents:
- Closest proximity to employment development, including in town centres
 - Closest proximity to new schools
 - The highest number of cycle trips to rail stations
 - Closest proximity to personal injury accident data including cyclists
 - The least dense cycle network identified through Mesh density analysis. This analysis identifies where there are gaps in the existing network
- 7.9 Rail forms part of the mode share for journeys to work in all six urban areas and is particularly popular in Lichfield where 7% travel to work by rail (Census 2011). There is therefore the potential demand for journeys to the origin station to be made by bike. This demand was considered in the prioritisation process. The analysis assumed that 3km would reflect an average home to station cycle distance and the place of work would need to be within a 10-minute walk of the destination station. These cycle trips were assigned to the shortest routes on the network.
- 7.10 Gap analysis of the cycle network was considered in the prioritisation process and was undertaken using Mesh Density analysis which is the measure of the proximity of cycle routes to each other and how easy it is to reach them.
- 7.11 The final prioritised cycle links for the six urban areas are shown on Figures 7.1 to 7.6. The total priority for each link was calculated from the standardised values giving a maximum possible value of 5 (a maximum rating of 1 for each of the five factors).
- 7.12 Table 7.1 provides a comparison between the six urban areas in terms of the length of links with a cycling demand of over 101 journeys per day and how these lengths have been broken down further in terms of highest and lowest priority ranking.

Table 7.1: Extent of the Prioritised Cycle Links

Urban Area	Links with over 101 journeys per day (m)					Total Length per town (m)
	Lowest priority				Highest priority	
Burton upon Trent	2,108	9,784	23,701	7,604	138	43,335
Cannock	1,108	1,922	8,934	3,521	444	15,929
Lichfield	0	0	6,615	4,132	524	11,271
Newcastle-under-Lyme	0	9,161	7,070	1,843	0	18,074
Stafford	3,046	17,082	9,248	996	0	30,372
Tamworth	1,921	12,613	10,596	0	0	25,130
Total Length per rank (m)	8,183	50,562	66,164	18,096	1,106	144,111

7.13 Table 7.1 shows that Burton upon Trent has the greatest length of cycle links that includes links with over 101 cycle journeys per day and Lichfield has the lowest. Even though Lichfield has the shortest network, there are no links within the lower priority rankings. Only Lichfield, Cannock and Burton upon Trent have lengths of network that have been identified as having the highest priority ranking. The networks in Newcastle-under-Lyme, Stafford and Tamworth generally have a medium level ranking, with Stafford having the greatest length of network within the lower priority band.

Figure 7.1: Cycle Links in Burton upon Trent Prioritised by GIS Analysis

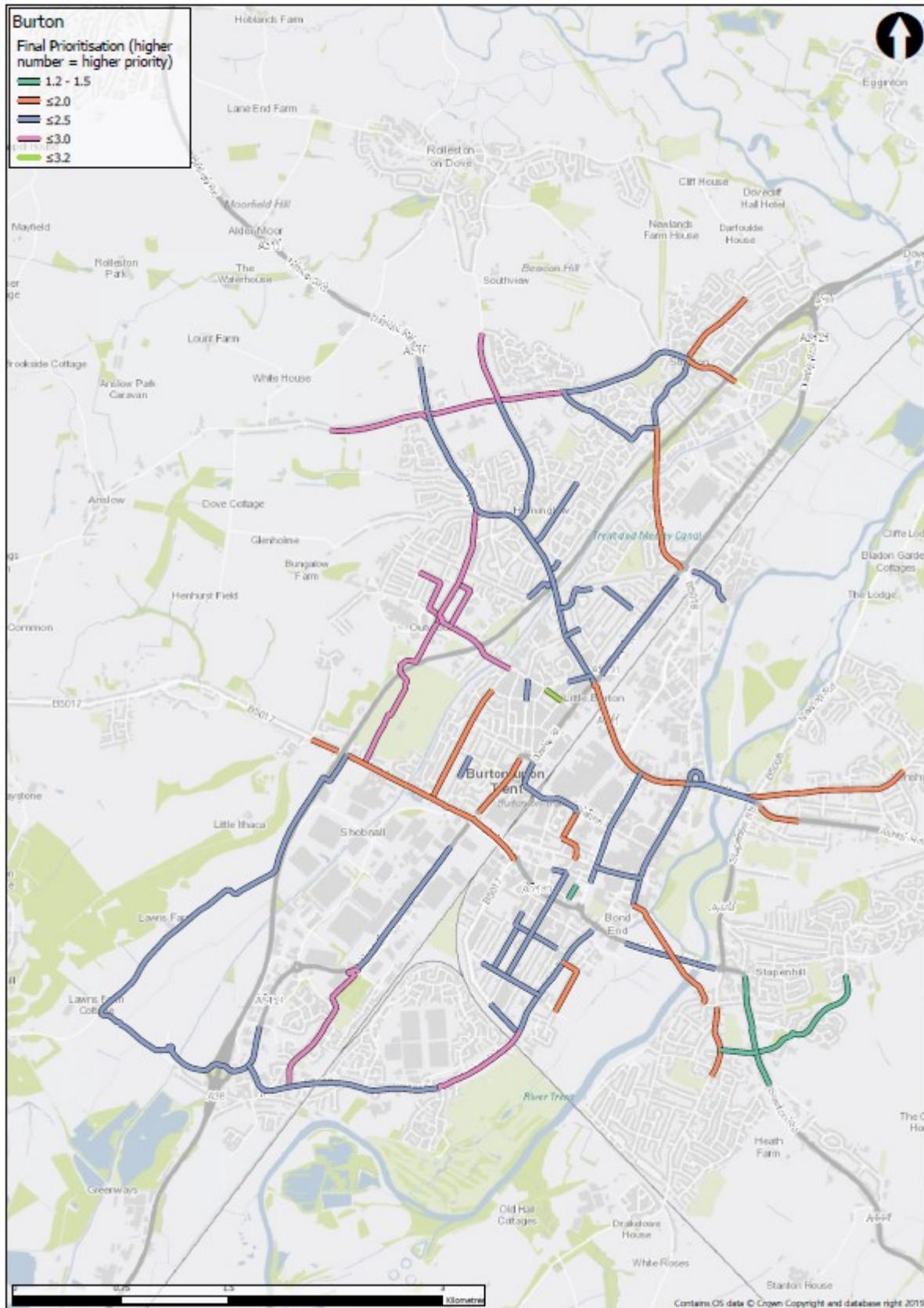


Figure 7.2: Cycle Links in Cannock Prioritised by GIS Analysis



Figure 7.4: Cycle Links in Newcastle-under-Lyme Prioritised by GIS Analysis

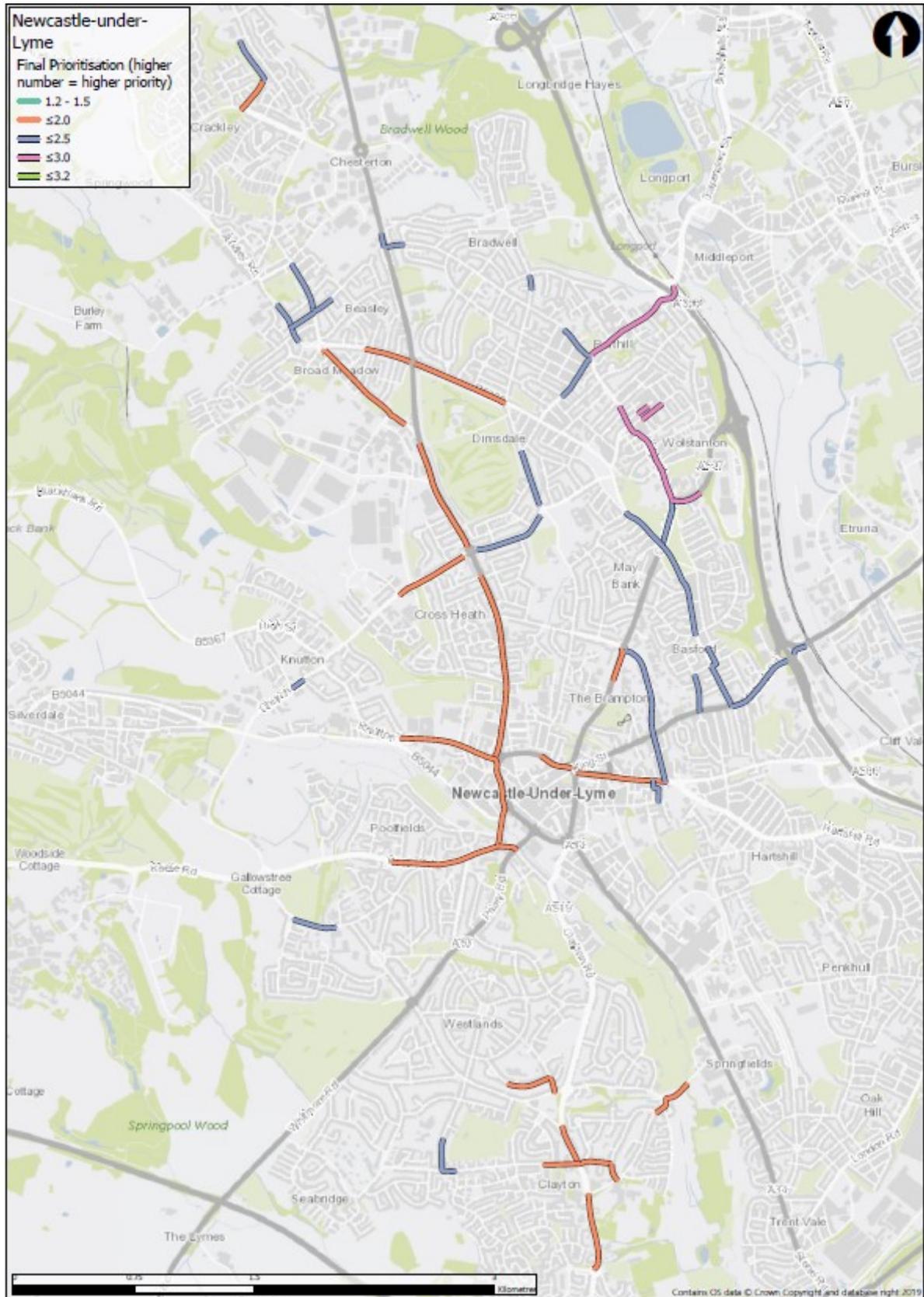


Figure 7.5: Cycle Links in Stafford Prioritised by GIS Analysis

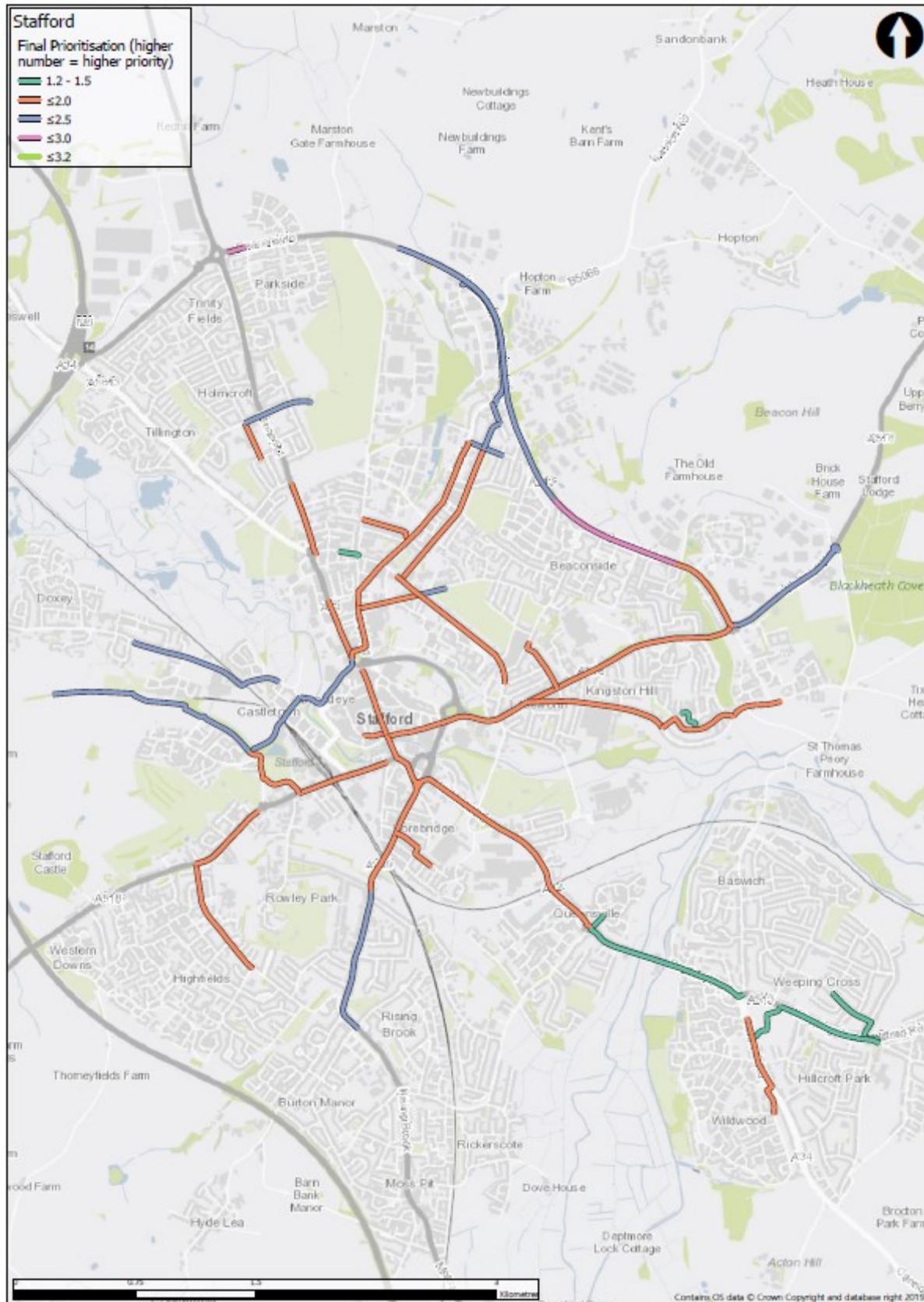
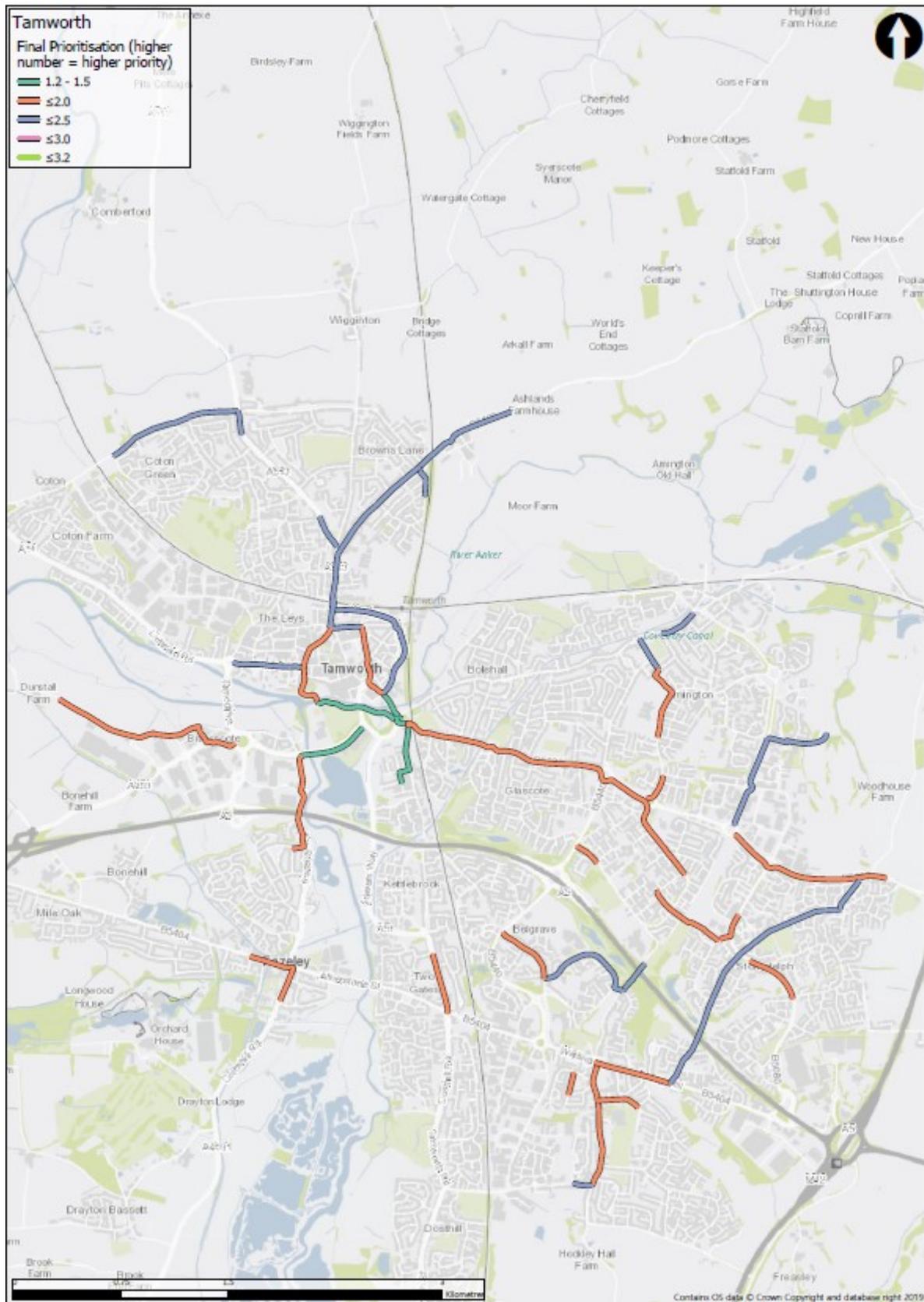


