



City of Westminster

Committee Agenda

Title:

Economic Development Education Community and Place Shaping Policy and Scrutiny Committee

Meeting Date:

Monday 17th September, 2018

Time:

7.00 pm

Venue:

Room 3.1, 3rd Floor, 5 Strand, London, WC2 5HR

Members:

Councillors:

**Barbara Arzymanow
Karen Scarborough
Geoff Barraclough
Danny Chalkley
Antonia Cox
Andrea Mann
Eoghain Murphy
Tim Roca**

Elected Voting Representatives

**Rebecca Carrigan, Parent Governor
Vacant**

Co-opted Voting Representatives

**Simon Atkinson, Church of England
Vacant, Roman Catholic**

**Non-Voting Co-opted
Representatives**

**Eugene Moriarty, Headteacher, St
Augustine's High School
To be confirmed**



Members of the public are welcome to attend the meeting and listen to the discussion Part 1 of the Agenda

Admission to the public gallery is by ticket, issued from the ground floor reception. If you have a disability and require any special assistance please contact the Committee Officer (details listed below) in advance of the meeting.



An Induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter. If you require any further information, please contact the Committee Officer, Sarah Craddock.

Corporate Website: www.westminster.gov.uk

Note for Members: Members are reminded that Officer contacts are shown at the end of each report and Members are welcome to raise questions in advance of the meeting. With regard to item 2, guidance on declarations of interests is included in the Code of Governance; if Members and Officers have any particular questions they should contact the Head of Committee and Governance Services in advance of the meeting please.

AGENDA

PART 1 (IN PUBLIC)

1. MEMBERSHIP

To note that Councillor Antonia Cox and Councillor Barbara Arzymanow have substituted for Councillor Elizabeth Hitchcock and Councillor Christabel Flight.

2. DECLARATIONS OF INTEREST

To receive declarations of interest by Members and Officers of any personal or prejudicial interests.

3. MINUTES

To agree the minutes of the meeting held on 11 June 2018.

(Pages 3 - 6)

4. TRACKERS AND WORK PROGRAMME

(Pages 7 - 14)

5. CABINET MEMBER FOR ECONOMIC DEVELOPMENT, EDUCATION AND COMMUNITY

Councillor David Harvey (Cabinet Member for Economic Development, Education and Community) to update the Committee on current and forthcoming issues in his Portfolio.

6. CABINET MEMBER FOR PLACE SHAPING AND PLANNING

(Pages 15 - 20)

Councillor Richard Beddoe (Cabinet Member for Place Shaping and Planning) to update the Committee on current and forthcoming issues in his Portfolio.

7. SOCIAL VALUES PRESENTATION

(Pages 21 - 52)

8. ANY OTHER BUSINESS THE CHAIRMAN CONSIDERS URGENT

**Stuart Love
Chief Executive
7 September 2018**



CITY OF WESTMINSTER

MINUTES

ECONOMIC DEVELOPMENT, EDUCATION, COMMUNITY AND PLACE SHAPING POLICY & SCRUTINY COMMITTEE

11 JUNE 2018

MINUTES OF PROCEEDINGS

Minutes of a meeting of the Economic Development, Education, Community and Place Shaping Policy & Scrutiny Committee held on Monday 11 June 2018 at 7pm at Westminster City Hall, 5 Strand, London WC2 5HR.

Members Present: Councillors Karen Scarborough (Chairman), Geoff Barraclough, Danny Chalkley, Christabel Flight, Elizabeth Hitchcock, Andrea Mann, Eoghain Murphy and Tim Roca.

Co-opted Members: Rebecca Carrigan and Simon Atkinson.

Also present: Councillor David Harvey (Cabinet Member for Economic Development, Education and Community) and Councillor Richard Beddoe (Cabinet Member for Place Shaping and Planning).

Apologies for Absence: Eugene Moriarty and Ann Townshend.

1. ELECTION OF CHAIRMAN

1.1 Nominations for the post of Chairman were invited. One nomination was received and seconded. There were no further nominations.

1.2 **RESOLVED:** That Councillor Karen Scarborough be appointed Chairman of the Economic Development, Education, Community and Place Shaping Policy and Scrutiny Committee.

2. MEMBERSHIP

2.1 The Chairman announced that there were no changes to the Membership.

2.2 The Chairman welcomed Councillor David Harvey (Cabinet Member for Economic Development, Education and Community) and Councillor Richard Beddoe (Cabinet Member for Place Shaping and Planning) to the meeting.

2.3 The Chairman also welcomed the Members of the Council and the new co-opted Members to the Committee.

3. DECLARATION OF INTEREST

3.1 The following declarations were made at the meeting:

| Member of the Economic Development, Education, Community and Place Shaping Policy & Scrutiny Committee | Organisation | Nature of Interest |
|---|---|--|
| Simon Atkinson | St Stephen's Primary School | Headteacher |
| Karen Scarborough | St Mary of the Angels School St Vincent's School Westminster Youth Foundation St Marylebone Almshouses | Governor Governor Trustee Trustee |
| Tim Roca | Paddington Academy | Governor |

4. MINUTES

4.1 The Chairman requested that briefing notes on the possibility of reducing the cost of gym memberships for 16-18 year olds and the Hardy case (Home Education) be forwarded to the Committee.

4.2 **RESOLVED:** That the minutes of the meeting held on 19 March 2018 be approved for signature by the Chairman as a true and correct record of the proceedings.

5. POLICY AND SCRUTINY PORTFOLIO OVERVIEW: Cabinet Member for Economic Development, Education and Community

5.1 The Cabinet Member provided an overview of his portfolio including its service areas, priorities for the year ahead and key service updates/issues. The Cabinet Member responded to questions on the following topics:

- the installation of Broadband in Westminster.
- the need to improve employment opportunities through vocational education.
- the development of a Cultural and Heritage Strategy.
- the success of the Employment hubs.
- the financial pressures resulting from falling rolls in primary schools.

- the Westminster Youth Foundation and Youth Engagement.
- the importance of enabling children with SEND to access/obtain employment.

5.2 The Cabinet Member emphasised that one of his priorities was to improve employment opportunities for young people through joined up working with voluntary organisations, businesses, vocational education and the continuation and expansion of the employment hubs.

5.3 **ACTION:** That a site visit be organised to visit the Sir Simon Milton Foundation Technical College.

6. **POLICY AND SCRUTINY PORTFOLIO OVERVIEW: Cabinet Member for Place Shaping and Planning.**

6.1 The Cabinet Member provided an overview of his portfolio including its service areas, priorities for the year ahead and key service updates/issues. The Cabinet Member responded to questions on the following topics:

- the review and timeframe of the Development Planning Process.
- the importance of planning being seen as transparent and fair in Westminster.
- the development and future plans for Oxford Street.
- the importance of preserving the uniqueness of Soho and encouraging businesses there to offer free work space to creative self-employed people.
- the payment/fees of the Community Infrastructure Levy.

6.2 Other issues discussed were basement developments, the location of burglar alarms on Grade 2 listed buildings and the impact on the planning process of the new GDPR (General Data Protection Regulations).

6.3 **ACTION:** That a briefing note on the payment/fees of the Community Infrastructure Levy be sent to the Committee.

7. **2018/2019 WORK PROGRAMME**

7.1 The Committee reviewed potential items to be prioritised for the 2018/19 work programme, which included focusing on:

- Employment Support/Hubs linked with Adult Education
- The Planning Process
- Healthy Eating and physical activity in schools
- The Special Educational Needs Strategy
- Westminster Youth Foundation and Youth Engagement.

7.2 Members requested that detailed data/financial implications for services be included in future reports.

7.3 The Chairman encouraged Members to email their ideas for topics/items for the Committee Work Programme, a Task Group or even for individual Member scrutiny to the Scrutiny Officer.

