



Partnership and Place Overview and Scrutiny Committee

Tuesday, 14 December 2010 at 7.30 pm
Committee Room 4, Brent Town Hall, Forty Lane,
Wembley, HA9 9HD

Membership:

Members

Councillors:

Van Kalwala (Chair)
Clues (Vice-Chair)
Brown
A Choudry
Hirani
Naheerathan
Ogunro
HB Patel

first alternates

Councillors:

Mistry
Matthews
Lorber
Oladapo
Aden
Al-Ebadi
Chohan
Colwill

Second alternates

Councillors:

Daly
Allie
Leaman
Sheth
Adeyeye
Beckman
S Choudhary
HM Patel

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The press and public are welcome to attend this meeting

Agenda

Introductions, if appropriate.

Apologies for absence and clarification of alternate members

Item	Page
1 Declarations of personal and prejudicial interests	
Members are invited to declare at this stage of the meeting, any relevant financial or other interest in the items on the agenda.	
2 Deputations	
3 Minutes of the previous meeting held on 19 October 2010	1 - 6
The minutes are attached.	
4 Matters Arising	
5 Progress on a Voluntary Sector strategy	7 - 12
This report outlines the progress on developing a voluntary sector strategy for Brent and the next steps planned. It highlights initial responses to points which have been raised by voluntary sector organisations.	
6 The Local Economic Assessment	13 - 26
This report provides background to Brent's Local Economic Assessment (LEA) and sets the current context for the local economy. Attached to the report is an executive summary of the LEA which has been compiled as a synthesis of key findings and issues for consideration by members of the Overview and Scrutiny Committee.	
7 Policing priorities in Brent	
Members will receive a presentation that will update them on the emerging priorities of the police and the Crime Prevention Strategy Group.	

8 Services for women in and exiting prostitution - six month update on task group recommendations 27 - 44

The purpose of this report is to provide an update on the implementation of the recommendations contained in the services for women in and exiting prostitution in Brent task group.

9 Date of next meeting

The next meeting of the Partnership and Place Overview and Scrutiny Committee is scheduled to take place on Thursday, 17 February 2011 at 7.30 pm.

10 Any other urgent business

Notice of items to be raised under this heading must be given in writing to the Democratic Services Manager or his representative before the meeting in accordance with Standing Order 64.



- Please remember to **SWITCH OFF** your mobile phone during the meeting.
- The meeting room is accessible by lift and seats will be provided for members of the public.
 - Toilets are available on the second floor.
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MINUTES OF THE PARTNERSHIP AND PLACE OVERVIEW AND SCRUTINY COMMITTEE Tuesday, 19 October 2010 at 7.30 pm

PRESENT: Councillor Van Kalwala (Chair), Councillor Clues (Vice-Chair) and Councillors Mrs Bacchus, Hirani, Ogunro and Al-Ebadi (alternate for Councillor Naheerathan)

Apologies were received from: Councillors Naheerathan and HB Patel

1. Declarations of personal and prejudicial interests

None declared.

2. Terms of reference

Members noted the terms of reference for the Partnership and Place Overview and Scrutiny Committee as agreed by Full Council on 13 September 2010.

3. The priorities of the Crime Prevention Strategy Group

Genny Renard (Head of Integrated Community Safety, Strategy, Partnerships and Improvement) presented this item and advised that the Crime Prevention Strategy Group (CPSG) was a statutory partnership currently under review. Councillors were to be consulted about the review in the next few weeks. The CPSG met on a bi monthly basis and was chaired by the Chief Executive and the Borough Commander and focused on achieving strong outcomes. Genny Renard advised that the CPSG had already received spending cuts in the region of £110,000 and it was anticipated that there would be further reductions as a result of the Comprehensive Spending Review announcement. With regard to crime trends, Genny Renard explained that there had been a sharp rise in the number of reported burglaries across London towards the end of the year and nationally there was a big drive to tackle robberies, including street robberies, and burglaries as it was perceived that home owners were becoming less vigilant. Members heard that locally, the rise in robberies could be attributed to the recent release from prison of four known prolific burglars. There was a need to look at the various trends across the borough and take a holistic approach. It was noted that 80% of crime was committed by re-offenders and to address this, a Prolific Offender Programme had been set up and the police were being consulted upon as to how to make this programme run more effectively.

Genny Renard explained that because of the economic circumstances, better use of limited resources would be needed and the review would identify priorities. She stated that although reports of domestic violence had risen, this may be indicative that victims were now more willing to report such incidences to the police.

However, it was noted that there had been a £71,000 cut to the domestic violence service budget this year and although the service would continue it would nevertheless be impacted upon and other additional police work was also being cut.

Inspector Claire Smart (Brent Police) added that there had been extensive work on addressing anti-social behaviour and there had been a significant reduction in violent crime in the borough, especially in gun crime. As a result of this, the borough was now borderline in maintaining its trident status, however losing the status whilst reflecting a reduction in violent crime would also mean a reduction in funding.

During Members' discussion, Councillor Al-Ebadi sought further clarification with regard to the reduction in gun crime in Brent. As Chair of the Voluntary Sector, he expressed an interest in a workshop being set up for voluntary organisations with the police and Genny Renard agreed to discuss this further with him. Councillor Clues enquired whether trident borough status was entirely determined by statistical criteria and he suggested that such a status helped maintain lower crime figures because of the focus and resources available to achieve this. Councillor Ogunro enquired whether gun crime had specifically reduced in South Kilburn. Councillor Hirani asked whether front line staff had been reduced in respect of the domestic violence service or whether they were now burdened with additional administrative tasks.