Figure 7.6: Cycle Links in Tamworth Prioritised by GIS Analysis



Walkable Town Centres

- 7.14 An initial GIS analysis was completed by PJA to help understand the walking demand throughout the six urban areas. It was assumed that walking journeys would be up to 2km which equates to approximately 25 minutes. 2011 Census data was used to map the Location of Usual Residence and Place of Work at the Lower Super Output Area (LSOA) level and the average mode share for pedestrians was applied to the total number of commuters. These trips were assigned to the shortest routes on the network.
- 7.15 The results of this analysis provided an indication of the most likely walking routes from residential areas to employment sites throughout the urban areas. The volume of pedestrians on these routes was not significantly high in comparison to the levels of pedestrian activity within town centres that tend to be the focus of retail and leisure trips, as well as employment trips. It was therefore concluded that the auditing process should primarily focus on town centres where there is the greatest footfall. Future reviews of the LCWIP could include further analysis of walking commuter routes.
- 7.16 For the purpose of the LCWIP, the town centres are defined as the core walking zones where the greatest number of walking trip attractors are located close together and where all pedestrian infrastructure is deemed to be important. Although a comprehensive walking network exists within the town centres, there are locations that deter pedestrians due to the need for crossing facilities, poor design and maintenance. The focus of Staffordshire's LCWIP is to enhance the existing town centre networks to attract more footfall and encourage regeneration and economic growth.

8. Priority Cycle Route Audit

Methodology

8.1 The routes identified with the highest cycle demand were audited and measures have been identified to improve the routes. The audit involved extensive site surveys and every route was cycled by Sustrans or PJA officers. If it was considered that a route cannot be improved to an acceptable level, the next most direct route was assessed. The audit focused on the five core design outcomes presented in the LCWIP guidance:

- A coherent network with a consistent route quality and easy to navigate
- A direct and fast route between origins and destinations
- A network that is through an environment that feels safe and removes conflicts with motor vehicles
- A network that is smooth and comfortable to ride
- An attractive network that makes cycling a pleasurable activity

Summary of Findings

8.2 The outcome of the audit is detailed in Appendix C which includes a Cycle Route Audit Report for each of the urban areas. They were produced by Sustrans and PJA and the issues that they identify are summarised in paragraphs 8.3 to 8.8. Cycle audit location plans are provided in Appendix D.

Burton upon Trent

8.3 Burton upon Trent has the longest priority network. Footways are wide enough to help accommodate cyclists on routes such as Burton Road and Branston Road, however there are often sections where the footway narrows or there is parking demand. Where road space is not available, quiet parallel residential streets are often the only option for enhancing cycling provision, but many of these routes suffer from significant on-street parking and traffic speeds do not aid safe cycling. Routes around the hospital are particularly impacted by on-street parking. Traffic-free paths are available on short sections of the network, particularly around Wellington Road, Anglesey Street and in the Shobnall area, but they often have poor surfacing and lighting.

Cannock

8.4 The priority routes in Cannock are predominantly residential roads with varying degrees of scope to widen footways. Many roads, such as New Penkridge Road, Pye Green Road, Stafford Road and Hednesford Road are long and straight which can encourage high vehicle speeds. On the quieter residential roads there are a few locations where adjacent landscaped areas (Chenet Way) and off-road paths exist, but it is also common to observe on-street parking with just standard footways. Closer to the town centre, pedestrian subways exclude cycling and footway cycling is often observed.

Lichfield

- 8.5 Lichfield has the shortest priority route network. On busy corridors such as Eastern Avenue, A5127 and A51 there are opportunities for sections of shared provision. One location requiring improvement is near to The Friary School, Eastern Avenue. The conversion of footway to shared provision often needs to be combined with quiet way treatment on residential roads, with some distributor roads requiring speed reduction measures. At a limited number of locations, there is the opportunity to use cut-through paths, for example between Beacon Park and Christchurch Lane. There are instances where current provision is confusing and does not meet current guidelines, for example on Birmingham Road, and there are incomplete facilities linking to new development, particularly in the vicinity of Watery Lane.

Newcastle-under-Lyme

- 8.6 The majority of the priority cycle routes in Newcastle are on heavily trafficked 'A' roads with large roundabouts to negotiate, for example the A34 dual carriageway, A525 and A53. Sections of the A34 have no existing footways and crossing facilities on the ring road are dominated by subways with no cycling facilities. At certain locations, the required carriageway width is available to construct new cycle facilities, although often the only option is to consider quieter parallel routes that can be less direct. There are constraints on these routes, such as property boundaries and on-street parking.

Stafford

- 8.7 Off-road cycle routes already exist on some priority routes however facilities have not been adequately maintained both in terms of surfacing and vegetation clearance. There are locations, such as Tixall Road and Beaconside where urgent maintenance is required. Barriers exist that are difficult to negotiate and rail bridges on Doxey Road, Newport Road and Wolverhampton Road limit the width available for cycle route provision. There are many gaps in the network where road widths are narrow and on-street parking occurs. The town centre pedestrian priority area has been identified on the priority network where cycling is prohibited. Conversely, corridors such as the A34 Lichfield Road benefit from high quality off-road parallel routes that make use of paths along the river.

Tamworth

- 8.8 High quality cycle routes already exist on many of the priority routes, including off-road routes around the castle, however funding has not been available to adequately maintain the surfacing. There is also more scope for the implementation of additional shared use facilities within roadside verges, compared to the other five urban areas, particularly linking to development sites. Close to the town centre there are narrower sections of priority cycle route where new facilities would be difficult to deliver, such as Lichfield Street and Aldergate and there are residential areas, particularly at Kettlebrook Road where on-street parking limits the opportunity for cycle provision.

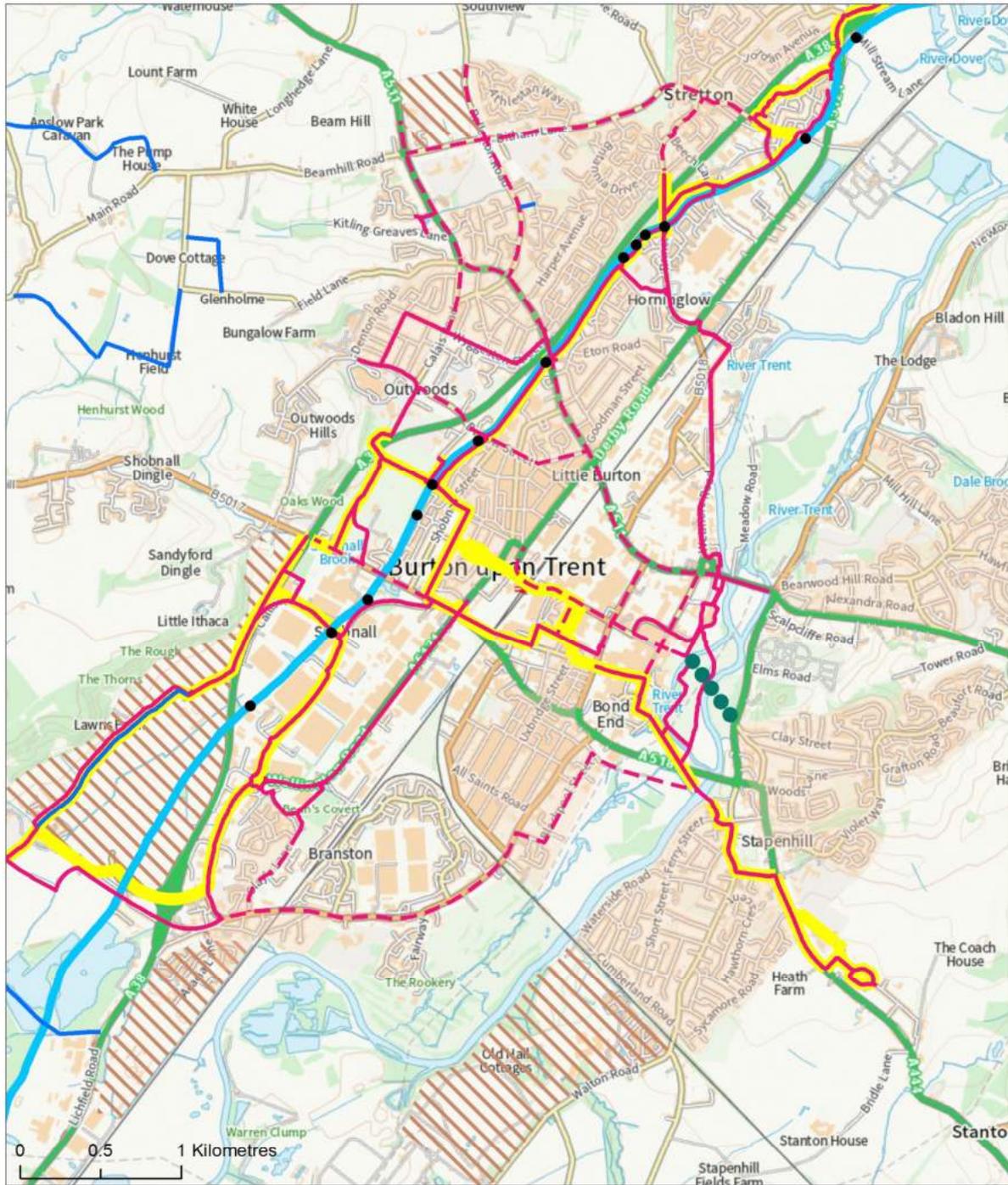
9. Cycle Networks

Introduction

- 9.1 The final prioritised cycle links for the six urban areas are shown on Figures 7.1 to 7.6 in Chapter 7. These priority links have been combined with the existing cycle network to produce plans that indicate how the priority links fit into the overall cycle network.
- 9.2 Figures 9.1 to 9.6 show joined up cycle networks for Burton upon Trent, Cannock, Lichfield, Stafford, Newcastle-under-Lyme and Tamworth. They indicate how the new routes could cohesively join and integrate with the existing local cycle network, the National Cycle Network and canal towpath network, and how they link to strategic development sites. The routes aim to provide connectivity to local quieter roads within residential areas that tend to have low traffic speeds and volumes, suitable for cycling through on the carriageway.

Burton upon Trent

Figure 9.1: Burton upon Trent Cycle Network

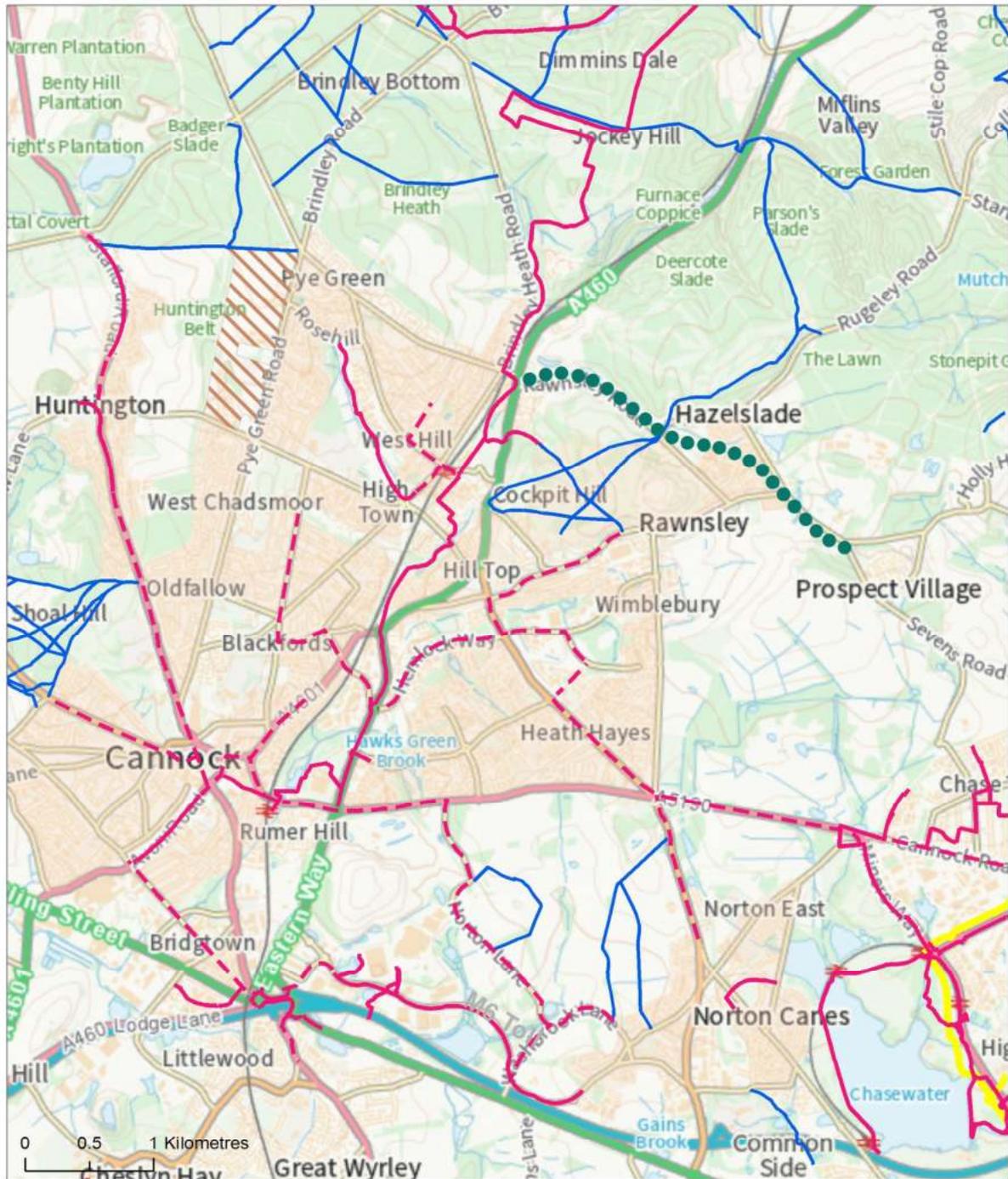


- Maintenance of Existing Cycle Network
- Bridleways
- - - Proposed Cycle Corridors
- National Cycle Network
- Canal Network
- Potential New Walking & Cycling Infrastructure
- Canal Access Points
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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Cannock