8. TERMINATION OF MEETING

8.1 The meeting ended at 8.40pm.

CHAIRMAN _____

DATE _____



Economic Development, Education, Community and Place Shaping Policy & Scrutiny Committee

| | |
|---|--|
| Date: | 17 September 2018 |
| Classification: | General Release |
| Title: | 2018/19 Work Programme and Action Tracker |
| Report of: | Director of Policy, Performance & Communications |
| Cabinet Member Portfolio | Cabinet Member for Economic Development, Education and Community Cabinet Member for Place Shaping and Planning |
| Wards Involved: | All |
| Policy Context: | All |
| Report Author and Contact Details: | Artemis Kassi x 3451 akassi@westminster.gov.uk |

1. Executive Summary

1. This report presents the current version of the work programme for 2018 – 2019 and also provides an update on the action tracker.

2. Key Matters for the Committee's Consideration

- 2.1 The Committee is asked to:

- Review and approve the draft list of suggested items (appendix 1) and prioritise where required;
- Note the action tracker (appendix 2); and
- Finalise items for the November meeting.

3. Changes to the work programme following the last meeting

- 3.1 At the first committee meeting in June, and in subsequent discussions, members reviewed and suggested items for inclusion in the Work Programme. These are reflected in Appendix 2.

- 3.2 The Committee is asked to review the Unallocated Items with a view to finalising the topics for the November meeting. Officers have suggested other potential items for the Work Programme.
- 3.3 The Committee may wish to deal with these as substantive agenda items at a subsequent meeting or to receive a briefing.

If you have any queries about this Report or wish to inspect any of the Background Papers, please contact Artemis Kassi

akassi@westminster.gov.uk

APPENDICES:

Appendix 1- Suggested Work Programme

Appendix 2- Action Tracker

Economic Development, Education, Community and Place Shaping Policy and Scrutiny Committee
2018/2019 Work Programme

| ROUND ONE 11 JUNE 2018 | | |
|---|---|---|
| Agenda Item | Reasons & objective for item | Represented by |
| Cabinet Member Q&A | To update the committee on key areas of work within its remit and the Cabinet Member's priorities | Councillor David Harvey Cabinet Member for Economic Development, Education and Community |
| Cabinet Member Q&A | To update the committee on key areas of work within its remit and the Cabinet Member's priorities | Councillor Richard Beddoe Cabinet Member for Place Shaping and Planning |

| ROUND TWO 17 SEPTEMBER 2018 | | |
|--|--|---|
| Agenda Item | Reasons & objective for item | Represented by |
| Cabinet Member Q&A | To receive an update and provide "critical friend" challenge | Councillor David Harvey Cabinet Member for Economic Development, Education and Community |
| Social Value | To review the social value work which Westminster is undertaking (including the changing nature of Social Value, the scale of the opportunity, its work with Heart of the City, section 106, CIL and the role of technology) | Greg Ward |
| SEND Strategy (briefing) | To review the Strategy and provide comment | Ian Heggs |

**ROUND THREE
14 NOVEMBER 2018**

| Agenda Item | Reasons & objective for item | Represented by |
|--|--|--|
| Cabinet Member Q&A | To receive an update and provide “critical friend” challenge | Councillor Richard Beddoe Cabinet Member for Place Shaping and Planning |
| Education – School Organisation Strategy | To receive an update and provide comment on the strategy | Ian Heggs |

**ROUND FOUR
30 JANUARY 2019**

| Agenda Item | Reasons & objective for item | Represented by |
|---------------------------------------|---|---|
| Cabinet Member Q&A | To receive an update and provide “critical friend” challenge | Councillor David Harvey Cabinet Member for Economic Development, Education and Community |
| Education – School Performance report | To evaluate areas of success and areas to be developed. To make recommendations | Andrew Stanley |

**ROUND FIVE
3 APRIL 2019**

| Agenda Item | Reasons & objective for item | Represented by |
|--------------------|---|--|
| Cabinet Member Q&A | To receive an update | Councillor Richard Beddoe Cabinet Member for Place Shaping and Planning |

UNALLOCATED ITEMS

| Agenda Item | Reasons & objective for item | Represented by |
|--------------------|---|---------------------------------------|
| City Plan | To review the draft City Plan and provide comment | Barbara Brownlee/Andrew Barry-Purcell |
| Employment Support | To review the provision of employment support, the challenges and opportunities | Greg Ward |

| | | |
|---|--|----------------|
| | presented by Brexit. Link to the Mayor's skill strategy | |
| Westminster Employment Service/Hubs linked with adult education | To review the Westminster Employment Service one year on, with particular focus on the assistance provided to the long-term unemployed (member request) | |
| Active Westminster | To review, including an update on Moberly Sports Centre | Andy Durrant |
| Nursery Funding | To review nursery funding as part of a wider item on education (member request) | |
| Access to culture | To review how Westminster families, particularly those on low-incomes, are able to access culture within the City (member request) | |
| Free Schools | To review the performance of free schools in the City (member request) | |
| BIDs | To review the work of these and similar council-supported bodies (member request) | |
| Libraries Advisory Board | To review how scrutiny's previous recommendations have been acted upon | Michael Clarke |
| Create Church Street | To review this project, supporting and encouraging arts and culture in a local community | |
| Made in Libraries/Fun Palaces | To evaluate key areas of success of the Made in Libraries pilot project and where lessons learnt are applicable to the Fun Palaces national scheme pilot | |
| Westminster Youth Foundation | To review youth engagement | |
| Healthy Eating and Physical Activity in Schools | To review how healthy eating and physical activity are supported in Westminster schools (member request) | |
| The Planning Process | For the committee to be briefed on the planning process in the City | |

TASK GROUPS AND STUDIES

| Subject | Reasons & objective | Type |
|-----------------------------|---|------------|
| Volunteering in Westminster | Scope of volunteering in Westminster. Evaluate the cost of volunteering to individuals and organisations. What value does volunteering add to those who receive volunteering and volunteers themselves? Long-term impacts of volunteering. Investigate whether the council should do more to direct volunteering towards priorities | Task Group |

ACTION TRACKER
 Economic Development, Education, Community and Place Shaping

| Round 1 11 June 2018 | | |
|---|---|--|
| Agenda Item | Action | Status/Follow Up |
| Item 5 Policy and Scrutiny Portfolio: Cabinet Member for Economic Development, Education and Community | Site visit to the Sir Simon Milton Foundation technical College | In hand. Officers are exploring best times for the site visit, which may coincide with a committee meeting |
| Item 6 Cabinet Member Updates: Policy and Scrutiny Portfolio: Cabinet Member for Place Shaping and Planning | Briefing note on the payment of the Community Infrastructure Levy for the committee | In hand |

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Economic Development, Education, Community and Place Shaping Policy Scrutiny Committee

Date: Monday 17 September 2018

Portfolio: Cabinet Member for Place Shaping and Public Realm

Briefing Author and Contact Details: Councillor Richard Beddoe
rbeddoe@westminster.gov.uk
0207 641 5772

1. The City Plan

- 1.1 Following a public scoping consultation exercise last summer, a new City Plan has been drafted by officers in Policy and Strategy working with colleagues from across the Council. The draft City Plan consultation will be launched in the late autumn and will run for a period of at least six weeks.
- 1.2 The draft City Plan has a renewed vision and strategic objectives to guide development of Westminster into the 2040s. The existing housing policies have been strengthened to increase delivery, particularly of affordable housing, with a strong emphasis on on-site delivery. It also aims to deliver the Council's objective to meet a wide range of housing need through a greater focus on the delivery of 'intermediate' housing. There is also a new 'West End' designation which sets out the strategic direction for growth in this important part of Westminster. The opportunity has been taken to ensure the draft City Plan policies are reflective of how high streets are evolving and allow for a better mix of uses there; as well as encouraging the delivery of more office floorspace to encourage economic growth.
- 1.3 Once the City Plan has been through public consultation, the policies will be further refined, where the consultation responses have demonstrated this is necessary for the plan to be sound. We will then submit the plan to the Secretary of State and begin the formal examination in public (EIP) process. The EIP will take the form of formal hearings chaired by an independent planning inspector and written reports. At the end of the process the Inspector will determine if the plan is sound. Assuming the plan is found to be sound, we hope to adopt the new City Plan late next year or early 2020.

- 1.4 The City Plan is required to be in general conformity with the London Plan, which is itself going through a major revision (see below). The timetable for the London Plan revision is slightly behind the City Plan timetable, this means that an early revision to the City Plan following adoption will likely be necessary to ensure our policies remain up to date and there is no conflict with regional policy.