Figure 9.2: Cannock Cycle Network

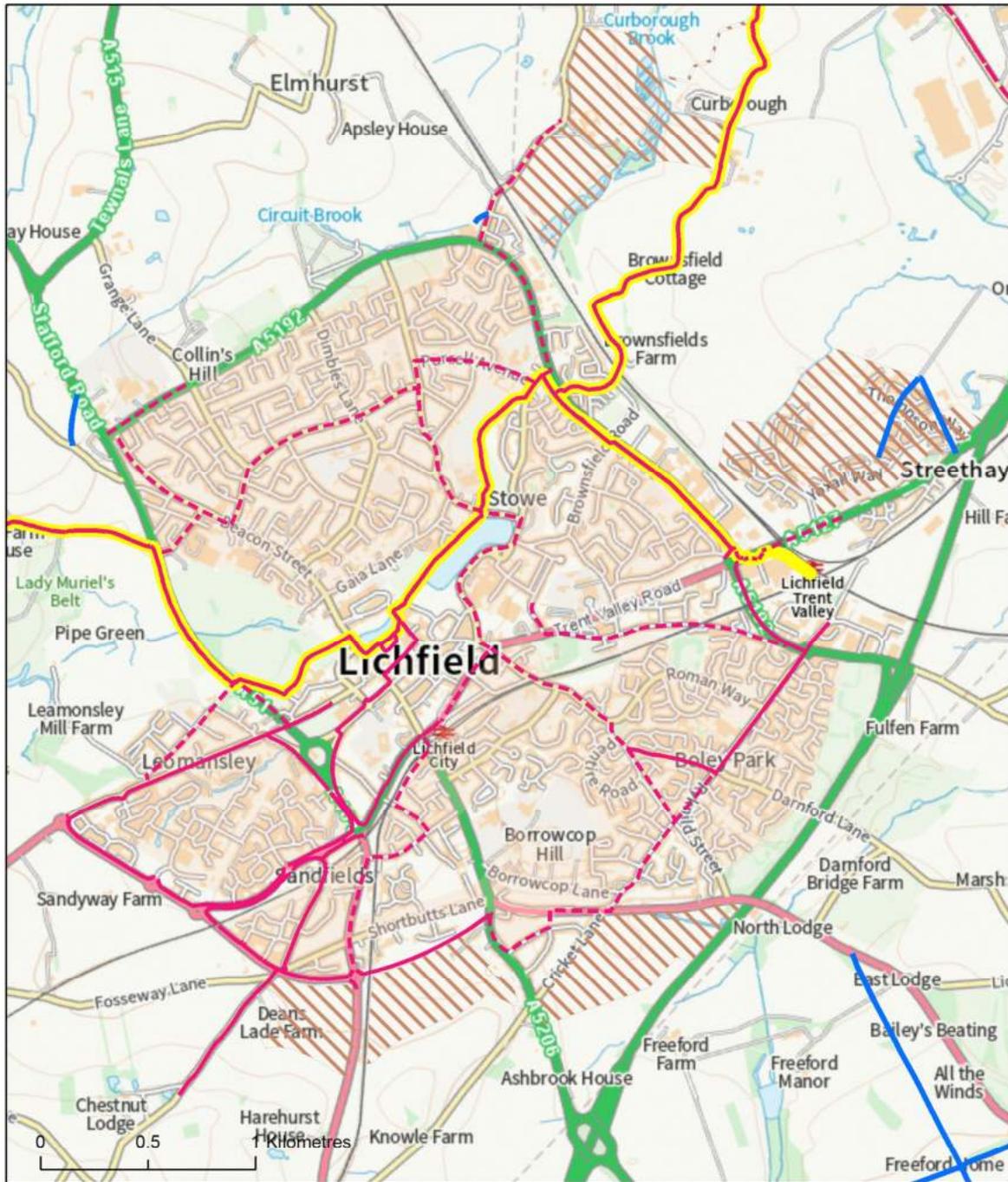


- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- National Cycle Network
- Bridleways
- Potential New Walking & Cycling Infrastructure
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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Lichfield

Figure 9.3: Lichfield Cycle Network

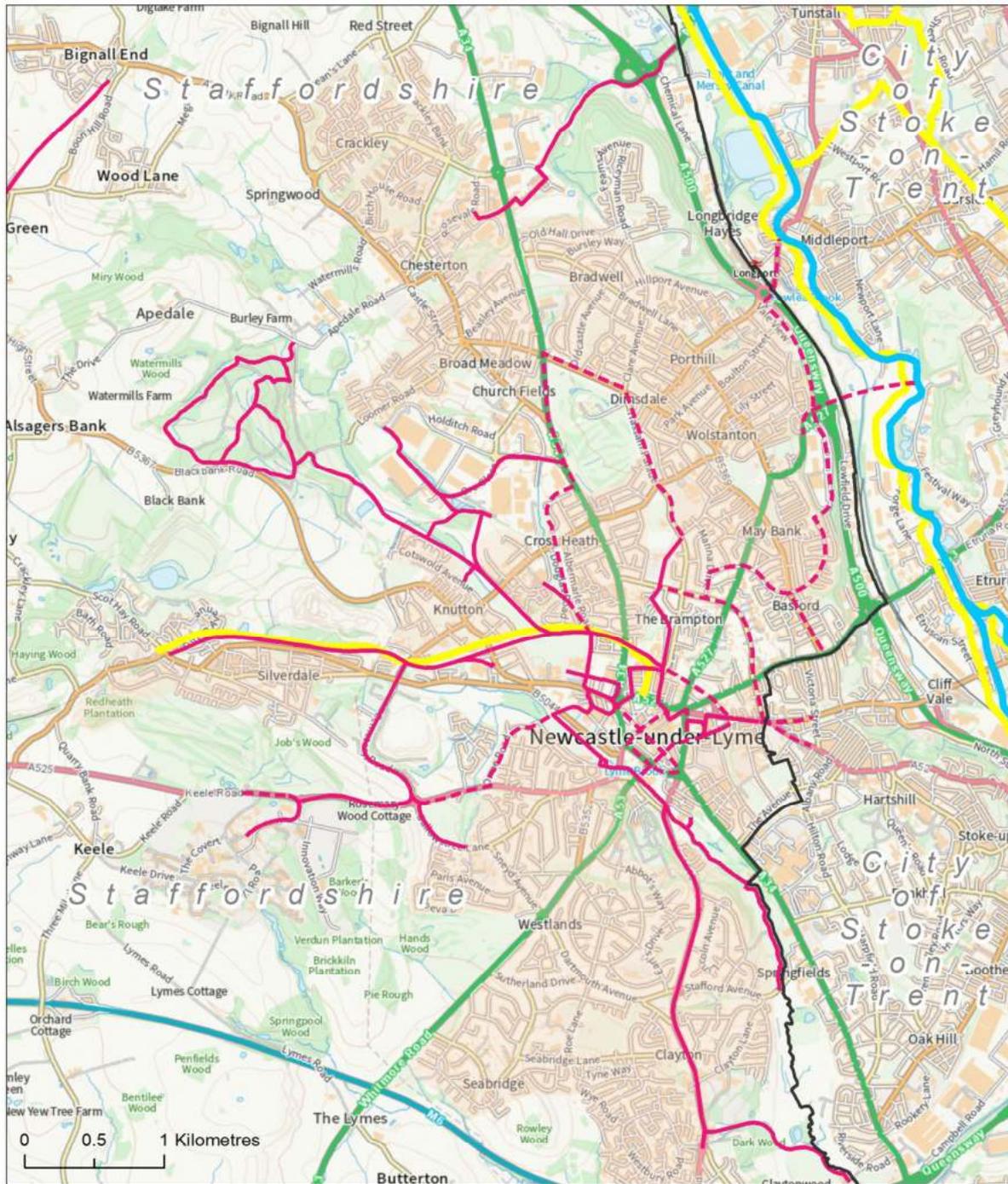


- | | |
|---|---|
|  Maintenance of Existing Cycle Network |  Residential Areas Considered Suitable for Cycling Through |
|  Proposed Cycle Corridor |  Strategic Development Sites |
|  National Cycle Network | |
|  Bridleways | |

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Newcastle-under-Lyme

Figure 9.4: Newcastle-under-Lyme Cycle Network



- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- National Cycle Network
- Canal Network
- Residential Areas Considered Suitable for Cycling Through

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Stafford

Figure 9.5: Stafford Cycle Network

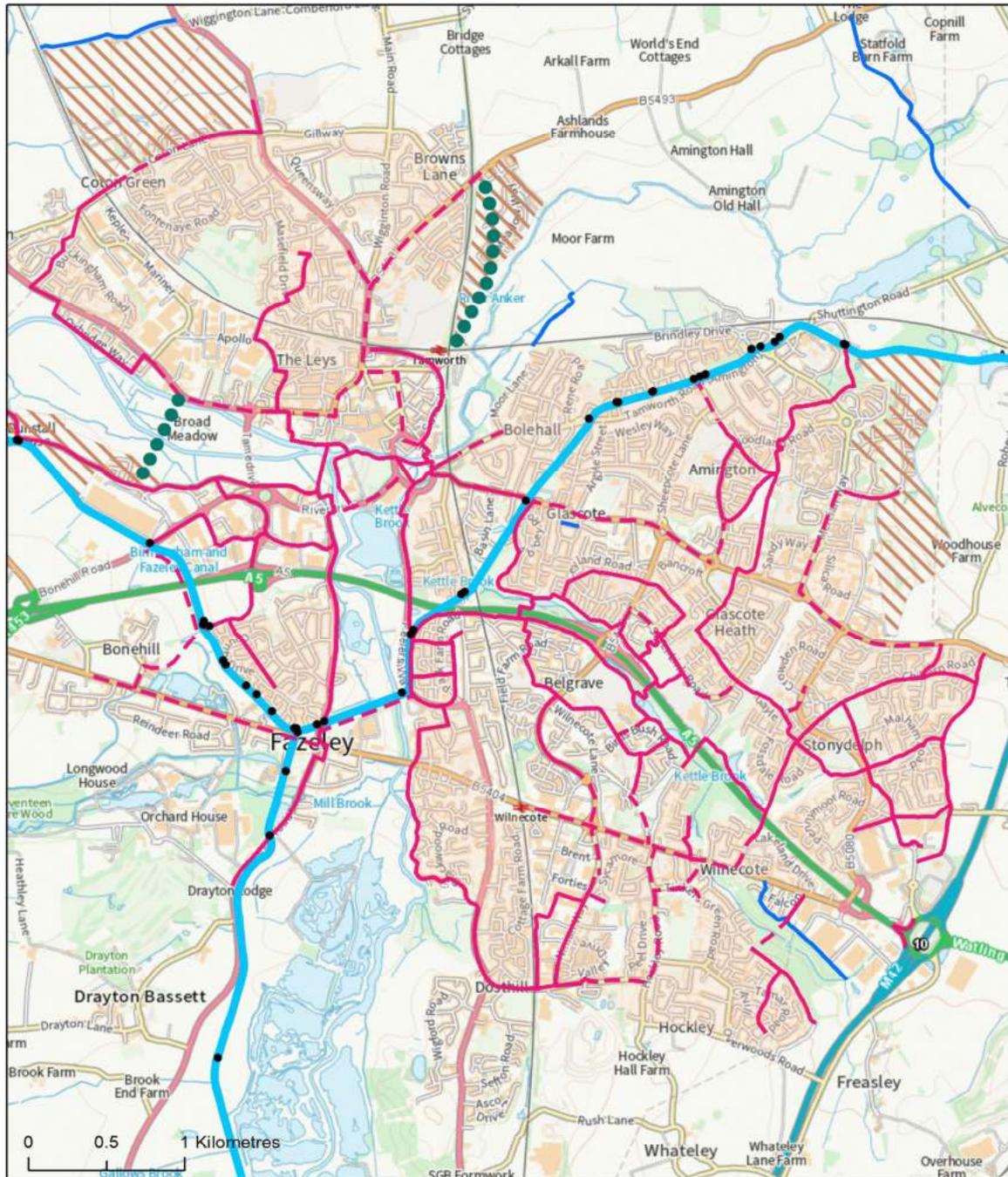


- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- National Cycle Network
- Canal Network
- Canal Access Points
- Bridleways
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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Tamworth

Figure 9.6: Tamworth Cycle Network



- Maintenance of Existing Cycle Network
- - - Proposed Cycle Corridors
- Canal Network
- Canal Access Points
- Bridleways
- Potential New Walking & Cycling Infrastructure
- Residential Areas Considered Suitable for Cycling Through
- Strategic Development Sites

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10. Core Walking Zone Audit

Methodology

10.1 The audit has identified where improvements to pedestrian infrastructure in the six town centres are required. All routes within the town centres where both pedestrians and vehicles are accommodated were audited on foot by Sustrans or PJA officers. Where several minor improvements have been identified in the same area or route, schemes have been amalgamated into a package of works, to ensure individual measures are implemented together and achieve complementary benefits and synergies. The audit focused on:

- **Attractiveness** – maintenance, fear of crime, traffic noise and pollution
- **Comfort** – condition, footway width, width of staggered crossings/pedestrian refuges, footway parking and gradient
- **Directness** – footway provision, location of crossings in relation to desire lines, gaps in traffic (where no controlled crossings present or if likely to cross outside of controlled crossing) and green man time
- **Safety** – traffic volume, traffic speed and visibility
- **Coherence** – dropped kerbs and tactile paving

Summary of Findings

10.2 The outcome of the audit is detailed in Appendix E which includes a Walking Zone Audit Report for each of the town centres, produced by Sustrans and PJA. Table 10.1 provides a summary of the overall performance of the routes in each town. The scoring excludes town centre locations that are already traffic-free where improvements are not expected to be required. Overall, Stafford receives the highest score. Newcastle's low score is attributed to the inclusion of the heavily trafficked ring road within the audit.

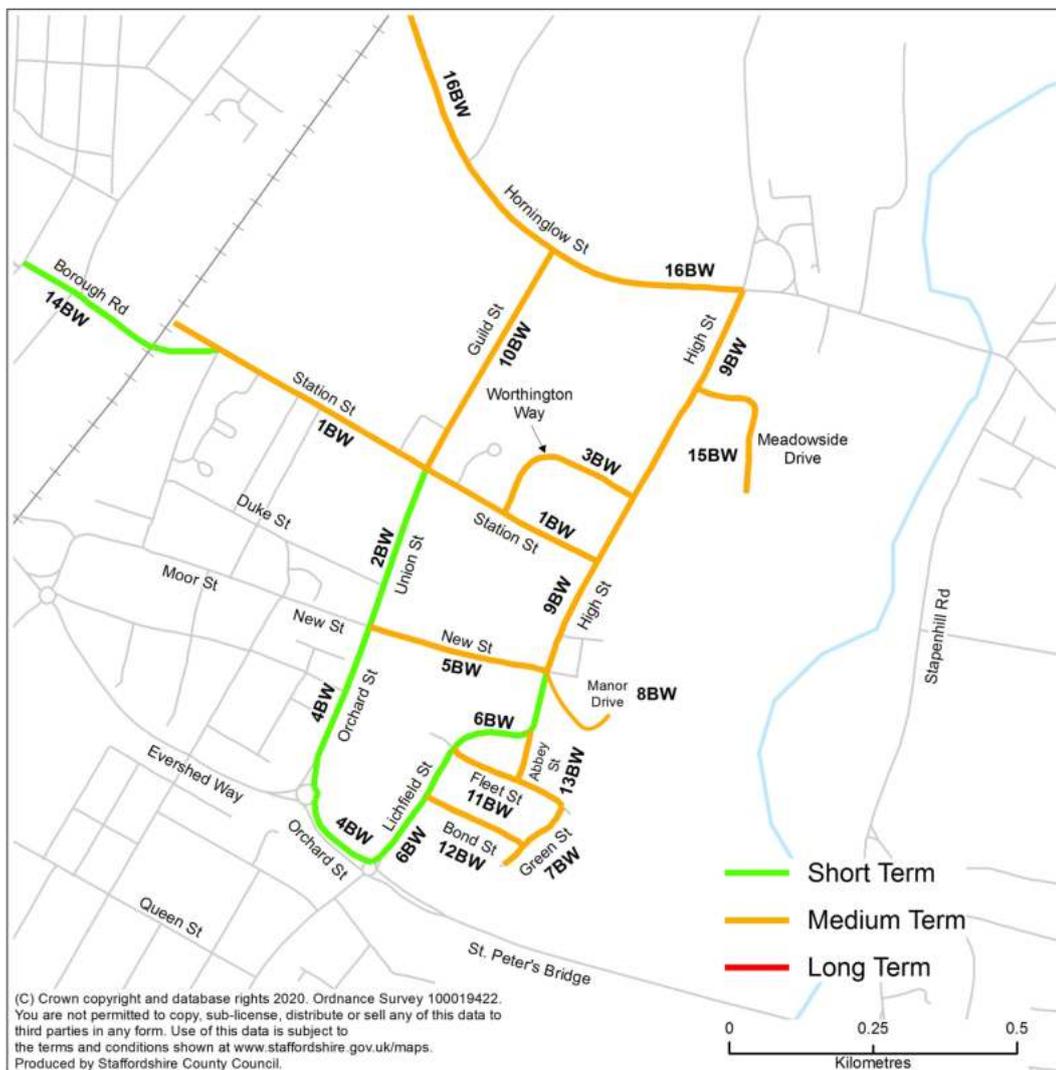
Table 10.1: Overall performance of town centre routes (excluding areas that are already traffic-free)

Town centre	Performance scores (out of 100)					
	Attractiveness	Comfort	Directness	Safety	Coherence	Overall
Burton upon Trent	67	66	65	66	40	64
Cannock	78	77	85	57	29	73
Lichfield	82	79	78	64	77	76
Newcastle-under-Lyme	56	54	65	44	50	56
Stafford	82	78	83	85	53	80
Tamworth	67	72	72	65	35	68

Burton upon Trent

10.3 16 town centre routes shared by vehicles and pedestrians were audited and the routes that improvements are recommended on are shown in Figure 10.1. Many streets are considered to have below the minimum level of provision, hence requiring improvement, the exception being the low trafficked streets of Manor Drive, Abbey Street and Meadowside Drive. The five routes considered to have the greatest pedestrian / vehicle conflict include Union Street, Orchard Street, Guild Street, Borough Road and Horninglow Street. The need for improved dropped kerbs and tactile paving is common on most routes. Footway maintenance is a concern on Guild Street, High Street, Orchard Street, Green Street, Fleet Street, Bond Street and Abbey Street and footway widths are inadequate on sections of High Street, Station Street, Lichfield Street and New Street. The route with the lowest overall score is Lichfield Street.

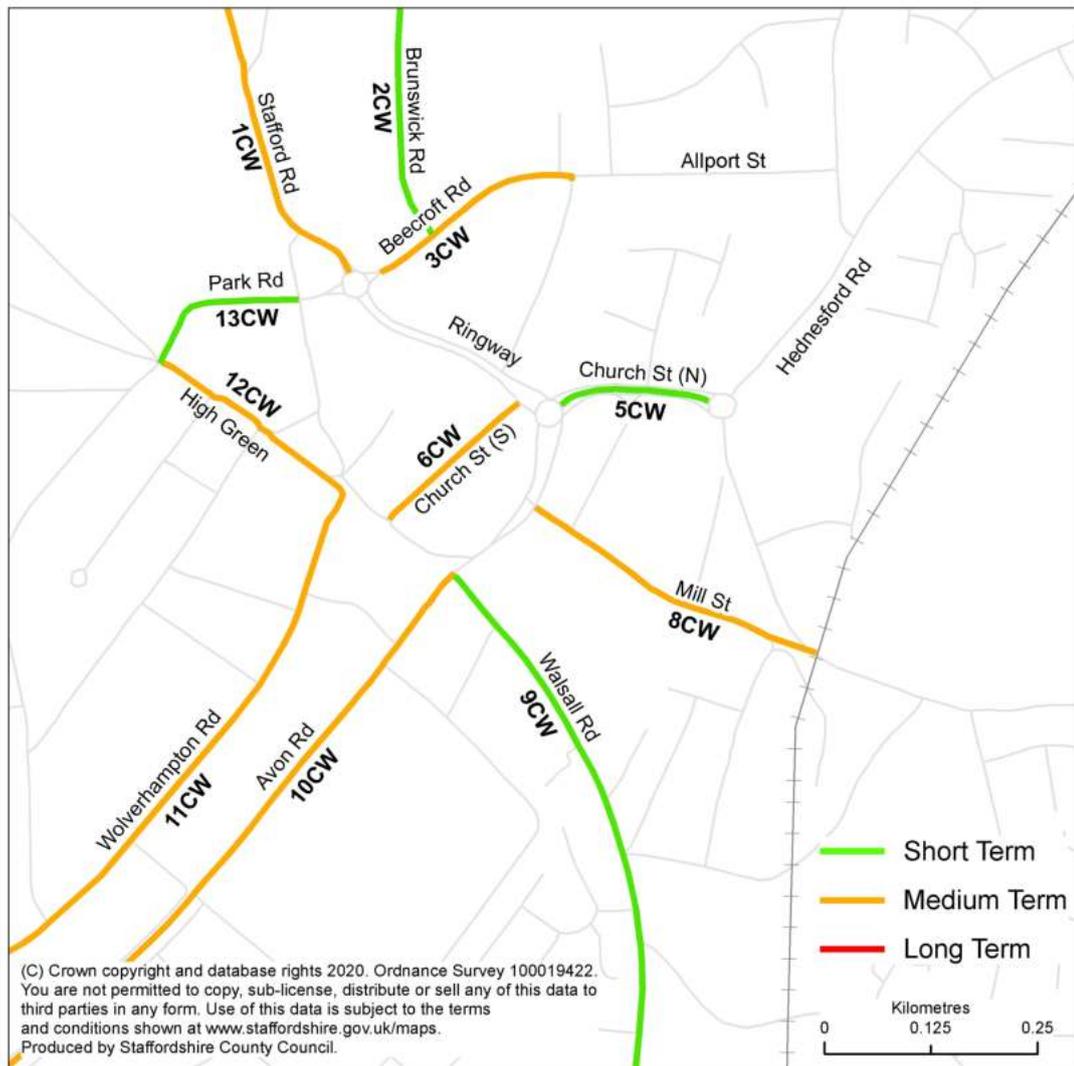
Figure 10.1: Location of Walking Schemes in Burton upon Trent



Cannock

10.4 13 town centre routes shared by vehicles and pedestrians were audited and the routes that improvements are recommended on are shown in Figure 10.2. Although many routes have a high level of provision, such as Beecroft Road, Allport Road, Wolverhampton Road and High Green, improvements are recommended on 11 routes. Poor footway maintenance is identified on Stafford Road, Brunswick Road, Church Street and Walsall Road. Footway width is an issue on Stafford Road, Walsall Road, High Green and Park Road. Missing dropped kerbs and tactile paving, along with street clutter are general concerns.

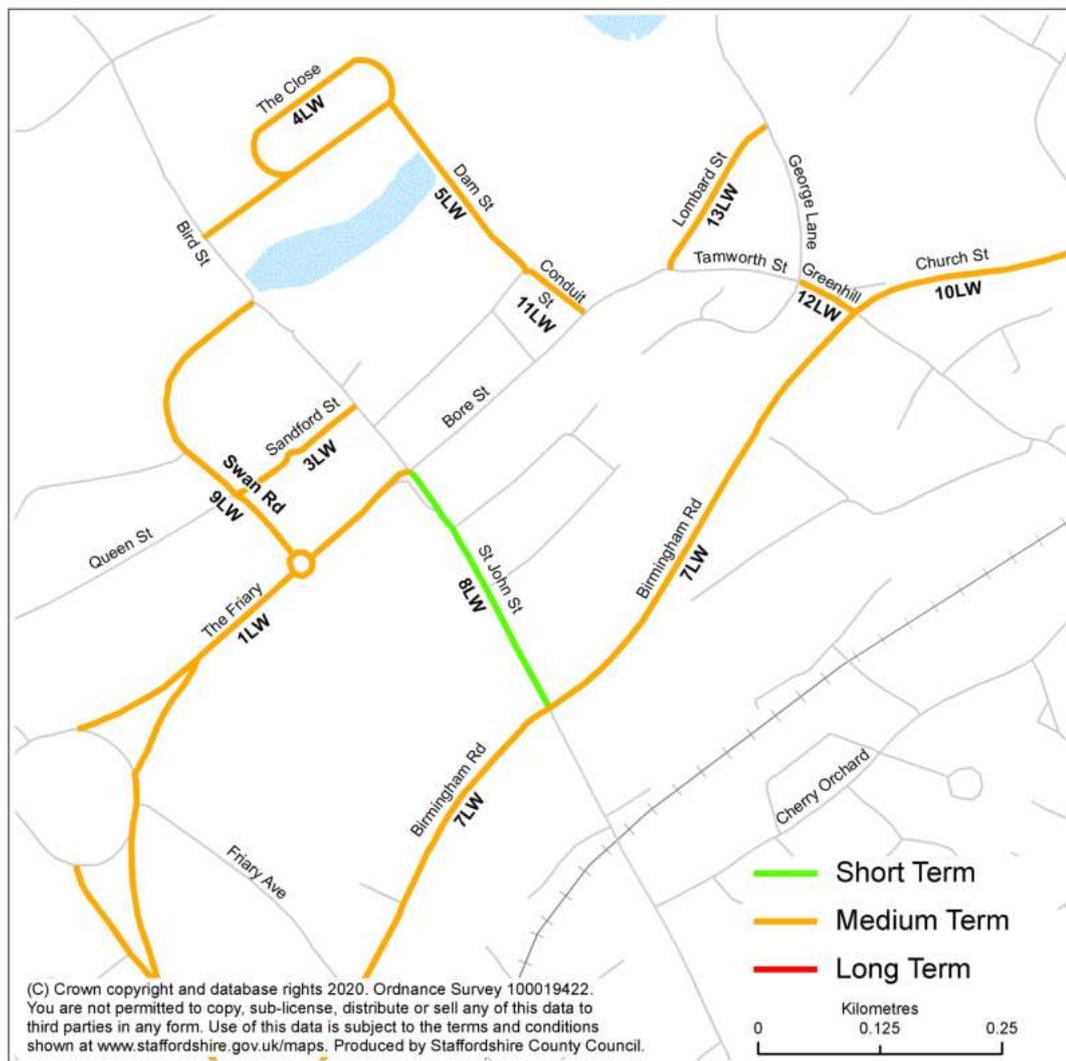
Figure 10.2: Location of Walking Schemes in Cannock



Lichfield

10.5 Out of the 13 town centre routes shared by vehicles and pedestrians that were audited, Bore Street, Dam Street and Tamworth Street received the maximum score in terms of level of provision for pedestrians. Other routes, such as The Close, Greenhill and Lombard Street, would benefit from footway widening, and footway maintenance is an issue on The Friary, Sandford Street, St John's Street and Swan Road. Recommendations are made to reduce pedestrian waiting times on the more heavily trafficked routes such as Birmingham Road. Where possible, pedestrian crossing distances at junctions should be reduced and match desire lines. The route with the lowest overall score is St John's Street. The routes that improvements are recommended on are shown in Figure 10.3.

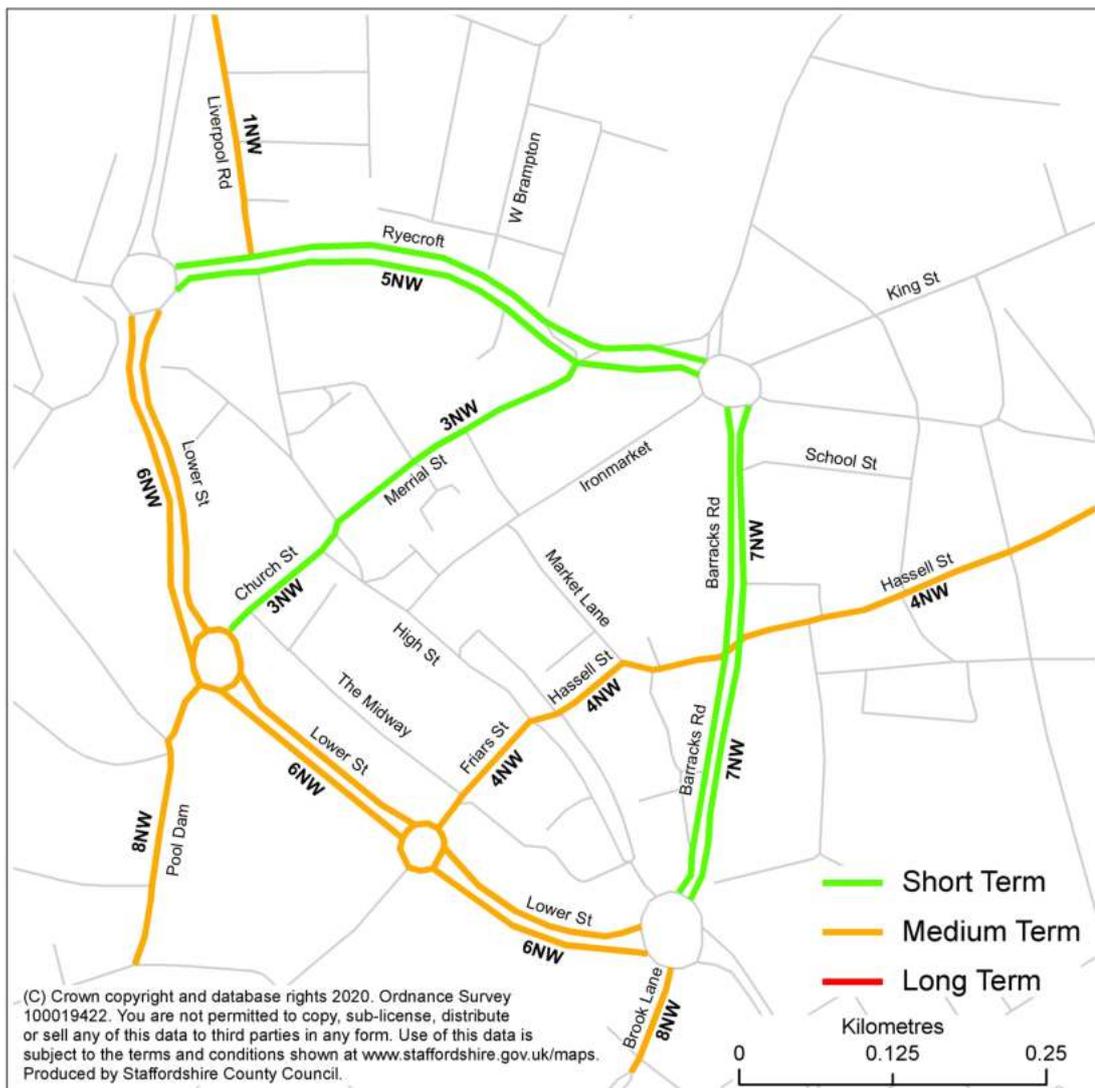
Figure 10.3: Location of Walking Schemes in Lichfield



Newcastle-under-Lyme

10.6 Eight town centre routes shared by vehicles and pedestrians were audited and the routes that improvements are recommended on are shown in Figure 10.4. The streetscape on Merrial Street, Liverpool Road, Hassell Street and Friars Street is the main issue within the ring road. Footways around the ring road are the greatest cause for concern and at the access points from the ring road to the town centre. Ryecroft, Lower Street and Barracks Road are significantly below the minimum level of provision. The audit also noted areas of narrow footway and limited crossing facilities on Pool Dam and Brook Lane located outside the ring road.

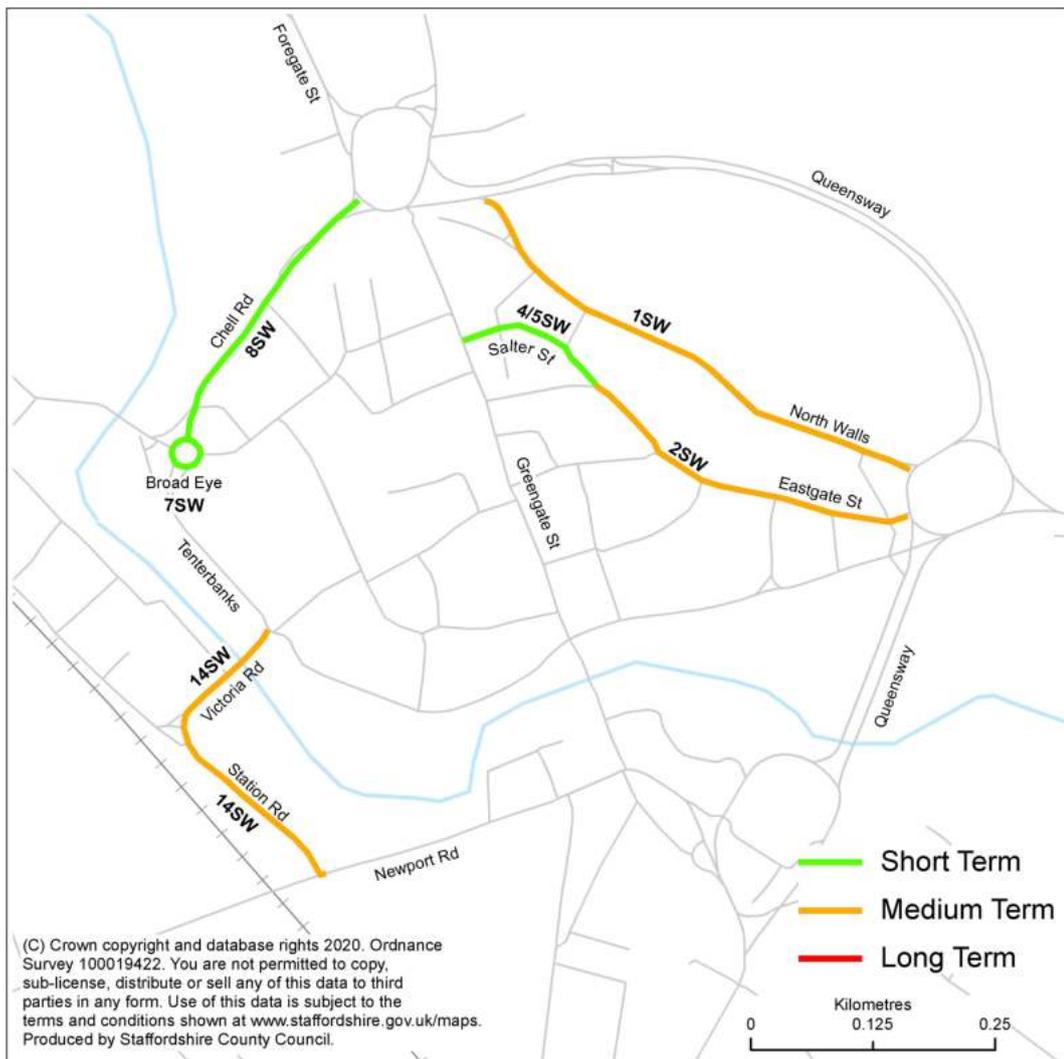
Figure 10.4: Location of Walking Schemes in Newcastle-under-Lyme



Stafford

10.7 Stafford town centre received the highest performance scores out of all six towns. Out of the 18 routes shared by vehicles and pedestrians, only seven require improvements for pedestrians, as shown on Figure 10.5. This includes North Walls, Eastgate Street, Salter Street, Broad Eye, Chell Road, Victoria Road and Station Road. Four of these routes will be relieved by the construction of the Stafford Western Access Route which is currently under construction and expected to be open in 2021. The most significant issues relate to footway maintenance, lack of tactile paving and dropped kerbs, footway width and crossing facilities.