2. Soho Planning Policies

- 2.1 I have been working with officers in Policy & Strategy to devise, for the first time, a bespoke policy in the draft City Plan to protect Soho's unique character and function. This policy will recognise the important contribution Soho makes to Westminster and the pressures it faces, ensuring our planning policies support its evolution in a way that respects its past and promotes its current functions.

3. Knightsbridge Neighbourhood Plan

- 3.1 Independent examination of the Knightsbridge Neighbourhood Plan has now concluded. We have subsequently published our 'decision statement', setting out that we agree to the examiner's recommendations that a series of modifications to the plan are necessary before it proceeds to referendum. This is the first neighbourhood plan in Westminster to reach this milestone.
- 3.2 The examiner's proposed modifications respond to issues raised through consultation and during the examination. Several of the proposed modifications were agreed between the Council and the neighbourhood forum through the examination process.
- 3.3 Arrangements are now being made for a local referendum to be held on 18 October. If successful, the plan will then form part of the statutory development plan and be used alongside City Plan and London Plan policies in determining planning applications in the Knightsbridge Neighbourhood Area.

4. Mayfair Neighbourhood Plan

- 4.1 The public consultation on the Mayfair Neighbourhood Plan finished at the end of June. In agreement with the neighbourhood forum, the Council has appointed an independent examiner who is currently considering the consultation responses submitted and whether the plan meets the requirements of the neighbourhood planning regulations.

4.2 Officers are working closely with the Mayfair Neighbourhood Forum at the request of the examiner to write a Statement of Common Ground (SOCG). This document will set out the detailed wording of any modifications to the submitted Plan, which are agreed, and explain the reasoning behind points of disagreement. Further, the examiner has requested that the forum consider two issues that English Heritage raised in their consultation response; namely, their proposal for the transformation of Park Lane, and whether a Strategic Environmental Assessment should be undertaken before the plan is adopted.

4.3 On receipt of the SOCG and responses to the questions posed, the examiner will submit a report which contains the recommended modifications to the plan. There will not be a public hearing and the examination process is expected to be completed by the end of the autumn. If the examiner recommends that the plan should proceed a referendum will be held in the neighbourhood area to determine if there is support for the neighbourhood plan. If the outcome of the referendum is positive, the plan will form part of the statutory development plan and will be used alongside the City Plan and London Plan policies in determining planning applications in the Mayfair Neighbourhood Area.

5. Oxford Street

5.1 The Council is currently in the process of meeting all the key stakeholders from the Oxford Street District to help inform the development of the Place Strategy and associated Delivery Plan. As per the agreement at Cabinet in July we are looking to consult on both the Place Strategy and Delivery Plan in November.

6. London Plan

6.1 On 13 August the Mayor of London published a large number of what he has termed “minor suggested changes” to his draft London Plan. These changes seek to respond to a number of points made by those commenting on the draft Plan during the public consultation between December 2017 and March this year – including a number of the comments made by the Council.

6.2 As a result, the timetable for examination and publication of the London Plan has been changed. Instead of this autumn, the Plan will have its examination in public in January-May 2019 with a view to the independent panel conducting it reporting to the Mayor over the summer of 2019. On this basis the new London Plan may be published in the winter of 2019/2020.

7. Strand/Aldwych

- 7.1 This project's aim is to improve the public realm in the Strand/Aldwych area by addressing its air quality and traffic challenges as well as maximising the area's cultural assets. This project has now completed Feasibility Design stage and a concept design is due to be taken to public consultation in autumn 2018, subject to my reviewing and approving the proposal. There has been a great deal of stakeholder engagement in the project to date and general support for the project has been established amongst that group. A six week consultation is planned, feedback from which will be fed into the next design stage starting later this year and running for approximately nine months. Ward councillors were sent a briefing note update in June 2018 and will be kept updated throughout the project by officers.

8. CIL Committee

- 8.1 The Community Infrastructure Levy (CIL) is a charge that planning authorities can impose on new development involving increases in floorspace to help pay for the infrastructure needed to support growth. The Council has been collecting its own Community Infrastructure Levy since 1 May 2016. It also collects the Mayor of London's CIL, which is used to help pay for the Elizabeth Line.
- 8.2 CIL liability is triggered when planning permission is granted, at which point the Council issues a "liability notice". Payment is actually made when development commences, at which point a "demand notice" is issued. The Council operates an instalments policy for larger payments; otherwise CIL must be paid within 90 days.
- 8.3 As of 3 September 2018 a total of 243 liability notices have been issued for payment of WCC CIL since 1 May 2016 to a total value of £108.879m. Demand notices for a total of £43.527m have been issued. Of this amount a total of £23.703m has been paid. As a result of the instalments policy there is therefore currently an outstanding sum of £19,824m payable by the end of June 2019.
- 8.4 Decisions on spending CIL are taken by a Cabinet Committee, which I chair and is also attended by Councillors David Harvey and Tim Mitchell. To date decisions have been taken to spend £13.914 million.
- 8.5 The most recent meeting of the Cabinet CIL Committee took place on 25 July when decisions were taken to fund 19 projects to a total of £4.952 million. These included funding electric vehicle charging infrastructure, the resurfacing of Shaftesbury Avenue, improvements to the St George's Drive/Warwick Way

junction, upgrading lighting in parks and gardens, supporting the Marylebone Low Emissions Neighbourhood project and schemes at two schools.

- 8.6 Following this meeting I have also been working with officers to progress those infrastructure proposals suggested to the committee by ward councillors. I have since approved a further Cabinet Member Report allocating £0.288m of CIL money to allow these projects to progress in a timely manner. The report also outlines where ward member proposals have been able to progress without recourse to CIL funding.
- 8.7 Under the CIL legislation a portion of the CIL paid by development in each neighbourhood has to be set aside for spending on infrastructure or other things addressing the demands of growth in agreement with the neighbourhood concerned. I am continuing to work with officers on the governance arrangements for the 'neighbourhood portion' of CIL. This represents approximately 15% of the total amount of CIL collected from development in each designated neighbourhood area. None of the decisions on spending have been on the neighbourhood portion to date and the Council will work with the designated Neighbourhood Forums and other community organisations to allocate this funding to local priorities in future.

9. Unauthorised Telephone Boxes and Advertising

- 9.1 In the last few years, the Council has received a large number of applications for prior approval for new telephone kiosks with advertising. The Council's primary concern is that these applications for new kiosks are being made for the revenue that can be obtained from the display of advertisements on the kiosks themselves rather than for their primary purpose, which should be to enable the public to make telephone calls.
- 9.2 Between the 1 January 2016 and the beginning of August 2018 (two and a half years), the City Council received approximately 350 applications for new telephone kiosks to be placed in Westminster. Almost all of the proposed kiosks would include advertising. For those proposed to be located outside of designated conservation areas, advertisement consent would not be required but for those located within conservation areas, express advertisement consent would be required from the City Council as Local Planning Authority. Almost every refusal which has been the subject of an appeal, has been allowed by the Planning Inspectorate which demonstrates the difficulty we face in preventing the proliferation of these telephone boxes on our streets.
- 9.3 Notwithstanding the influx of applications for additional kiosks, there are a large number of existing boxes in Westminster that are in very poor condition. Many do not have working handsets and are not being maintained. It would

seem many are only in situ for the advertising opportunity. Following legal advice on what could be done to potentially seek removal of the redundant kiosks, pioneering survey work was undertaken by the Planning Enforcement Team on a number of kiosks spread throughout the borough as well as a small geographic area comprising Oxford Street, and any kiosks immediately visible on any of the side streets off Oxford Street.

- 9.4 The kiosks were monitored for a period of approximately six months with repeated visits and at the end of the monitoring period, Counsel advised that Planning Contravention Notices (PCNs) should be served on the owners of each telephone kiosk that had been the subject of the monitoring exercise. Following correspondence with the owners of the kiosks, it was determined that formal enforcement action would be justified in relation to eight particular kiosks where the telephones had rarely been used and in some instances not at all for the six months prior to the service of the PCNs. The owners of those particular kiosks subsequently agreed to remove seven of the kiosks, claiming that the final kiosk had been serviced and was in use.
- 9.5 Whilst this ground-breaking action did result in removal of seven telephone kiosks, it was time and resource intensive taking the best part of 12 months to achieve and could have taken longer had the owners not agreed voluntarily to remove the kiosks. Now that the pilot action has run its course, options for other pro-active enforcement action in other geographical parts of Westminster is being looked at.