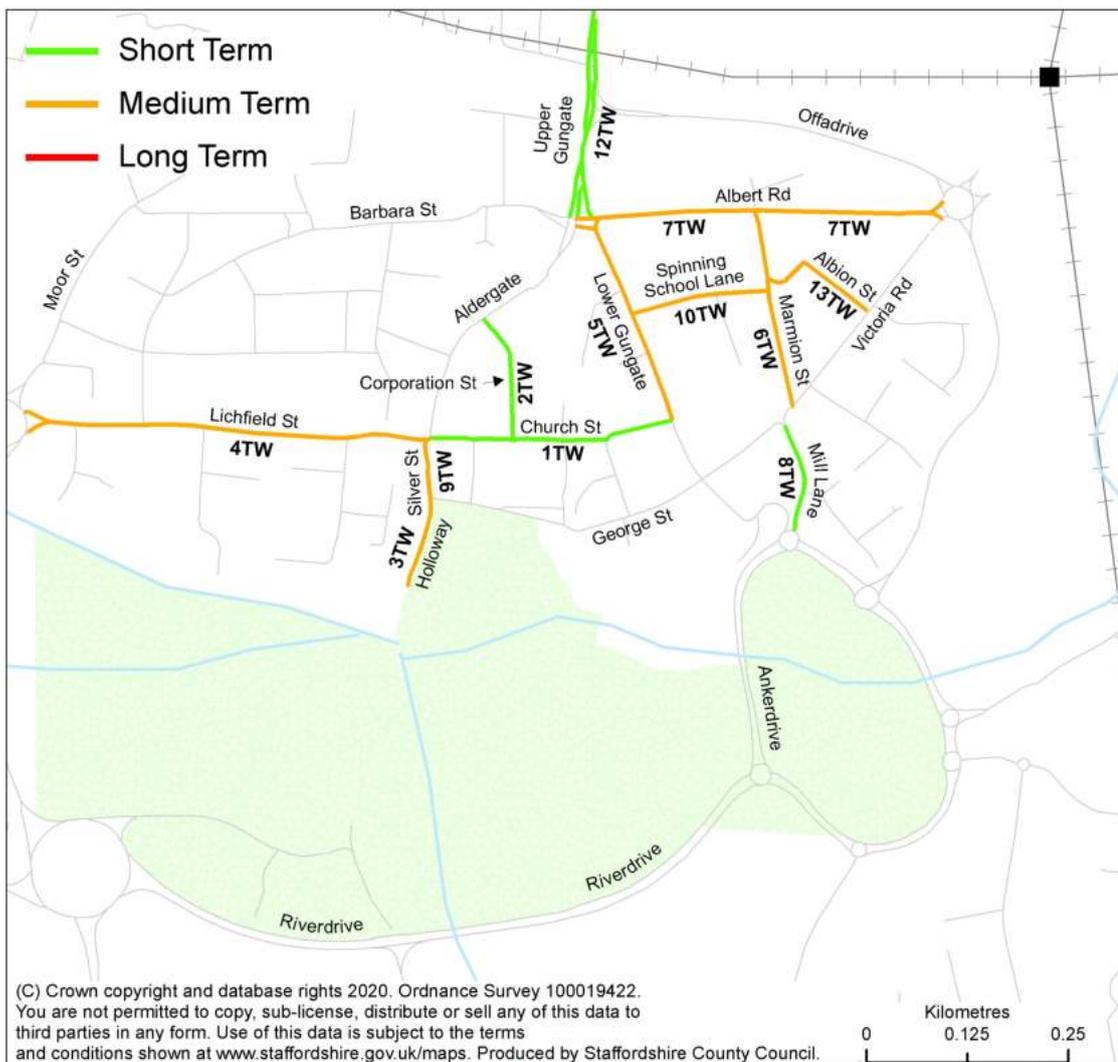
Figure 10.5: Location of Walking Schemes in Stafford



Tamworth

10.8 13 town centre streets shared by vehicles and pedestrians were audited, with Victoria Road receiving the highest performance score and Lower Gungate, Upper Gungate and Marmion Street receiving the lowest scores. Poor footway maintenance was highlighted on Church Street, Marmion Street, Albert Road, Spinning School Lane, with Albion Street also experiencing drainage issues. Footway width is a concern on Church Street, Lichfield Street, Lower Gungate, Marmion Street and Albion Street. Narrow footways were raised as an issue on the numerous routes that provide vehicle access to car parks. Limited visibility created by the high volume of buses on Corporation Street is a concern. Improved crossing provision at side roads is often required and signal crossing waiting times are a concern on Upper Gungate. The routes recommended for improvement are shown on Figure 10.6.

Figure 10.6: Location of Walking Schemes in Tamworth



11. Scheme Proposals and Delivery

Scheme Proposals

- 11.1 The auditing of the priority cycling routes and core walking zones within the six urban areas has identified a long list of around 200 potential infrastructure improvements. Appraisal and audits have not been completed for schemes within the rest of Staffordshire and are therefore not included within this long list of 200 improvements.
- 11.2 The proposed cycling schemes within the urban areas will help to complete the cycle networks in Chapter 9 and include a combination of the following:
- New lengths of walking / cycle routes
 - Quiet way treatment and traffic calming
 - New crossing facilities
 - Narrowing of junctions and entry treatments
 - Enhanced condition of existing cycle routes
 - Improved signage and wayfinding
 - Cycling through vehicle-restricted areas
- 11.3 Walking schemes focus on making the six town centre environments more attractive, comfortable, direct, safe and coherent and include:
- New pedestrian crossings
 - Resurfaced footways
 - Widened footways
 - Enhanced crossing facilities by increasing width and crossing times
 - Reduced traffic speed
 - Relocation of street furniture
 - General improvements to the public realm
- 11.4 The overall proportion of proposed scheme types is summarised in Table 11.1.

Table 11.1: Overall Proposed Scheme Types (in priority order)

Scheme Type	Schemes (%)
New cycle route	17%
Crossing facilities for peds/cyclists	17%
Surface improvement/maintain existing route	11%
Traffic calming	10%
Tactile paving/ dropped kerbs	8%
Quietway treatment	8%
Footway widening	8%
20mph zone	7%
Obstruction removal/de-clutter	5%
On-street parking restrictions	4%
New footway	3%
Enhanced cycle signs	2%

Prioritisation of Schemes within the Six Urban Areas

11.5 The 200 potential schemes have been prioritised based on their ability to benefit the greatest number of cyclists and pedestrians and achieve the objectives of improving sustainable connectivity and safety. Where possible, the scoring process has been automated using the outputs from the GIS analysis undertaken by PJA. The indicative value for money and feasibility of the scheme has also been considered based on conceptual design ideas. The scheme prioritisation is based on the following:

- Effectiveness of Scheme
- Fit with Policy
- Economic Impact
- Scheme Deliverability

Effectiveness of Scheme

11.6 The effectiveness of the scheme is dictated by the cycling demand on the route that the proposal intends to improve. Schemes have been given a score between 1 and 5 based on the outputs of the GIS analysis produced by PJA. The score takes account of the following journey types:

- Cycle to work journeys per day – commuter journeys under 5km
- Cycle/walk to school journeys per day – school journeys under 5km
- Forecast cycle demand from new developments

11.7 The effectiveness of schemes within the town centres that improves provision for pedestrians has been scored in terms of the pedestrian demand along the route and its likelihood to improve the journey to work by walking.

Fit with Policy

11.8 All of the 200 schemes fit with the three interconnected priority outcomes of the County Council's Strategy Plan for up to 2022:

- Be able to access more good jobs and feel the benefit of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their community

11.9 It was agreed with Sustrans and PJA that the policy scoring process should be based on measurable policies that, by 2040, aim to deliver Better Safety, Better Mobility and Better Streets, in line with LCWIP guidance. The outputs of the GIS analysis that align with these ambitions and have been used as part of the scoring process are summarised in Table 11.2.

Table 11.2: Policy Criteria of Scoring Process

Policy scoring criteria	LCWIP Ambitions		
	Better Safety	Better Mobility	Better Streets
Connects to rail		✓	
Proximity to new jobs and schools		✓	
Improves safety	✓		✓
Enhances cycle network density	✓	✓	✓
Enhances walking zone	✓	✓	✓

11.10 Table 11.3 summarises how the cycling schemes are scored in terms of helping to achieve the five policy criteria and LCWIP ambitions. The location of a scheme that corresponds with a section of the network that has the greatest ability to benefit the policy criteria has been given the highest score. As part of the GIS analysis, the score for connecting to rail; proximity to new jobs and schools; improving safety and enhancing cycle network density was standardised between 0-1 to provide each dataset with an equal weighting.

11.11 A high scoring cycling scheme is achieved under the following scenario:

- Scheme on a section of network with the greatest number of cycle-rail trips
- Scheme on a section of network with the greatest number of cycling trips from proposed new employment and new schools
- Scheme at a location where there is limited existing cycling facilities
- Scheme located near to recorded personal injury accidents involving cyclists

Table 11.3: Policy Scoring Process for Cycling Schemes

SCORE	1	2	3	4
Connects to rail	≤0.25	≤0.50	≤0.75	≤1.00
Proximity to new jobs	≤0.25	≤0.50	≤0.75	≤1.00
Proximity to new schools	≤0.25	≤0.50	≤0.75	≤1.00
Improves safety	≤0.25	≤0.50	≤0.75	≤1.00
Enhances cycle network density	≤0.25	≤0.50	≤0.75	≤1.00

11.12 Walking schemes were scored based on the criteria used in the LCWIP walking route selection tool. A high scoring walking scheme is achieved under the following scenario:

- Scheme that improve the attractiveness, comfort, directness, safety and coherence of town centre streets
- Scheme that improves connectivity to rail
- Scheme that improves connectivity to jobs and schools
- Scheme that improves safety for pedestrians

Economic Impact

11.13 An indicative appraisal has been completed for all scheme to help identify which improvements are likely to represent high value for money. The appraisal is based on the likely number of users compared to the likely cost of the scheme.

Scheme Deliverability

11.14 Based on the County Council's previous experience of delivering walking and cycling schemes, the key criteria to deliverability is the extent to which the scheme can be delivered within the existing public highway boundary; likely political and stakeholder support for the scheme; and the ability for the scheme to attract funding.

11.15 Schemes that can clearly be delivered within the highway boundary score the highest in terms of deliverability. Proposals receive a lower score if delivery will be delayed by the following:

- Land acquisition
- Agreements required with other delivery organisations such as Network Rail, Highways England, Local Planning Authorities and Canal and River Trust
- Complex and more costly schemes that depend on the completion of full business cases and bidding processes

11.16 Schemes that have the greatest potential to attract funding are scored higher. The existing funding streams that are available to the County Council include:

- Integrated transport block funding allocated through a political approval process
- 'Needs-based' maintenance capital block funding
- S106 funds received through planning obligations
- S278 funds received via planning conditions
- Community Infrastructure Funds managed by District/Borough Councils
- HS2 Road Safety Funds (Phase 1)
- Active Travel Fund (Tranche 2)
- Getting Building Funds managed by Stoke-on-Trent and Staffordshire LEP

11.17 Funding awards (known in March 2021) during 2020 and 2021 for schemes within the six urban areas include the following:

- £508,000 award from Department for Transport funds managed by Sustrans to deliver an improvement to the National Cycle Network in Stafford
- £1.83 million award the from the Government's Active Travel Fund (Tranche 2) to deliver schemes in Burton upon Trent, Cannock, Stafford and Newcastle-under-Lyme
- Getting Building Fund award of £210,000 to deliver schemes in Tamworth and Burton upon Trent

- 11.18 The HS2 Phase One Road Safety Fund allocation of £2.975 million available to Staffordshire County Council will be delivering a programme of works between 2021/22 and 2025/26. Around £1.255 million of the funding is expected to deliver walking and cycling schemes within Lichfield urban area.
- 11.19 As new funding opportunities emerge, deliverability scores may be subject to change. The minimum £31m investment assumes investment within the existing public highway boundary, however opportunities may arise to create new traffic-free walking and cycling infrastructure that could help to deliver the cycle networks in Chapter 9. Opportunities could be unlocked as:
- The business case for Burton upon Trent Town Deal is progressed, which proposes a new traffic-free crossing over the River Trent (see Figure 9.1)
 - The potential re-opening of the Rawsley Branch line in Cannock is progressed and promoted by Sustrans as a potential extension to the National Cycle Network (see Figure 9.2)
 - Strategic development sites are constructed in Tamworth (see Figure 9.6)
- 11.20 Two strategic development locations within Tamworth may provide the opportunity to create new segregated facilities serving cycling priority corridors. This could potentially include new walking and cycling infrastructure over the River Tame between Dunstall Lane development site and the A51 and a direct connection between the strategic development site at Anker Valley and Tamworth rail station.
- 11.21 Staffordshire County Council's 2021/22 indicative Capability Fund revenue allocation of £252,386 is available to support:
- The development and design of proposed LCWIP schemes to LTN 1/20 standards
 - Further appraisals and audits throughout the wider Staffordshire area
 - LTN 1/20 reviews of walking and cycling infrastructure proposed as part of the planning application process
 - Behavioural change programmes linked to LCWIP infrastructure.
 - Raising the profile of walking and cycling in Staffordshire
- 11.22 Department for Transport capital funding allocations expected for the funding period 2021/22 to 2024/25 will support the delivery of LCWIP infrastructure to LTN 1/20 standards.

Indicative Scheme Programme for the Urban Areas

- 11.23 In order for Staffordshire County Council to have the ability to help the government achieve its ambition of Better Safety, Better Mobility and Better Streets, a minimum of £31m investment is required up to 2030/31 to deliver 200 schemes on the priority cycle networks and core walking zones in Burton upon Trent, Cannock, Lichfield, Newcastle-under-Lyme, Stafford and Tamworth.
- 11.24 All 200 schemes are priority schemes that emerged from the GIS analysis. As required by LCWIP guidance, the 200 schemes have been further prioritised in

terms of short, medium or long-term delivery during the period up to 2030/31, as identified in Appendix F. The programme will be subject to ongoing review, following the outcome of consultations, detailed design and the announcement of funding streams.

11.25 Additional funding would enable additional schemes to be added to the programme to deliver the following:

- Required amendments to scheme design to achieve LTN 1/20 compliance
- Improvements to the wider Staffordshire walking and cycling network identified in Chapter 6
- New traffic-free routes outside the existing public highway boundary that would serve priority cycling corridors, as described in paragraph 11.19
- Maintenance of the existing cycle network

11.26 Delivery in the short-term up to 2023/24 includes schemes that achieve the highest score in the prioritisation process. Generally, these schemes are within the existing highway boundary, but delivery will be dependent on the availability of funding resources. All other schemes are likely to require significant levels of additional funding and are expected to have a longer lead-in period due to the size and complexity of the proposal, including potential land acquisition and buy-in from politicians and partner organisations.

11.27 All schemes proposed in the core walking zones are recommended for delivery in either the short or medium-term up to 2027/28. Although schemes proposed for the long-term up to 2030/31 are on the priority cycle network where there is a significant cycle demand, they are not on the routes that are currently expected to attract the highest demand. Cycle improvements expected to be delivered in the long-term tend to be more aspirational and await a defined solution.

11.28 Progress is being made on the delivery of schemes within the six urban areas as detailed in Table 11.4.

Table 11.4: Short-term Committed Programme

Ref	Scheme	Funding Source
SC	South Walls shared cycle route, Stafford	Sustrans/S106/IT block
19SC	Doxey Road pedestrian crossing, Stafford	IT block
SC	Walking and cycling scheme Castle Street and Railway Street, Stafford	S106
20SC / 8SW	Chell Road walking and cycling scheme, Stafford	Active Travel Fund
7TC	B5000 Glascote Road traffic calming and cycle route, Tamworth	S106/LEP
1/2TC	Comberford Rd / Coton Lane speed reduction and cycle routes, Tamworth	S106
1/2TW	Corporation St/Church St pedestrian improvements, Tamworth	S106

3TC	Ashby Road toucan crossing, Tamworth	S106
38BC	Waterloo Road traffic calming, Burton	IT Block/S106
3BC	Branston Road shared use/footway widening, Burton	S106
3BW	New Street/Worthington Way/High St pedestrian scheme, Burton	S106/Town Deal
21BC	A444 cycle route, Burton	S106/LEP
4BC	Shobnall Road traffic calming and NCN, Burton	S106
10BC/ 1BW	Station Street walking and cycling scheme, Burton	Active Travel Fund
13LC	Eastern Avenue pedestrian and cycle provision between A51 junction and Dimbles Lane, Lichfield	HS2 Road Safety Fund
LC	Abnalls Lane (A51 Lichfield to Burntwood)	HS2 Road Safety Fund
6/7NC	George Street walking and cycling scheme, Newcastle-under-Lyme	Active Travel Fund
6/20CC / 8CW	Lichfield Road and Hednesford Road walking and cycling scheme, Cannock	Active Travel Fund

11.29 The ranking provided in Appendix F indicates that at least £2.07m for walking schemes and £3.17m for cycling schemes is required as a priority to deliver the short term programme up to 2023/24. The proposed schemes are listed in Table 11.5 and 11.6. This list is indicative and based on available evidence. There is scope to amend this list as new funding opportunities emerge, and as further design work is completed.

Table 11.5: Town Centre Walking Zone Proposed Short Term Schemes

Ref	Location	Scheme
2BW	Union Street, Burton	Remove pavement obstructions, enhance tactile paving, consider cycling provision (linked to 17BC)
4BW	Orchard Street, Burton	Improve surfacing, remove pavement obstructions, improve pedestrian crossing times, tactile paving, consider cycle provision (linked to 17BC)
6BW	Lichfield Street, Burton	Widen footway, remove obstructions and vegetation, wider pedestrian refuge, consider pedestrian desire lines at Lichfield St / High Street junction, wider refuges at Park Street, slow speeds, tactile paving
14BW	Borough Road, Burton	Rationalise street furniture, enhance space at crossing points, reduce pedestrian delay at traffic signals, speed enforcement, tactile paving, consider cycle provision (linked to 10BC)

2CW	Brunswick Road, Cannock	Maintenance works to footways at side road crossings to improve surfacing and reduce trip hazards
5CW	Church Street (north), Cannock	Surface maintenance on footway crossing points
9CW	Walsall Road, Cannock	A34 Walsall Road/A4601 Avon Rd junction requires general removal of street clutter to widen footways and remove obstacles. Surface maintenance and new tactile paving should be considered where appropriate
13CW	Park Road, Cannock	De-clutter Park Road in vicinity of bus station, consider removal of guardrail where appropriate (safety audit). Implement tactile paving where required. Footway widening
8LW	St John's Street, Lichfield	Footway maintenance, speed reduction measures, improved pedestrian crossing provision and narrowing of junctions
3NW	Church Street and Merrial Street, Newcastle	There are no pedestrian crossing points or dropped kerbs along Merrial St apart from at the junction with High St. Proposed crossing at northern end of Merrial Street
5NW	Ryecroft, Newcastle	Side road crossings not in line with desire line. Replace current two-stage crossing with single stage parallel ped and cycle signalised crossings. Improve and widen shared footway/cycle tracks to link to adjacent streets. Consider cycle provision (linked to 3NC)
7NW	Barracks Road, Newcastle	Links are unpleasant due to lack of active frontage and proximity of traffic. Subways at regular intervals (each major junction) but not pleasant. Improve subway entrances from footways by widening, guardrail removal, planting etc. Dropped kerbs/tactile paving or entry treatments to reduce crossing distance at side roads. Hassell St crossing needs to be a single stage toucan to accommodate cycle traffic - needs footway widening on Hassell St (east) - see also cycle audit.
4/5SW	Salter Street, Stafford	Flush paving has no edge marking for visually impaired users along the retail area. Footway maintenance required from North Walls.
7SW	Broad Eye, Stafford	Footway widening and review of crossing facilities

8SW	Chell Road, Stafford	Footway and vegetation maintenance, footway widening at bus stop, improved visibility at service area access, improved ped crossing timings. Consider cycle provision (linked to 20SC)
1TW	Church Street, Tamworth	Footway maintenance, wider footways, marked disabled bays. The road is a route out from Corporation Street for buses. Double yellow lines parked on regularly by disabled badge holders. This restricts visibility for pedestrians. The Corporation Street crossing point is set well back from Church Street.
2TW	Corporation Street, Tamworth	Provide more direct route for pedestrians and improve crossing facilities. The taxi rank and turning area creates a significant diversion for pedestrians and crossing the road involves negotiating buses.
8TW	Mill Lane, Tamworth	Extend pedestrian crossing time, dropped crossing and tactile paving. The footway narrows where parking places are provided. Traffic flows and speeds can seem high on this route around the town centre.
12TW	Upper Gungate, Tamworth	Reduce pavement obstructions, reduce waiting times for pedestrians and improve tactile paving. Reduce the width of the wide access to Morrisons. Consider cycle provision (linked to 4TC)

Table 11.6: Priority Cycle Network Short Term Schemes

Ref	Location	Scheme
3BC	B5018 Burton Road / Branston Road, Burton	Shared use, footway widening on rail bridge and use of quiet residential streets.
4BC	Shobnall Road, Burton	Corridor quiet way solution and traffic calming.
8BC	Grange Street, Burton	20mph speed limit and traffic calming.
15BC	Blackpool St / Trent St, Burton	20mph speed limit and traffic calming (parking bays on alternate side of road).
24BC	Bearwood Hill Road / Himington Street, Burton	Quiet way treatment on alternative routes.
38BC	Waterloo Street, Burton	20mph speed limit and traffic calming.

13CC	Hemlock Way / Keys Park Road, Cannock	Both Hemlock Way and Keys Park Road footways and verge are suitable for shared use. Toucan crossing on the Hill Street arm of the junction would make a route along Hemlock Way and Keys Park Road viable. Some widening work of the footway at the corner of Hill Street and Keys Park Way would also be required.
14CC	Wimblebury Road, Cannock	20mph speed limit and crossing points.
16CC	Hednesford Road (North), Cannock	Traffic calming and 20mph and cycle route on residential roads to rear of school linking to Bank Street.
20CC	Lichfield Road, Cannock	Provision of shared use facilities on the north side of the road by removing existing grass verge.
4LC	Broad Lane, Lichfield	Signage and quiet way treatment on a quiet residential street that is already traffic calmed with build-outs.
8LC	Friary Road, Lichfield	Maintenance of existing facility.
13LC	Eastern Avenue (near The Friary School), Lichfield	Shared use on north side and incorporate cycle provision at crossings. New shared use footway/cycleway is required on the north side of Eastern Avenue to support existing journeys from the residential areas south of Eastern Avenue to The Friary School, Friary Grange Leisure Centre and the care home.
17LC/ 19LC	Curborough Road / St Chads Road	A quiet way treatment to highlight the cycle route further and other options such as filtered permeability by controlling vehicle access with one-way streets.
18LC	Greenhill / George Lane (link to 12LW)	Alternative signed route from Rotten Row into the City Centre and avoiding Greenhill. There are no cycle facilities and other alternative routes should be explored to achieve an access into and out of the city centre at this point. Options include utilising the proposed cycle route improvements along Birmingham Road to sign a route from Rotten Row into the city centre and avoiding Greenhill.
6NC	A52 George Street, Newcastle	Light segregation to protect cycle lanes and parallel crossing for access to the two-way cycle track and links to existing signed routes.

11NC	Knutton Rd, Pool Dam, Keele Rd and Greenway, Newcastle	Orme Road quiet parallel route, cycle crossing Pool Dam and Blackfriars Road to serve Greenway, parallel zebra crossing on Keele Road in vicinity of Orme Rd, track resurfacing north west of Orme Road.
2SC	Sandon Road (north), Stafford	New barriers, resurfacing and vegetation clearance providing improved cycle access but prohibiting vehicular access.
3SC	Beaconside (south), Stafford	Toucan crossing at Weston Road roundabout.
9SC	Bridge Street / Greengate St / Gaolgate St, Stafford	Revised Traffic Regulation Order to allow cyclists.
11SC	Radford Bank / Weeping Cross, Stafford	Route selection tool should be used to appraise options as alternative off-carriageway route is available. Convert puffin to toucan on Radford Bank. New shared use footway/cycleway not considered deliverable.
14SC	Rowley Bank, Stafford	Quiet way treatment to adjacent route on Brook Glen Rd/Rowley Grove.
20SC	Chell Road, Stafford (links to 8SW)	Shared use following delivery of the Stafford Western Access Route.
25SC	Corporation Street, Stafford	Quiet way behind houses adjacent to allotment, enhancing signing and route visibility.
27SC	Bertelin Road / Oxford Gardens, Stafford	Quiet way that provides alternative to Sandon Road.
1TC	Coton Lane, Tamworth	Cycle route ends at the first junction with Fontenaye Road. The route should have been constructed as a toucan crossing with linking shared use footway/ cycleway into the development. A short section of footway can be converted to shared use footway/ cycleway to link a quiet service road with segregated cycle route on Coton Lane and a crossing of Comberford Road to the Rawlett School. Improved road markings to existing route, upgrade of existing crossing to toucan and provision of 100 metres of shared use route.
5TC	Offadrive, Tamworth	Maintenance required including signing.

6TC	Bolebridge Street, Tamworth	Segregated off-highway cycle provision is provided alongside Bolebridge Street that only requires minimal maintenance and signing to bring it to a high standard.
9TC	Florendine St/Woodland Rd, Tamworth	Quietway treatment, new signing and maintenance.
13TC	Tamworth Rd to Watling St (off-road), Tamworth	An existing spine route that provides safe off-road cycleway and serves journeys through and to Stoneydelph plus links with similar off-road provision to Tamworth centre. The route is lit but would benefit from maintenance to surface and signing.
21TC	Fazeley Rd / Riverdrive, Tamworth	The analysis identifies Riverdrive however there are far better alternative routes already in place that provide the same connectivity as Riverdrive and on a similar alignment. These routes would benefit from maintenance improvements.
24TC	Aldergate, Tamworth	Advisory cycle lanes could offer additional comfort for cyclists travelling through however the current highway width means that vehicles cannot pass cyclists and cycle lanes would offer limited benefit. Consider a quiet way treatment on Aldergate to allow for additional cycle signage and cycle logos.

12. Integration and Application

Introduction

- 12.1 Staffordshire County Council's Local Cycling and Walking Infrastructure Plan is based on robust GIS analysis that provides an evidence base for supporting investment in walking and cycling schemes. The evidence base within the document will help to add weight to the decision to prioritise funding for walking and cycling schemes which is particularly important when there are conflicting interests that could arise through consultation processes. It is expected that the requirements of cyclists and pedestrians identified within the LCWIP will become integral to the transport systems within the six urban centres and embedded in transport schemes such as local safety schemes, junction improvements, street redesigns and maintenance works.
- 12.2 Staffordshire County Council, in partnership with key stakeholders, has a successful track record in delivering walking and cycling infrastructure funded through IT capital block, developer contributions, bidding opportunities and growth deal funds secured through the Stoke-on-Trent and Staffordshire Local Enterprise Partnership. This is highlighted in Table 12.1 which summarises the level of recent investment in transport schemes that have improved conditions for pedestrians and cyclists. Through the LCWIP process, the County Council is committed to growing this level of investment during the period up to 2031.

Table 12.1: Previous Walking and Cycling Investment*

Town	Total five year Spend 2014/15 – 2018/19
Burton upon Trent	275,303
Cannock	116,447
Lichfield	524,979
Newcastle-under-Lyme	1,724,296
Stafford	2,300,983
Tamworth	2,062,669
TOTAL	7,004,676

*Excluding footway and cycleway maintenance

Integration with Existing Plans

District/Borough Integrated Transport Strategies

- 12.3 The LCWIP has provided a detailed analysis of the main settlements within six of the District / Borough Integrated Transport Strategies and provides an overarching view for the rest of Staffordshire. As resources permit, GIS analysis could also be undertaken for the smaller settlement and inter urban routes within the more rural areas of Staffordshire and included in future updates of the LCWIP document. The LCWIP's policies and proposals will become embedded in all District / Borough Integrated Transport Strategies as they are updated in line with emerging Local Plan preparations being made by the District / Borough Councils. The Integrated Transport Strategies replace Staffordshire's Local Transport Plan.

Local Planning Process

- 12.4 The County Council actively engages with local planning authorities in Staffordshire on the development of Local Plans. Local Plan teams have accepted the current Integrated Transport Strategies as an important part of the evidence base for their Local Plans. Embedding the outputs from LCWIP into the County Council's Integrated Transport Strategies is therefore key to integrating LCWIP into policies and proposals within Local Plans.
- 12.5 At the appropriate stage in the Local Plan review, the County Council will update the Integrated Transport Strategies in line with the LCWIP document. Likewise, as the local planning authorities identify further housing and employment allocations, the LCWIP document will need to be reviewed to reflect possible new routes with high walking and cycling demand. County Council responses to Neighbourhood Plans will also consider LCWIP recommendations.
- 12.6 Staffordshire County Council, as both the highway and local transport authority, is a statutory consultee on all planning applications. Through the planning consent process, developers will be made aware of the LCWIP and will be required to consider it in the preparation of Transport Assessments and Travel Plans. Through this process, S106 obligations and S278 conditions will be negotiated to reflect the LCWIP. The robust evidence base that has been used to support the LCWIP is expected to make these negotiations more successful in terms of securing developer contributions towards the delivery of the priority cycle networks and walking zones within the six urban areas. Also, as a statutory consultee on the Community Infrastructure Levy (CIL), the County Council will ensure that LCWIP proposals are eligible for CIL, as appropriate.
- 12.7 Economic regeneration teams at both the District/Borough Councils and the County Council are actively engaged in encouraging the growth and prosperity of the six town centres included in the LCWIP. Strategies are in place to encourage vibrant town centres that are fit for the future. As a result, Stafford, Newcastle-under-Lyme and Tamworth have been successful in reaching the next round of the Future High Street Fund and Burton upon Trent and

Newcastle-under-Lyme are eligible for Town Deal funding. The County Council will work with the District/Borough Councils on the highway and transport aspects of these strategies, to promote the recognition of LCWIP recommendations.

Education, Training, Promotion and Cycle Parking

- 12.8 The provision of additional revenue resources would enable the County Council to promote and encourage use of new walking and cycling facilities. As schemes within the LCWIP programme are delivered, targeted events and activities would help to achieve increased sustainable travel within the six urban centres. Community events involving led walks and bike rides could be held, together with training events enabling people to cycle safely and confidently on the new routes. Engagement with local schools and businesses along the routes that have been improved would also be beneficial.
- 12.9 Bikeability training already takes place throughout Staffordshire using existing resources, providing a variety of modules and levels to all school pupils. Training increases confidence and includes safety and journey planning, leading to increased cycling to school. Annual campaigns to increase active travel are supported, include Walk to School, Be Bright Be Seen, Cycle and Scoot to school days, WoW (Walk once a Week). Modeshift STARS (Sustainable Travel Accreditation and Recognition for Schools) are also awarded to schools that demonstrate excellence in supporting sustainable travel. Further funding would provide the opportunity for these initiatives to be targeted more intensively along routes being enhanced by the LCWIP programme.
- 12.10 LCWIP delivery will be promoted through the wider Health and Wellbeing agenda. This includes the 'Everyone Health' programme that offers weight management programmes for adults and 'Time 4 Sport' who offer weight management programmes for children and young people, together with the Do It to Feel Better campaign that links to the County Council's Mental Health and Wellbeing Action Plan. A shift from vehicle travel to walking and cycling for shorter journeys will contribute towards the Climate Change Strategic Development Framework.
- 12.11 Cycle parking is integral to any cycle network. As resources permit, cycle parking will be provided at the end of trips or at journey interchange points as this will have a significant influence on cycle use. Cycle parking, and routes to and from it, will be clearly marked, overlooked, well-maintained, well-lit and integrated into the built environment.

Project Management

Governance

- 12.12 The County Council has an excellent track record in delivering the types of measures proposed in the LCWIP programme, which is why the existing local delivery and governance arrangements will be used to deliver the programme.

The production of the LCWIP and future reviews is the responsibility of Staffordshire County Council's Assistant Director for the Connected and Sustainable County. The Assistant Director for Highways and Built Environment has overall responsibility for the management of the County Council's strategic Infrastructure+ partnership that is contracted to deliver all highway improvements on the local highway network, together with top-up resources for infrastructure and environmental professional/consultancy services.