10. Planning Advisory Service Review

- 10.1 The Planning Advisory Service and Local Government Association have been asked to look at all aspects of the decision-making process in planning to ensure it is an independent and impartial process. It is not currently known when this review will be completed but any recommendations to improve the service will be reported in due course. The Council's own internal Audit team completed its review of planning in March with only minor recommendations. Both myself and the Chair of Planning, Cllr Mohindra, have now been interviewed by the Planning Advisory Service as part of this process.



City of Westminster

Economic Development, Education, Community and Place Shaping Policy and Scrutiny Committee

| | |
|---|--|
| Date: | 17 September 2018 |
| Classification: | General Release |
| Title: | Social Value |
| Report of: | Greg Ward, Director of Economy |
| Cabinet Member Portfolio | Economic Development, Education and Community |
| Wards Involved: | All |
| Policy Context: | City for All |
| Report Author and Contact Details: | Greg Ward, Director of Economy! gward@westminster.gov.uk |

1. Executive Summary

The report aims to present the work of Westminster City Council in the area of social value. It explains how businesses are encouraged to embrace their social responsibilities, engage with local communities and make a difference within Westminster for Westminster residents.

The report highlights the work of larger and smaller businesses, as well as that of organisations such as Heart of the City

The council's work to connect the voluntary and business sectors was previously scrutinised in September 2017 by the Children, Environment and Leisure Policy and Scrutiny Committee.

2. Key Matters for the Committee's Consideration

The committee is asked to provide a view on:

- What elements are missing from the council's social value policy and engagement;
- Any other missed opportunities;

- What needs exist in members' wards;
- Whether the council should pursue quality (rather than quantity); and
- Whether the council should set priorities.

The responses will then be used to form the basis of recommendations for incorporation into a short report that will be submitted to the relevant Cabinet Member(s) for a response.

3. Background

This report examines how Westminster connects residents with opportunities, linking big business to the voluntary sector and encouraging smaller firms to engage with local communities as part of corporate social responsibility. The report refers to the Westminster Lions programme and award scheme.

The report also explores how the council's Economy and Procurement Teams support council schemes such as City Lions to enable youth engagement within the City.

The presentation outlines developments in the CSR 'brokerage service', designed to facilitate more seamless and effective joint working between the voluntary sector and private sector businesses, increasing the council's ability to leverage the benefits of CSR locally with positive impact for Westminster residents.

If you have any queries about this Report or wish to inspect any of the Background Papers please contact Greg Ward gward@westminster.gov.uk

APPENDICES:

Presentation.

BACKGROUND PAPERS

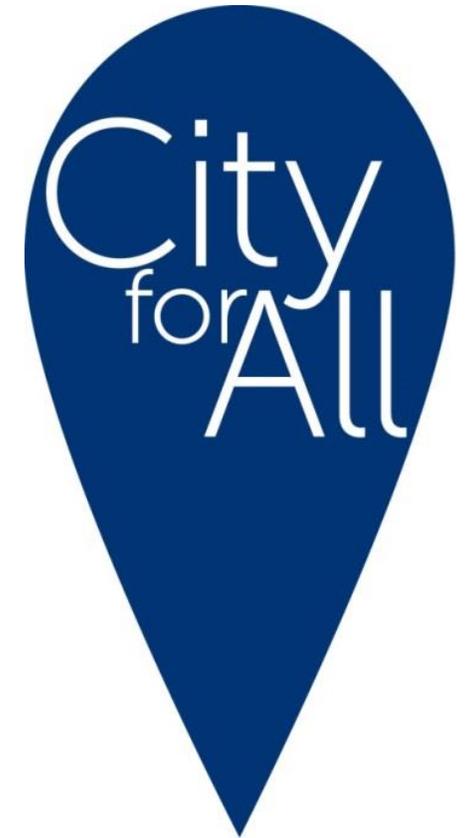
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Westminster City Council

Page 23

SOCIAL VALUE

Economy and Procurement Teams

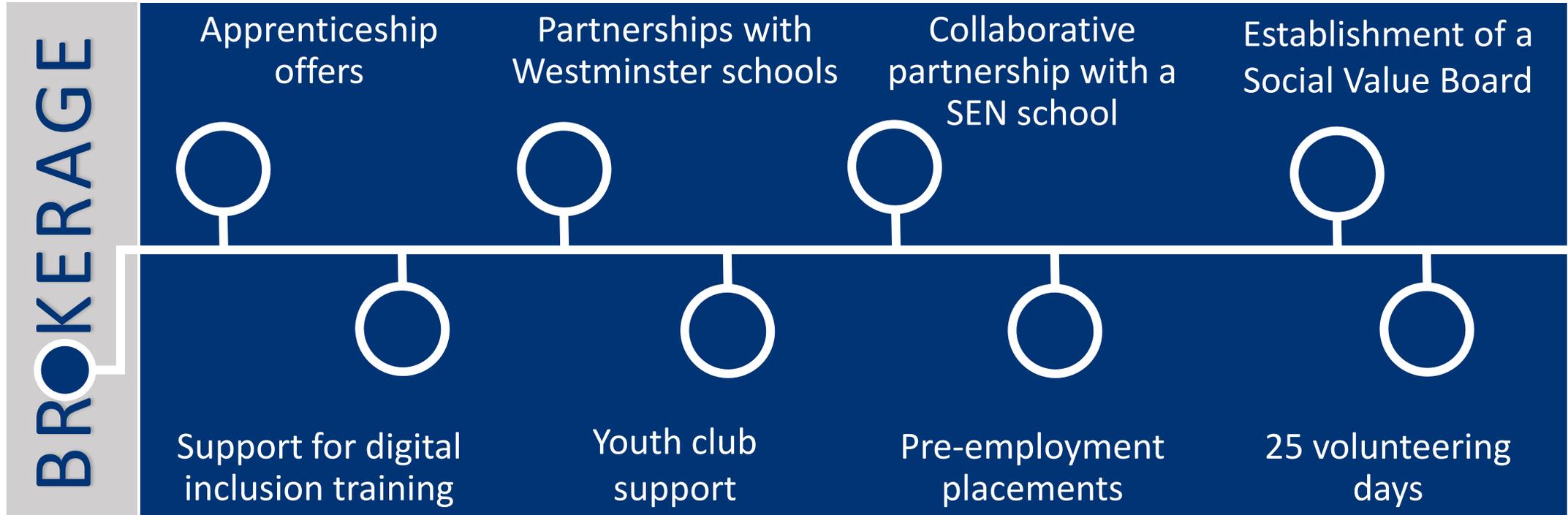


City of Westminster

<http://wire.ourvision> #CityforAll



Brokering new opportunities – A dating agency





Macro Economic Considerations



Page 25



Although many of our businesses already embrace their social responsibilities; the impact of their efforts is often felt outside of Westminster.

We want to encourage our businesses to make a difference locally.



AIMS

“We believe that creating a City for All is everyone’s business. Every single one of us – whether council, resident or business, voluntary group or visitor – has a part to play in contributing to our local community and improving the place where we live and work.”

City for All

“We are asking every business who has a stake in Westminster to help make a positive contribution to the city by supporting their local communities. The Westminster Lion standard recognises those businesses that go above and beyond to help ensure that the prosperity of the city is felt throughout all of our neighbourhoods.”