- 12.13 Staffordshire County Council's Connectivity Strategy Team within Connectivity and Sustainability will work closely with the principle engineers within the Infrastructure+ partnership and their delivery teams to enable the LCWIP programme to be delivered within budgets and timescales, actively managing risks and seeking political approvals when appropriate. The Infrastructure+ partnership will plan and develop work programmes, manage staff and contractors, and ensure delivery meets scheme objectives, using available resources. Other teams within the County Council will actively engage, as appropriate, including Communications and Marketing, Corporate Finance, Legal Services and Public Health and Prevention.

Wider Stakeholder Support

- 12.14 As well as District / Borough Councils, other organisations have confirmed their desire to work in partnership with Staffordshire County Council to deliver the LCWIP, as follows:

- **Sustrans** - commissioned to advise the County Council in the development of the LCWIP, including the provision of a safe and accessible National Cycle Network
- **Canal and River Trust** – who aim to create better towpaths for everyone
- **National Forest Company** – supporting the positive benefits that improved off-road routes could bring to the local tourism industry, connecting people to the natural environment

Consultation Process

- 12.15 The results of the GIS analysis and route audits that led to the identification of the 200 schemes were reported in the draft LCWIP that was published for consultation in February 2020. Councillors, stakeholders and residents were invited to comment on the draft LCWIP document in June/July 2020. 99 responses were received, including 16 stakeholders and 15 councillors. 36 respondents were from outside the six urban centres covered by the draft LCWIP.

- 12.16 Highlights from the consultation are as follows:

- 42 respondents requested that the LCWIP should cover the whole of Staffordshire
- 23 respondents suggested that the LCWIP was not ambitious enough and should recognise DfT's new guidance note, LTN 1/20
- 10 respondents were not supporters of cycling

- Four stakeholders felt that the LCWIP overlooked the contribution that improved canal towpaths could make to enhancing the walking and cycling environment
- 17 respondents were critical of the poor condition of existing cycle routes and stated that investment should be focused on footway and cycleway maintenance
- 8 respondents stressed the need for better cycle parking
- Other issues raised included the need for wayfinding and leisure routes; the need to focus on school trips; and the recognition that e-bikes are increasing the potential for longer distance cycle journeys.

12.17 In response to the consultation, the £31 million investment recommended in the draft LCWIP is now recognised as a minimum requirement. This level of funding does not fully acknowledge the need to consider local transport note LTN 1/20 and the need to upgrade and maintain all existing cycle infrastructure and footways, and the need to provide high quality cycle parking and wayfinding. The final LCWIP has been expanded to recognise the walking and cycling needs throughout Staffordshire which will further increase the £31 million investment requirement.

12.18 Further consultation opportunities will arise as the priority routes become embedded in other policy documents such as the Integrated Transport Strategies and Local Plans and through the planning consent process when transport mitigation measures are negotiated with developers.

12.19 Further engagement will take place when schemes within the programme progress to key stages in the design and delivery process, as follows:

- Approval of the County Council's forward capital programme
- Informal consultations with key stakeholders and local councillors during scheme feasibility and design
- Formal Traffic Regulation Order consultations

Monitoring and Review

12.20 The aim will be to review the document every three years to reflect progress on scheme delivery, changes in Government policy and bidding opportunities. The LCWIP programme and the indicative short, medium and long term priorities provided in Chapter 11 will be reviewed more regularly as bidding opportunities and Government priorities emerge.

12.21 As resources permit, walking and cycling counts will be installed at key locations on the prioritised network to enable before and after monitoring to take place. Accident data will continue to be monitored and locations will be identified where consistent accident patterns occur that involve pedestrians and cyclists that might be prevented through remedial engineering works. As necessary, the length of new cycle network delivered will be reported and feedback surveys will be completed following the delivery of major infrastructure investment. Evidence from public opinion surveys will also be used to guide priorities for investment.

12.22 The overall objective of the LCWIP is realising the benefits to be gained by achieving the government's ambitions of Better Safety, Better Mobility and Better Streets. The County Council will have overall responsibility for making sure that this LCWIP helps to achieve these ambitions. Measures are already being put in place to ensure the benefits are realised, including a varied range of policy and physical measures, such as:

- Allocation of walking and cycling schemes in the annual Highways and Transport capital programme
- Use of existing effective governance and delivery arrangements
- Use of the Infrastructure+ partnership, already contracted to deliver the highway improvements
- Embedding schemes in other local policy documents
- Engagement of key stakeholders throughout the delivery process
- Where possible, complementary education, training and promotion delivered to encourage the use of new infrastructure

For more information please contact:

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If you would like this document in another language or format (e.g. large text), please contact us on 0300 111 8000 or email transport.planning@staffordshire.gov.uk



Community Impact Assessment

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Name of Proposal: Local Cycling and Walking Infrastructure Plan

Project Sponsor (if applicable):

Project Manager (if applicable) or Lead: Clive Thomson, Assistant Director for Connectivity and Sustainability

Date: March 2021

Community Impact Assessment

Public Sector Equality Duty (PSED) – Use this section to identify if the proposal will impact on our legal obligations under the Equality Act 2010 for both residents and staff. In summary, those subject to the general equality duty must have due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation, advance equality of opportunity between different groups and foster good relations between different groups.

Please consider:

- Who is currently using the service, across the protected characteristics?
- What do we know about their experiences and outcomes?
- What relevant information is available from the Census and population trends data?
- What were the findings of the engagement/consultation?
- Is there any relevant national, regional and/or local sources of research/evidence available?
- Is there any relevant information from partners or voluntary, community, social enterprise organisations?
- What is the analysis of the impact on those with relevant protected characteristics?

Protected Characteristics:	Which groups will be affected	Benefits	Risks	Mitigations / Recommendations
• Race	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A
• Disability	Positive	Provision of walking and cycling infrastructure compliant with Equality Act 2010.	Risks will be assessed at the scheme design and delivery stage	N/A
• Sex	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A
• Age	Positive	Walking and cycling schemes will benefit those too young to drive	Risks will be assessed at the scheme design and delivery stage	N/A
• Religion or Belief	Positive	There are identified benefits from the proposals in the LCWIP	Risks will be assessed at the scheme design and delivery stage	N/A

		that can be associated to all population groups.		
<ul style="list-style-type: none"> • Gender Reassignment 	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A
<ul style="list-style-type: none"> • Sexual Orientation 	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A
<ul style="list-style-type: none"> • Pregnancy and Maternity 	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A
<ul style="list-style-type: none"> • Marriage and Civil Partnership The duty to have due regard to the need to eliminate discrimination also covers marriage and civil partnerships in relation to employment issues. 	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A
Impact on SCC Staff If the proposal affects SCC staff, consider the workforce profile compared against the protected characteristics pre and post change, the impact of job losses, available support for	Positive	There are identified benefits from the proposals in the LCWIP that can be associated to all population groups.	Risks will be assessed at the scheme design and delivery stage	N/A

staff, and HR protocols.

Evidence Base: (Evidence used/ likelihood/ size of impact)

The LCWIP has identified benefits that can be associated to all population groups. This including health benefits in terms of reduced risk of premature deaths; reduced absenteeism from work and education, associated with the health benefits of increased physical activity; improved journey ambience for pedestrians and cyclists; and reduced reliance on the car, which has associated congestion and air quality benefits.

Health and Care – Use this section to determine how the proposal will impact on resident’s health and wellbeing, and whether the proposal will impact on the demands for, or access to health and care services. Please consider the Care Act 2014 and the Health and Social Care Act 2012.

Category Area (Areas highlighted are suggestions only and there may be other impacts in these categories)	Which groups will be affected	Benefits	Risks	Mitigations / Recommendations
Mental Health and Wellbeing Will the proposal impact on the mental health and wellbeing of residents or services that support those with Mental Health issues?	Positive	Providing opportunities to enable more people to walk and cycle and become more physically active will help to improve the mental health and wellbeing of Staffordshire’s residents.	Risks will be assessed at the scheme design and delivery stage.	Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit.
Healthy Lifestyles Will the proposal promote independence and personal responsibility, helping people to make positive choices around	Positive	Increase physical activity from more walking and cycling will help to reduce excess weight and associated health issues.	Risks will be assessed at the scheme design and delivery stage.	Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit.

physical activity, healthy food and nutrition, smoking, problematic alcohol and substance use, and sexual health?				
Accidents and Falls Prevention Does the proposal reduce or increase the risk of: falls in older people, childhood accidents, road accidents, or workplace accidents?	Positive	Resurfacing and upgrading the quality of the pedestrian environment will help to reduce the likelihood of falls and accidents. The provision of segregated cycling facilities will reduce conflict between cyclist, pedestrians and vehicles.	Risks will be assessed at the scheme design and delivery stage.	Road Safety Audits will be completed on schemes, as appropriate.
Access to Social Care Will the proposal enable people to access appropriate interventions at the right time?	N/A	N/A	N/A	N/A
Independent Living Will the proposal impact on people's ability to live independently in their own home, with care and support from family, friends, and the community?	N/A	N/A	N/A	N/A
Safeguarding Will the proposal ensure effective safeguarding for the most vulnerable in our communities?	N/A	N/A	N/A	N/A

Evidence Base: (Evidence used/ likelihood/ size of impact)

Data to support the proposals in the LCWIP is available, including accident data, Census 2011 data and forecast increases in cycling associated with proposed improvements. The LCWIP has been amended according to the outcome of public and stakeholder consultations. All priority walking and cycling routes have been independently audited by Sustrans. Further schemes assessments will be completed at scheme design stage.

Greater physical activity through walking and cycling will create health benefits in terms of reduced risk of premature deaths; reduced absenteeism from work and education, associated with the health benefits of increased physical activity; improved journey ambience for pedestrians and cyclists; and reduced reliance on the car, which has associated congestion and air quality benefits.

Economy – Use this section to determine how the proposal will impact on the economy of Staffordshire and the income of residents.

Category Area (Areas highlighted are suggestions only and there may be other impacts in these categories)	Which groups will be affected	Benefits	Risks	Mitigations / Recommendations
Economic Growth Will the proposal promote the county as a “go to” location for business, and make it easy for businesses to start up, innovate and expand?	Positive	The programme supports the LEP’s Strategic Economic Plan and the District/Borough Council Local Plans. Improving walking and cycling accessibility and reducing congestion will improve access to jobs. Improved health from physical activity reduces the chances of absenteeism.	Risks will be assessed at the scheme design and delivery stage	N/A

Poverty and Income Will the proposal have an impact on income? Will it reduce the gap between high and low earners?	Positive	Encouraging the use of cheaper forms of transport, such as walking and cycling, can potentially increase disposable income.	Risks will be assessed at the scheme design and delivery stage	N/A
Workplace Health and Environments Will the proposal impact on working conditions and the health of Staffordshire's workforce?	Positive	Delivering schemes in the programme that encourage physical activity can benefit the health of the workforce	Risks will be assessed at the scheme design and delivery stage	Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit
Access to jobs/ Good quality jobs Will the proposal create the right conditions for increased employment in more and better jobs?	Positive	Maintaining and improving the local highway and transport network will contribute to creating the right conditions for increased employment	Risks will be assessed at the scheme design and delivery stage	
Evidence Base: (Evidence used/ likelihood/ size of impact) Data to support the proposals in the LCWIP is available, including accident data, Census 2011 data and forecast increases in cycling associated with proposed improvements. The LCWIP has been amended according to the outcome of public and stakeholder consultations. All priority walking and cycling routes have been independently audited by Sustrans. Further schemes assessments will be completed at scheme design stage. Greater physical activity through walking and cycling will create health benefits in terms of reduced risk of premature deaths; reduced absenteeism from work and education, associated with the health benefits of increased physical activity; improved journey ambience for pedestrians and cyclists; and reduced reliance on the car, which has associated congestion and air quality benefits.				

Environment – Use this section to identify the impact of the proposal on the physical environment. How does the proposal support the utilisation and maintenance of Staffordshire’s built and natural environments, thereby improving health and wellbeing and strengthening community assets?

Category Area (Areas highlighted are suggestions only and there may be other impacts in these categories)	Which groups will be affected	Benefits	Risks	Mitigations / Recommendations
Built Environment/ Land Use Will the proposal impact on the built environment and land use?	Positive	Maintaining the condition of the walking and cycling network, enhancing public realm and delivering sustainable transport improvement schemes will have a positive impact on the built environment	Risks will be assessed at the scheme design and delivery stage	N/A
Rural Environment Will the proposal impact on the rural natural environment or on access to open spaces?	Positive	There will be a positive impact on the rural environment, if resources are made available to maintain and enhance walking and cycling provision.	Risks will be assessed at the scheme design and delivery stage	N/A
Air, Water and Land Quality Will the proposal affect air quality (e.g. vehicle, industrial or domestic emissions), drinking water quality or land quality (e.g. contamination)?	Positive	Encouraging walking and cycling for short journeys, rather than the car could reduce greenhouse gases and improve local air quality in designated Air Quality Management Areas	Risks will be assessed at the scheme design and delivery stage	Air quality monitoring is completed by District / Borough Councils and Air Quality Action Plans associated with Air Quality Management Areas will be reviewed and updated

Waste and Recycling Will the proposal affect waste (e.g. disposal) and recycling?	Positive	Benefits will be provided from the use of recycled road materials.	Risks will be assessed at the scheme design and delivery stage	N/A
Agriculture and Food Production Will the proposal affect the production of healthy, affordable and culturally acceptable food?	N/A	N/A	N/A	N/A
Transport Will the proposal affect the ability of people/ communities/ business to travel? Will the proposal impact on walking/ cycling opportunities?	Positive	The key objective of the LCWIP is to improve conditions for walking and cycling. There is expected to be wider benefits of increasing travel choices, improving road safety, reducing community severance, enhancing public realm, reducing congestion and improved air quality.	Risks will be assessed at the scheme design and delivery stage.	N/A
Noise Will the proposal cause disruptive noise?	Neutral	A mode shift to walking and cycling could reduce traffic delays that may have associated noise benefits.	Noise risks associated with scheme construction will be assessed at the scheme design and delivery stage.	N/A
Evidence Base: (Evidence used/ likelihood/ size of impact)				
Data to support the proposals in the LCWIP is available, including accident data, Census 2011 data and forecast increases in cycling associated with proposed improvements. The LCWIP has been amended according to the outcome of public and stakeholder consultations. All priority walking and cycling routes have been independently audited by Sustrans. Further schemes assessments will be completed at scheme design stage.				

Greater physical activity through walking and cycling will create health benefits in terms of reduced risk of premature deaths; reduced absenteeism from work and education, associated with the health benefits of increased physical activity; improved journey ambience for pedestrians and cyclists; and reduced reliance on the car, which has associated congestion and air quality benefits.

Localities / Communities – Use this section to identify the impact of the proposal on communities. How will the proposal strengthen community capacity to create safer and stronger communities? It is important to recognise the different localities and communities your proposal may impact upon and identify any communities that could be more adversely impacted than others. District Commissioning Leads (DCL's) have a great deal of knowledge about their relevant locality and they must be engaged with as part of your Project Team at an early stage of the process.

Category Area (Areas highlighted are suggestions only and there may be other impacts in these categories)	Which groups will be affected	Benefits	Risks	Mitigations / Recommendations
Community Development/ Capacity Will the proposal affect opportunities to work with communities and strengthen or reduce community capacity?	Positive	Community engagement is established through the Divisional Highway Programme to help deliver community needs.	Risks will be assessed at the scheme design and delivery stage	N/A
Crime/ Community Safety Will the proposal support a joint approach to responding to crime and addressing the causes of crime?	Positive	There are schemes that will have a positive benefit on addressing crime and reducing antisocial use of vehicles, such as speeding and obstructive parking, and are supported by the police	Risks will be assessed at the scheme design and delivery stage	N/A
Educational Attainment and Training	Positive	There are schemes in the programme that improve access to education and	Risks will be assessed at the scheme design and delivery stage	N/A

<p>Will the proposal support school improvement and help to provide access to a good education? Will the proposal support the improved supply of skills to employers and the employability of residents?</p>		<p>increased physical activity through walking and cycling can benefit health and wellbeing</p>		
<p>Leisure and Culture Will the proposal encourage people to participate in social and leisure activities that they enjoy?</p>	Positive	<p>There are schemes in the programme that will improve access to leisure activities in town centres and schemes will be provided for those wishing to walk or cycle for leisure purposes.</p>	<p>Risks will be assessed at the scheme design and delivery stage</p>	<p>Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit</p>
<p>Volunteering Will the proposal impact on opportunities for volunteering?</p>	N/A	N/A	N/A	N/A
<p>Best Start Will the proposal impact on parental support (pre or postnatally), which helps to ensure that children are school-ready and have high aspirations, utilising a positive parenting approach?</p>	N/A	N/A	N/A	N/A
<p>Rural Communities Will the proposal specifically impact on rural communities?</p>	Positive	<p>There are schemes that will deliver transport benefits in rural villages</p>	<p>Risks will be assessed at the scheme design and delivery stage</p>	

Evidence Base: (Evidence used/ likelihood/ size of impact)

Data to support the proposals in the LCWIP is available, including accident data, Census 2011 data and forecast increases in cycling associated with proposed improvements. The LCWIP has been amended according to the outcome of public and stakeholder consultations. All priority walking and cycling routes have been independently audited by Sustrans. Further schemes assessments will be completed at scheme design stage.

Greater physical activity through walking and cycling will create health benefits in terms of reduced risk of premature deaths; reduced absenteeism from work and education, associated with the health benefits of increased physical activity; improved journey ambience for pedestrians and cyclists; and reduced reliance on the car, which has associated congestion and air quality benefits.

Now transfer the main findings of this assessment to the '**Checklist and Executive Summary**' template. Then both documents need to be approved/signed off by the appropriate people. For CIAs that are going to **Cabinet**, only the '**Checklist and Executive Summary**' should be submitted as part of the **Cabinet Papers**. The full CIA document should be submitted as a **Background Paper**.

Community Impact Assessment – Checklist and Executive Summary

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Name of Proposal: Local Cycling and Walking Infrastructure Plan

Project Sponsor:

Project Manager: Clive Thomson

Job Title: Assistant Director for Connectivity and Sustainability

Date: March 2021

Final Checklist – Prior to submitting your Community Impact Assessment (CIA), please ensure that the actions on the checklist below have been completed, to reassure yourself/ SLT/ Cabinet that the CIA process has been undertaken appropriately.

Checklist	Action Completed (tick)	Comments/Actions
The project supports the Council's Business Plan, priorities and MTFS.	✓	Pedestrian and cycling capital improvement schemes are prioritised objectively in line with the Outcomes of the Strategic Plan, the Local Cycling and Walking Infrastructure Plan and District Integrated Transport Strategies. External funded capital schemes are provided through various capital grant bids for ring-fenced schemes, or as part of private development infrastructure.
It is clear what the decision is or what decision is being requested.	✓	Approval of the Local Cycling and Walking Infrastructure Plan (LCWIP) is required.
For decisions going to Cabinet, the CIA findings are reflected in the Cabinet Report and potential impacts are clearly identified and mitigated for (where possible).	✓	A full CIA has been completed.
The aims, objectives and outcomes of the policy, service or project have been clearly identified.	✓	The LCWIP will help deliver the outcomes of the Strategic Plan 2018 – 2022. It will help the Government deliver their Cycling and Walking Investment Strategy which has the ambition of delivering Better Safety, Better Mobility and Better Streets
The groups who will be affected by the policy, service or project have been clearly identified.	✓	The groups affected are summarised in the CIA.
The communities that are likely to be more adversely impacted than others have been clearly identified.	✓	The communities affected are summarised in the CIA and the proposed schemes are identified in the LCWIP
Engagement / consultation has been undertaken, and is representative of the residents most likely to be affected.	✓	Initial engagement has taken place with local Councillors and stakeholders. Further consultations on individual schemes will take place at the detailed design stage.
A range of people with the appropriate knowledge and expertise have contributed to the CIA.	✓	
Appropriate evidence has been provided and used to inform the development and design of the policy, service or project. This includes data, research, engagement/consultation, case studies and local knowledge.	✓	Highway and transport data and consultations have been used to justify the LCWIP
The CIA evidences how the Council has considered its statutory duties under the Equality Act 2010 and how it has considered the impacts of any change on people with protected characteristics.	✓	The Equality Act 2010 has been taken into account when producing the CIA.
The next steps to deliver the project have been identified.	✓	The LCWIP will be embedded in other policy documents such as Local Plans and District Integrated Transport Strategies and funding will be sought to deliver the proposed schemes.

Executive Summary – The Executive Summary is intended to be a collation of the **key issues and findings** from the CIA and other research undertaken. This should be completed **after** the CIA and research has been completed. Please structure the summary using the headings on the left that relate to the sections in the **CIA template**. Where no major impacts have been identified, please state N/A.

	Which groups will be affected?	Benefits	Risks	Mitigations / Recommendations
PSED – What are the impacts on residents with a protected characteristic under the Equality Act 2010 ? <i>Highlight any concerns that have emerged as a result of the equality analysis on any of the protected groups and how these will be mitigated. It is important that Elected Members are fully aware of the equality duties so that they can make an informed decision and this can be supported with robust evidence.</i>	There are identified benefits from the proposed programme that can be associated to the population as a whole.	Provision of walking and cycling infrastructure will be compliant with Equality Act 2010.	Risks will be assessed at the scheme design and delivery stage	N/A
Health and Care – How will the proposal impact on residents' health? How will the proposal impact on demand for or access to social care or health services?	Positive impact on mental wellbeing and healthy lifestyles	Walking and cycling schemes will increase physical activity	Risks will be assessed at the scheme design and delivery stage	Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit. Road Safety Audits will be completed as appropriate.
Economy – How will the proposal impact on the economy of Staffordshire or impact on the income of Staffordshire's residents?	Positive impact on economic growth, income, workplace health and access to jobs	Supports LEP and Local Plan objectives by delivering workforce health benefits through walking and cycling, access to jobs, providing a well-maintained road network and helping to tackle traffic congestion.	Risks will be assessed at the scheme design and delivery stage	Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit

<p>Environment – How will the proposal impact on the physical environment of Staffordshire?</p>	<p>Positive impact on transport, the built environment, air quality and use of recycled materials</p>	<p>The programme aims to improve road safety, reduce community severance, enhance public realm, reduce congestion, improve air quality, increase levels of walking and cycling and increase travel choices and access to job opportunities.</p>	<p>Risks will be assessed at the scheme design and delivery stage</p>	<p>Air Quality Action Plans will be reviewed and updated for Air Quality Management Areas, by the appropriate District/Borough Council</p>
<p>Localities / Communities – How will the proposal impact on Staffordshire's communities?</p>	<p>Positive impact on strengthening communities, improving community safety and access to education and leisure</p>	<p>The LCWIP helps to improve sustainable access to education and leisure and encourage walking and cycling as a leisure pursuit</p>	<p>Risks will be assessed at the scheme design and delivery stage</p>	<p>Benefits can be maximised by promoting the use of new walking and cycling facilities, as resources permit</p>

Prosperous Staffordshire Select Committee
15 April 2021**Briefing Report: HS2 Update****Background**

Following Prosperous Select Committee on 26 February, Members stated that they wished to obtain regular feedback from HS2 Ltd and their contractors as regards both the construction programme and the impact of the scheme on prosperity in Staffordshire, in order to hold HS2 to account in terms of the Environmental Minimum Requirements governing their conduct, and also in terms of the Assurances and Undertakings secured by the County Council during the parliamentary process.

Current Position

The recommendation from the HS2 Project Manager is that a briefing to the Committee take place quarterly, in order to ensure that there is a substantive update, with both HS2 Ltd and lead contractors attending. The briefing will consist of:

- An update on the construction programme for both Phase One and Phase 2a.
- An economic prosperity update for both Phase One and Phase 2a.
- Responses to any specific queries received from Members prior to the meeting.

HS2 Ltd are amenable to this and as stated they have requested that any specific queries be provided to them beforehand so that they can ensure that the correct people are in attendance to answer them.

In the meantime, Members should continue to refer to the HS2 Project Manager as the key contact for any queries. Complaints from Members of the public should be referred to the 24 hour helpdesk:

<https://www.hs2.org.uk/how-to-complain/>. General information on works in Staffordshire can be found at <https://hs2instaffs.commonplace.is/>

Contact details

Sarah Mallen
HS2 Project Manager
Connected and Sustainable County
Staffordshire County Council
sarah.mallen@staffordshire.gov.uk

WORK PROGRAMME – April 2021

Prosperous Staffordshire Select Committee

This document sets out the work programme for the Prosperous Staffordshire Select Committee for 2020/21.

The Prosperous Staffordshire Select Committee is responsible for scrutiny of highways infrastructure and connectivity, flood and water management, education, learning and skills. As such the statutory education co-optees will sit on this committee. The Work Programme is linked to the Vision, Outcomes and Priorities detailed in the Council's Strategic Plan 2018-2022.

We review our work programme at every meeting. Sometimes we change it - if something important comes up during the year that we think we should investigate as a priority. Our work results in recommendations for the County Council and other organisations about how what they do can be improved, for the benefit of the people and communities of Staffordshire.

County Councillor Ian Parry

Chairman of the Prosperous Staffordshire Select Committee

If you would like to know more about our work programme, please contact Nick Pountney - Scrutiny and Support Manager by emailing nicholas.pountney@staffordshire.gov.uk

Work Programme 2020/21

Date of meeting	Item	Details	Information/Action/Outcome from meeting
18 June 2020 Teams meeting	Covid-19 effects on Further Education Cabinet Member: Philip White Lead Officers: Anthony Baines	FE Principle invited	
	Economic Recovery, Renewal and Transformation Strategy Cabinet Member: Mark Winnington/Philip White Lead Officers: Darryl Eyres	LEP Chairman invited	
24 July 2020 Teams meeting	Community Learning Service – Outcomes from Investment Cabinet Member: Philip White Lead Officers: Amanda Darlington		Comments outlined by Members fed back into future Community Learning offers
	Covid-19 school update Cabinet Member: Philip White Lead Officer: Tim Moss	Verbal report – School Heads invited to attend	Noted – further update requested in November (Inc. transport)
17 September 2020	Economic Recovery, Renewal and Transformation- quarterly update. Cabinet Member: Philip White Lead Officers: Darryl Eyres	Requested at triangulation meeting 15 July 2020.	<ul style="list-style-type: none"> • recommends the Cabinet Member to continue to explore further interventions to enable the successful delivery of the Strategy, and, • request relevant Cabinet Members bring updates on delivery of the strategy to this Select Committee for scrutiny every 3 months.
	Performance of the Highways Contract to include PFI Street Lighting (new item) and pot hole repair. Highways Infrastructure Asset Management Plan Cabinet Member: David Williams Lead Officer: James Bailey	Six month update plus information on pot hole repairs	That that the Assistant Director for Highways and the Built County share location specific information regarding the roll out of LED street lighting.
	Flood Management -	Raised by the Chairman and Vice Chairs	Noted and copy of slides requested

	Cabinet Member: David Williams/Julia Jessel Lead Officer: David Walters/James Bailey/Jamie Cooper		
12 November 2020	Staffordshire Air Quality Cabinet Member: David Williams Lead Officer: Clive Thomson/Louise Clayton /Nick Dawson	Pre decision scrutiny. Subject to Gov. approval of Business case	That the Select Committee was satisfied that the business case had been properly prepared and due process had taken place
	Cannock Chase SAC mitigation plans. Cabinet Member: Victoria Wilson Lead Officer: Sarah Bentley	Pre-Decision Scrutiny	(a) the Select Committee accept the need for mitigating action to protect the SAC but mindful of the frustration of user groups, ask the Cabinet Member to look again at the consultation which has taken place (by the SAC) and reconsider whether it was sufficiently robust and inclusive, particularly regarding car parking, (b) The Cabinet Member report back to the Select Committee in the New Year.
	Household Waste Contract Cabinet Member: Mark Deaville Lead Officer: Clive Thomson	Pre decision scrutiny.	That the Select Committee supports the approach of the Cabinet Member looking to re-procure the Household Waste Recycling Centre Contract and request that he return with proposals in the New Year
	SEND Strategy Cabinet Member: Jonathan Price Lead Officer: Laura Beaumont	Pre decision scrutiny. Invite SEND Working Group to the meeting	That the Select Committee's feedback on the draft Strategies – appreciated by the Cabinet Member would be taken on board
15 January 2021	Economic Recovery, Renewal and Transformation- quarterly update. Cabinet Member: Philip White Lead Officers: Darryl Eyres	Requested at triangulation meeting 15 July 2020.	
	Cannock Chase SAC mitigation plans Cabinet Member: Victoria Wilson Lead Officer: Sarah Bentley	Update on recommendation made 12 November 2020	

26 February 2021	HS2 update – impact on Staffordshire. Cabinet Member: Philip White Lead Officers: Darryl Eyres/Sarah Mallen		
	Update on Return to Schools Inc. school transport. Cabinet Member: Jonathan Price Lead Officer: Tim Moss	Requested at July meeting. Invite Headteachers (July meeting) Verbal Update 26 February 2021	Moved to February to allow for a full term's information to be gathered.
	Household Waste Contract Cabinet Member: Mark Deaville Lead Officer: Clive Thomson	Pre decision scrutiny.	Requested at 12 November meeting
15 April 2021	Economic Recovery, Renewal and Transformation - quarterly update. Cabinet Member: Philip White Lead Officers: Darryl Eyres	Requested at triangulation meeting 15 July 2020	
	Staffordshire Community Learning Annual Self-Assessment Report 2019-20 Cabinet Member: Philip White Lead Officer: Amanda Darlington		New Item
	Local Cycling and Walking Infrastructure Plan (LCWIP) – link to the active travel/sustainable travel to school. Cabinet Member: Julia Jessel/Jonathan Price/David Williams Lead Officers: Clive Thomson/Annabel Chell		Moved from February to allow for other business.
	The relationship between training and skills and the future Staffordshire economy Cabinet Member: Philip White Lead Officer: Darryl Eyres	Raised at Committee meeting 15 January 2021	Potential item 15 April 2021
	HS2 update – impact on Staffordshire. Cabinet Member: Philip White Lead Officers: Darryl Eyres/Sarah Mallen	Standing Item	

Additional Items for Discussion

Briefing note requested	Superfast Broadband Cabinet Member: Mark Winnington Lead Officer: Anthony Hodge/Paul Chatwin		Briefing note with reference to map that Members can access that details coverage. Emailed 7/12/20
Briefing note requested	Entrust - Progress Cabinet Member: Mark Deaville Lead Officer: Ian Turner	Initial contract runs from 1.8.19 – 31.7.20, with option to extend for a further 3 years. Update on contract; contract performance. Impact of change in local authority expectations.	Agreed at 17 September meeting to defer to Corporate Review Select Committee.
To be advised	Apprenticeship funding/Decentralisation Cabinet Member: Philip White Lead Officers: Anthony Baines	Requested at triangulation meeting 15 July 2020.	This has been requested by Corporate Review Committee. Information to be sent to Prosperous committee for information
To be advised Corporate Review Lead	Digital Strategy/Roll out of infrastructure (separate items) Cabinet Member: Julia Jessel Lead Officer: Anthony Hodge/Paul Chatwin	Requested at triangulation meeting 15 July 2020.	Possible Corporate Review item. Needs to be agreed which committee. Potential item Corporate Review March 2021
To be advised	Local Industrial Strategy/Strategic Infrastructure Plan Cabinet Member: Philip White Lead Officer: Anthony Hodge/Mark Parkinson	Item agreed at the Triangulation Meeting on 30 October 2019.	
To be advised	Delivering Housing in Staffordshire Cabinet Member: Mark Deaville Lead Officer: Anthony Hodge/ Mark Parkinson/Matthew Shufflebotham	Aspire Housing and Homes England	Was due to be considered in November but Agenda to busy. Nothing to report at the moment.
To be advised	Future Economy and Enterprise - All Party Member Working Group Chair: Simon Tagg	Raised at Committee meeting 15 January 2021	
To be advised	Live Labs Cabinet Member: Julia Jessel/Jonathan Price/David Williams Lead Officer: Clive Thomson/Louise Clayton/Nick Dawson		

Standing Item	HS2 Update - impact on Staffordshire Cabinet Member: Philip White Lead Officers: Darryl Eyres/Sarah Mallen	Agreed at Committee 26 February 2021	
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Working Groups

SEND Working Group Cabinet Member: Mark Sutton Lead Officer: Tim Moss	Group has completed	Three representatives of the Committee will participate in a Working Group to consider the Joint local area SEND inspection in Staffordshire and draft action plan. The Group meets regularly.	Invited to 12 November meeting for SEND Strategy.
Community Transport and the Supported Bus Network Cabinet Member: Mark Deaville Lead Officer: Clive Thomson	An Inquiry Day is to be held TBC	The Committee agreed to monitor the impact of the removal of bus subsidies going forward. The Leader of the Opposition also requested that a report come back to the Committee on benchmarking with other local authorities. To include issues in respect of public transport and changes to the Your Staffordshire Card Scheme.	

<p>Membership</p> <p>Ian Parry (Chairman) Tina Clements (Vice Chairman) Kyle Robinson (Shadow Vice Chairman) Keith Flunder Syed Hussain Ian Lawson Alisair Little David Smith Simon Tagg Bernard Williams Mike Deakin (Co-optee) Rev. Preb. Michael Metcalf (Co-optee) Jessica Shulman (Co-optee)</p>	<p>Calendar of Committee Meetings – Venue to be notified.</p> <p>18 June 2020 24 July 2020 17 September 2020 12 November 2020 15 January 2021 26 February 2021 15 April 2021</p>
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of Part 1 of Schedule 12A
of the Local Government Act 1972

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