Westminster Lions



Example of Scope

We've got on top of legacy commitments made by developers and suppliers

Page 27

94



Developers
with S106 commitments

118



WCC Contracts
with Social Value

=

1002 jobs*

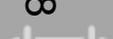
1046 work placements*

*Commitments set by developers and contractors in the period 2016-2021





Youth Engagement

| | | |
|---|--|--|
|  Summer holidays 2018 | Employability Summer School Offering young people unique opportunities with industry experts to explore career opportunities, gain insight and learn through workshops about employer expectations and employability skills. | DID YOU KNOW? 80% of young people wish they knew more about career options available to them. <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7 |
|  Sept/Oct 2018 | Hospitality Week The hospitality sector offers varied, vibrant and creative work. Students can learn what it is like to work in some of London's most iconic and renowned hotels and learn from industry leaders. | DID YOU KNOW? The hospitality industry has generated over one quarter of all new jobs created since 2010! <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7 |
|  Nov 2018 | Westminster Enterprise Week An inspiring programme of activities including workshops, challenges, panel discussions, talks and tours, all designed to promote enterprise in the heart of London. | DID YOU KNOW? More than 50% of young people in the UK want to start their own business! <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7 |
|  March 2019 | National Apprenticeship Week Join us for a week of celebration, workshops and information sessions on how apprenticeships enable young people to gain direct experience and can offer an alternative to university. | DID YOU KNOW? There are 170+ industry apprenticeships available; aerospace, broadcast media, law, finance... <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7 |
|  08-17 March 2019 | British Science Week A celebration of Science, Technology, Engineering and Maths - featuring fascinating, entertaining and engaging events, workplace tours, workshops and other activities across Westminster. | DID YOU KNOW? 72% of all UK businesses rely on people with STEM skills! <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7 |
|  July 2019 | Creative Industries Week A week of inspiring and engaging activities offered by Westminster's creative employers from design, advertising, architecture, arts, culture, craft, games, fashion, music, publishing, technology, TV and film. | DID YOU KNOW? Westminster is home to the UK's creative industries hub - the sector is the UK's fastest growing. <small>Gatsby benchmark correlation</small> 1, 2, 3, 5, 6, 7 |

Page 28



Westminster Academy Students at Kings

“Young adults who recalled ‘four or more employer contacts’ are five times less likely to be NEET than those who had no involvement”



Westminster Enterprise Week 2017



Enterprise Space

Establishing affordable and highly supportive spaces for start-ups and micro businesses to develop and grow

Targets

Create 220,000 sq. feet Enterprise Space

5% businesses supported through Council supported enterprise spaces.



1 Great Western Studios



2 Maida Hill Place



3 Venture 382



4 Somerset House Studios



5 Westminster Enterprise Centre



6 Paddington Works



7 Ingestre Court



8 Whitcomb Street



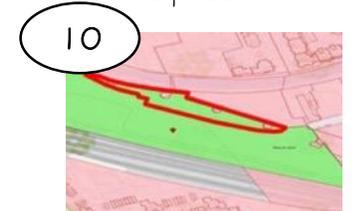
9 Lisson Arches



12 WKC Soho Campus



11 Social Impact Space



10 Canal Side



City of Westminster



Enabling **SOCIAL VALUE** through the Heart of the City programme

Page 30



Supports SMEs to get involved in social responsibility initiatives

- 18 companies on the 2018 programme
- Local focus



Encouraging SMEs to engage with local communities



iTea Party

IT Drop-In Sessions for Westminster Residents aged 50+



Want to learn your laptop?
Understand your iPad?
Tackle texting?

May 16th, 2-4pm

Twitter
1st Floor, 20 Air Street
London, W1B 5AN

To Book
Call 020 3004 5610 or email
enquiries@ageukwestminster.org.uk

Bring your own device.

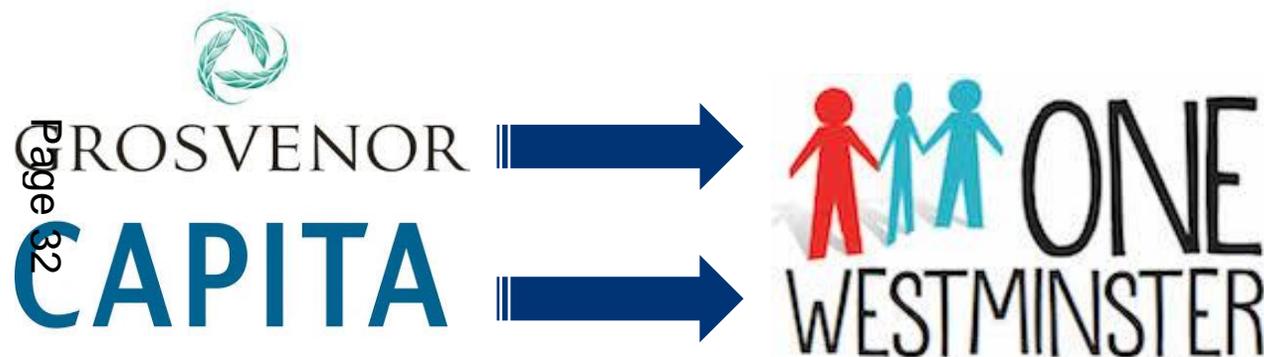


David Miller Architects





Connecting big business to support the voluntary sector



- Sponsorship corporate community event (Nov 2018)
- Utilising local expertise – One Westminster

- Connecting suppliers to local charities
- Workshops to engage London suppliers to get involved in CSR initiatives locally



Wider Engagement - Collaborations to date

Page 33



Image: Liverpool Community Health, Social Value booklet

| Status | Number of businesses |
|--------------------|----------------------|
| Live Collaboration | 154 |
| Warm Leads | 96 |
| Cool Leads | 130 |
| Total Leads | 380 |



BIDS & CSR

Page 34



Air quality, employment, apprenticeships, skills development, wellbeing, community, volunteering, wise-giving activities.



Volunteering, fundraising, schools, charities, skills sharing, brokering relationships between businesses, charities and schools.



Wild West End Garden
Smart Street
Air Quality improvements
Employment Support



Partners with CRP – Recruitment (Recruit London)

Collaborative working, brokering donations, fundraising, skill sharing, clothes food and toy drives, mentoring, work experience and placements



Community projects, specialist skill sharing, volunteering in schools



Giving back to the local community and specific charitable activities



How Economy support council schemes - City Lions

#MyWestminster City Lions is a new club to help 13 to 16-year-olds make the most of the opportunities that come with living in the heart of the city.

#MyWestminster

**CITY
LIONS**

- Work collaboratively to promote this scheme through the engagement programme
- Identifying businesses to be part of the scheme
- To date 13 businesses introduced to the City Lions

CYCLE
CONFIDENT

CAPITA



The Goring

DERWENT
LONDON



EDWARDIAN
HOTELS
LONDON

Page 36
four Beatty

The House of
St Barnabas
LONDON



John Lewis



CENTRAL HALL
WESTMINSTER
LONDON



VEOLIA



DMA



THE CREATIVE SOCIETY



WILLMOTT DIXON



GROSVENOR

UNIVERSITY OF
WESTMINSTER



Blackstone



Community Fibre



Landsec

SIMONE DE GALE ARCHITECTS



LAING O'ROURKE

BAKER STREET
QUARTER
PARTNERSHIP



THE
PORTMAN
ESTATE

ODELAY

The Paddington Partnership



Sir Robert
McALPINE

Heart of
LONDON
Business Alliance
West End Business Improvement Districts

WPA
Westminster Property Association

Shaftesbury



Connecting Residents with Opportunities



Page 37

- A Social Enterprise currently based at the British Film Institute.
- They run free training courses in **Documentary, Music Video and Advertising** for young people aged 16-25

The film school courses have been advertised to our young people to encourage **local sign ups** as this year one of their courses will be running at King's College London.

Iconic Steps has also agreed to be a partner for **Westminster Enterprise Week** in November.



Connecting Residents with Opportunities



- SocialBox.biz is a social enterprise which gives laptops and devices to disadvantaged people.
- Brokered a relationship with Children's Services
- Six residents who are engaged in our services have been provided with laptops

Page 38

I have so far now issued **6 laptops** to unaccompanied asylum seeking children (UASC). These particular children have **benefited from home study** using the laptops to **Improve their English language skills** using on-line study tools. Furthermore, some of them also use **social media** including Skype to contact their family members overseas in their home countries. All the young people who have received a laptop have shown much appreciation for this opportunity and as a social worker, it was a lovely feeling seeing smiling faces!

Once again, I would like to thank you all for this kind donation... so nice to make a difference in young people's lives.

Kind Regards,

Westminster Children's Services

Small Businesses can do CSR

- Odelay films is a small production company
- Peter Lee Scott, the company director, recognised there was a **need for upskilling and training young people** to get into the film, advertising and production industry
- Peter created a **free training initiative**, backed by the Advertising Producer's Association (APA) for **young disadvantaged people**
- This scheme has been created with industry partnerships and Peter is working towards accreditation by an educational body

Page 39



O DELAY



Big Business Case Studies

John Lewis

Environmental Innovation

- John Lewis's carbon fleet makes up to 41% of their carbon footprint
- Rolled out 35 biomethane trucks in 2017 - the first of their kind in the UK.
- They emit 83% less carbon dioxide than standard diesel alternatives
- Innovations include new safety features such as cyclist and pedestrians detection on trucks, exceptionally quiet vehicles and scheduling deliveries at non-congested times

Rolls Royce

Education & Skills

- Rolls Royce passionate encouraging diversity in the STEM industry
- They have taken cohorts of disadvantaged young people to attend theatre shows in the West End after which they engage in workshops to learn about the mechanics of putting on a theatre production
- This enriches the lives of young people whilst showcasing the types of jobs available in STEM which would otherwise not be apparent



We use our relationships with businesses to support communities



Page 41

Business Rate Relief

Engaging companies in Westminster that apply to reduce their Business Rates (Restaurants, Hotels, Retailers, etc)

Suppliers

Social value commitments made by Council suppliers in the procurement process (ISG, Wilmott Dixon, etc)

Developers / s106

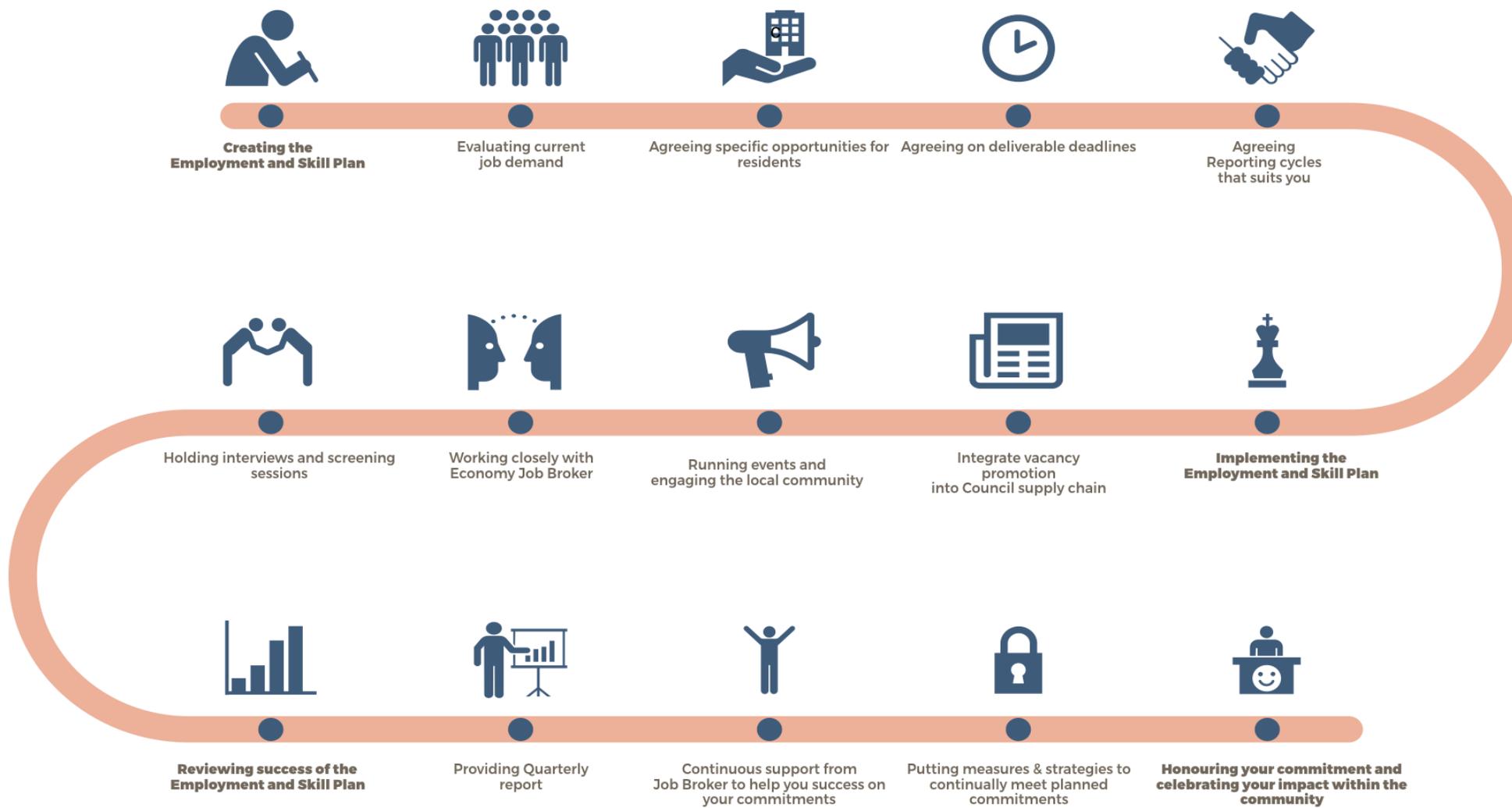
Social value commitments made by Developers operating in Westminster

Economy Contacts

Employment related contacts passed on to the economy team by other departments



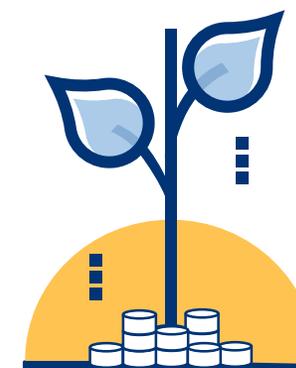
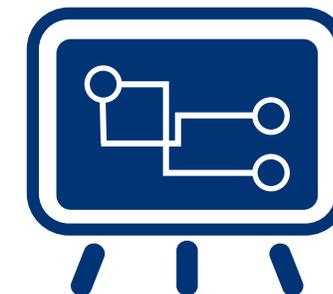
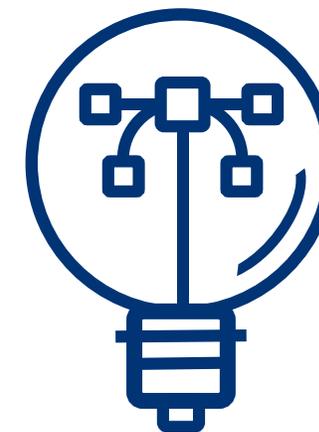
How we do it – Section 106 Employment & Skills commitments





S106 and CIL

- New opportunities for Employment
- Ward priorities
- Capital investment
- Relationship to the BIDs and Third Sector
- Menu of “Asks”





Generating benefit through Procurement – Social Value



118

WCC contracts
with Social Value

£700M spend and 90% of contracts
now include social value outcomes

£

90%

Page 44

- Wide range of benefits being captured: opportunity, neighbourhoods and environment
- Commitments need to be checked and tracked
- Effective relationship support can deliver significant returns

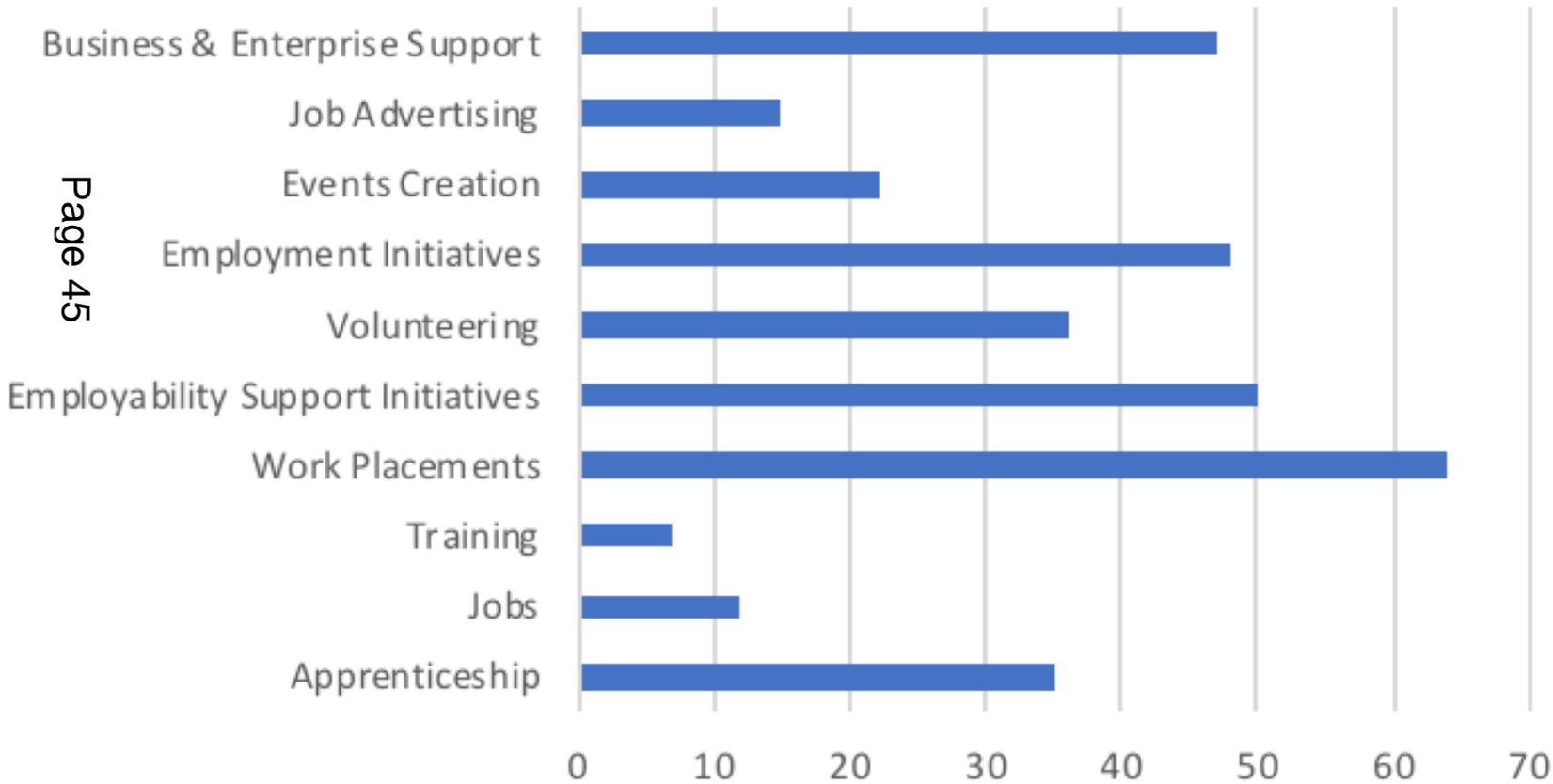


Commitment Breakdown – based on social value priority area (E&S, Neighbourhoods, Environment)

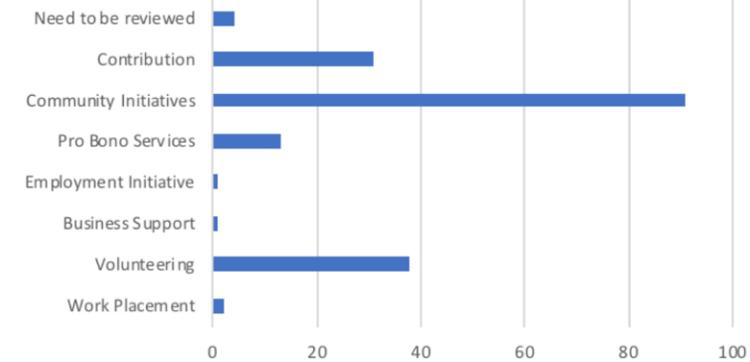


Page 45

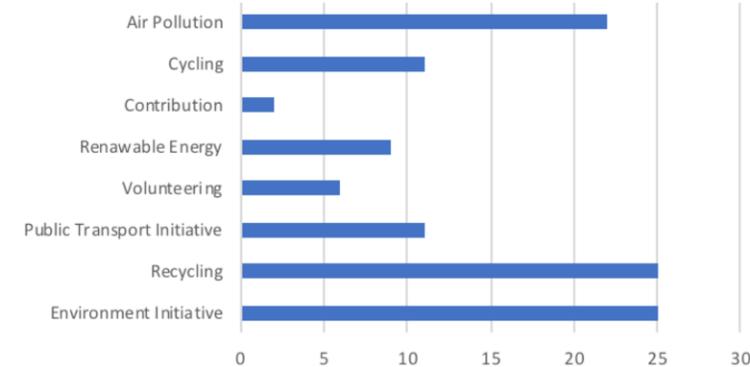
Employment & Skills Commitments



Community Benefit Commitments



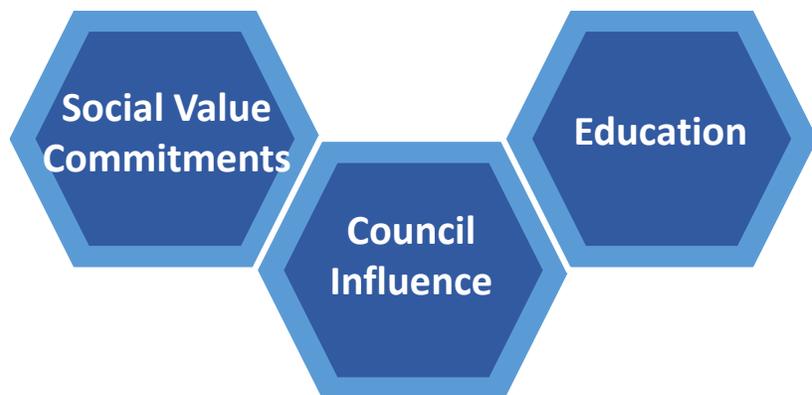
Environment Commitments



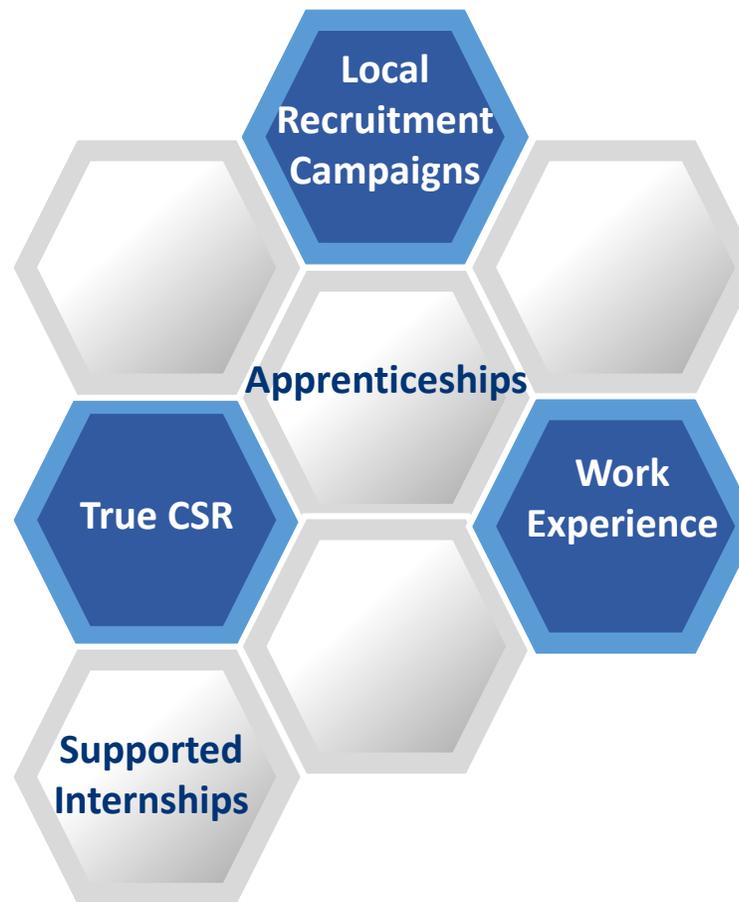


Virtuous Continuum

Page 46



COUNCIL BROKERAGE



CSR BECOMES BUSINESS AS USUAL



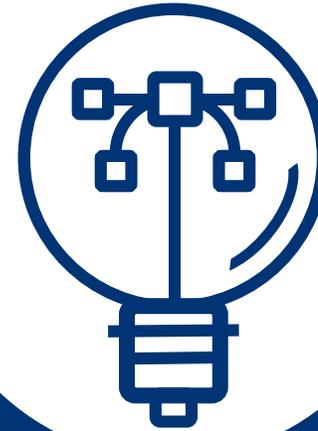
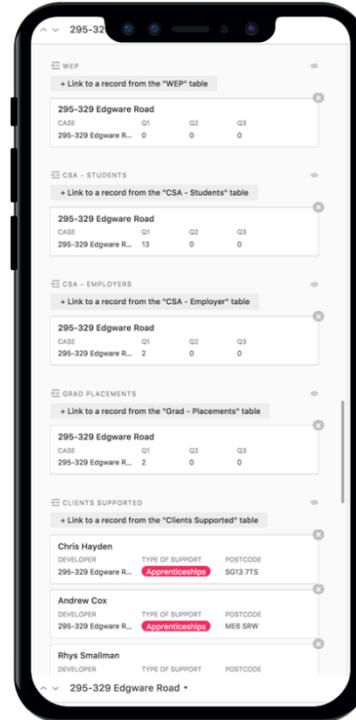
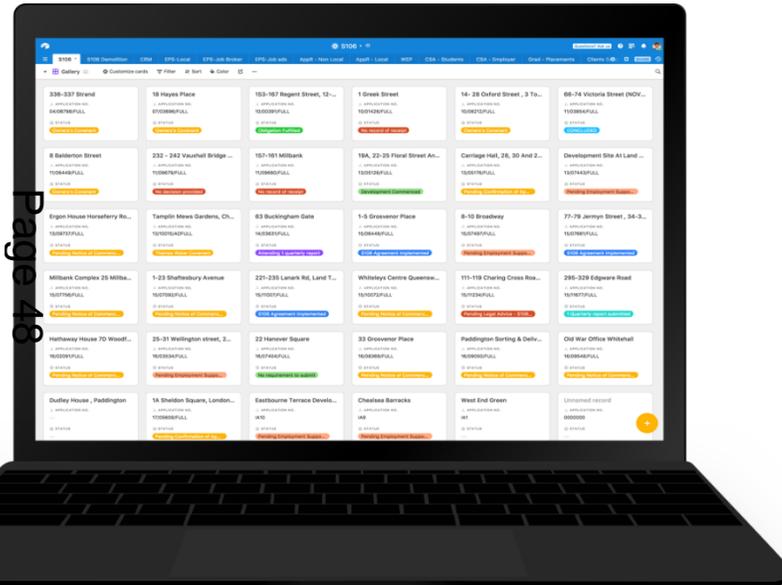
Systemic Opportunities

- Three main functions drawn together
 1. Education
 2. Adding value to our activity
 3. Brokerage
- Contract management
- The quality rather than quantity
- Additional capacity for environmental work
- Role of technology





Role of Technology



We've designed a better system to record and present data

It is a cloud based system and can be accessed by all our team on phones, like an app.

Role of Technology



City of Westminster

How this scheme is supporting local residents into work?

Which vacancies are currently shared with us?

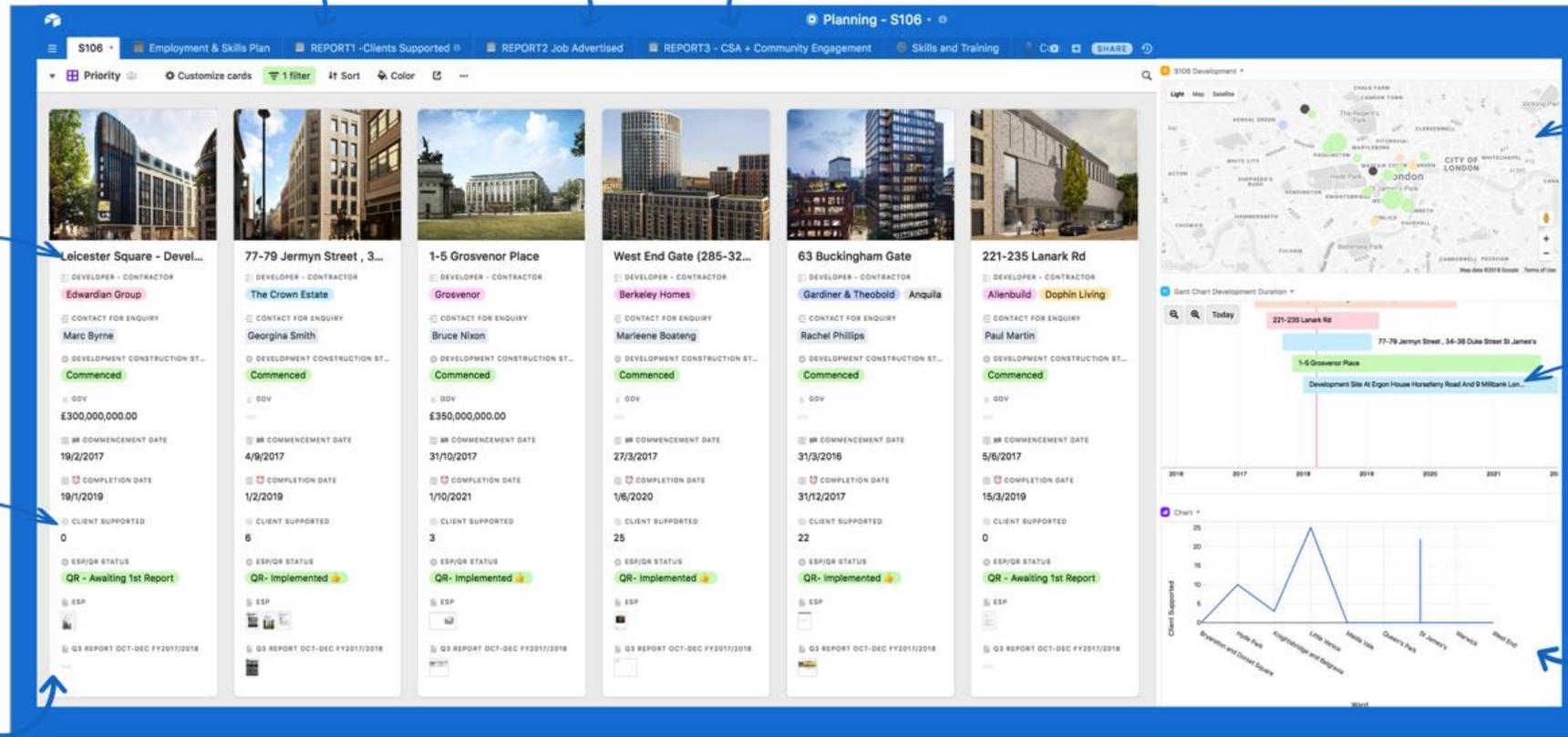
What is this scheme doing for the community?

Page 49

Scheme snapshot

How many clients is this scheme supporting?

Did this scheme report



Which scheme is supporting more Westminster residents?

When should we approach each scheme?

Which ward is benefitting the most?



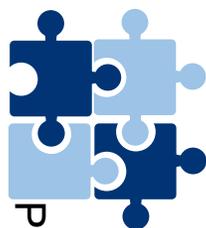
Next Steps and Suggested Priorities

1. Working Group
2. Changes to the Code of Construction
3. Training for Contract Managers
4. Recognition through the Lions Awards
5. Increasing capacity
6. One central database





Questions for Policy and Scrutiny



Page 51



NEEDS
ANALYSIS

- What is missing?
- What are the other opportunities?
- What are the needs in your wards?
- Should we ask for quality rather than quantity
- Should we have priorities as a Council?

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