The Chair enquired whether London councils were lobbying against changes made in respect of the method used to count incidences of gun crime. He asked what the likely impact of reduced funding on CPSG and on community engagement activities would be.

In reply, Genny Renard advised that there had been approximately a 35% reduction in reported gun crime in Brent, which represented about 14 cases in a year, however the method of counting had been revised to include where it was perceived that a gun was involved. The council, along with other London councils, was lobbying for the revised counting method to be reconsidered. Members noted that trident borough status was completely statistics driven, however the work of the Youth Offenders Team had been important in reducing crime of this type. Front line staff numbers for the Domestic Violence Team remained the same, however the loss of a data officer had impacted upon the ability to analyse data and Genny Renard stated that there had been reductions in staff in her team and with the police too. This would inevitably mean more administrative tasks would be taken on by front line staff. It was expected that the CPSG would face spending cuts of approximately 30% over the next three years and it would mean that attention would need to be focused on the most problematic families or specific areas. The level of community engagement would also be affected and working with voluntary sector groups was an option that would be pursued, with voluntary organisations being encouraged to bid for charitable funds such as the national lottery and the Tudor Fund.

4. Tackling Anti-Social Behaviour in Brent

Genny Renard gave a presentation to Members on this item and confirmed that the Government was reviewing the Regulation of Investigatory Powers (RIPA) Act which covered areas such as when covert intelligence could be used, including use

of CCTV and following suspects. There were also plans to reform anti-social behaviour legislation, although this was currently on hold. Anti-Social Behaviour Orders (ASBOs) were introduced in 1999 and Members noted that adult re-offences fell by 13% in 2005-2006 against a target of 10%, whilst the proportion of juvenile re-offenders fell by 0.2% between 2000-2006 against a target of 5%. Genny Renard advised that the ASBO re-offending rate had increased from 20% in 2005 to 50% in 2010, however this did not necessarily reflect that ASBOs were not working as it could be attributable to the police identifying re-offenders more easily. The committee noted proposals to introduce Instant Preventative Measure, where if the same individual is reported to have committed three transgressions in twelve months, a subsequent breach of the third warning would be an offence. However, clarity was needed in such situations where three separate people had reported the same incident. Members noted that the British Transport Police had a similar warning system in place.

Genny Renard advised that primary legislation was needed for action to be taken in the event of breaches, whilst there was also a need for more panel work. Publicity was another issue that needed to be considered, such as whether offenders under 18 years should be publicised. Genny Renard confirmed that 17 post conviction ASBOs had been granted in 2009-2010 and such action could restrict the individual concerned from being in a certain area and most ASBOs were issued in the south of the Borough.

Councillor Clues expressed doubt that the Instant Preventative Measure scheme would be effective in areas such as Brent, feeling that the system could be open to abuse and allow opportunity for individuals to be slurred. Councillor Hirani sought details as to what kind of panel work would be undertaken and he asked whether sending letters to parents of those committing anti-social behaviour was being considered, as was presently being done by Brent Transport Police.

The Chair asked what impact the changes were likely to have on issuing ASBOs and sought clarification with regard to consultation arrangements. He also sought the police's view on the proposal and whether reforming ASBOs would be a more beneficial approach to take.

In reply, Genny Renard commented that because all reporting would need to be logged on to a database there would still be the same level of bureaucracy involved, although less administrative staff available to process it. Members heard that multi-agency panel work already took place under BAGPUS, which discussed ASBOs. Genny Renard felt that it was unlikely that sending letters to parents of those committing anti-social behaviour would be considered. She felt that the proposals were likely to mean less ASBOs in future and more legal challenges in the courts as evidence was more likely to be questioned and doubts over whether the same incident had been reported by more than one person. However, the proposals were at the consultation stage and the Government was looking for local authorities to run pilot schemes. Genny Renard felt that it would be more prudent to review the ASBOs by streamlining the processes involved and through more effective partnership working.

Phil Newby added that details as to how the Instant Preventative Measure would work were not yet finalised and these could be reported on at future meetings.

Claire Smart commented that the police sometimes worked in partnership with housing associations which had proven to be effective in tackling anti-social behaviour. She stated that ASBOs were initially small in number when they were first introduced because of the large number of regulations that were coming into force, however they had since been used more effectively. Claire Smart added that the proposals' objective to reduce paperwork may be nullified because it would be more difficult to ensure that the appropriate evidence had been provided.

The Chair added that there would be an update on anti-social behaviour in Brent at future meetings.

5. **Government proposals relating to the police and crime - verbal update**

Genny Renard gave a presentation on this item to inform Members of Community Safety Partnerships (CSP) under the new Government. Amongst the main themes were decentralising power to local areas, directly elected police and crime commissioners, promoting the 'Big Society' and conducting a spending review to reduce the deficit. Members heard that CPSs would need to be more action-oriented, with bureaucracy and the number of processes involved reduced. Multi-agency working to achieve greater value for money and improving delivery of services would also be needed. There would also be an active role for the voluntary sector. Genny Renard advised that the Big Society rested on three principles, these being:-

- Capability – enabling people to participate
- Co-production – empowerment to influence and act
- Commissioning – empowerment to control own environment. This would involve deciding what outcome is wanted and then choose a preferred bidder.

In terms of the design of service, Genny Renard advised that the CSP was currently at the professional service but user and the community involved level, however the objective was to achieve commissioning full co-production. There would also be a move towards place-based budgeting and the implications for policing would include effective prevention and response to crime, enhanced intelligence sharing, closer partnership working with key local outcomes and using a joined up approach with other agencies to address the cycle of re-offending.

During Members' discussion, Councillor Clues sought further information on the CSP structure under the devolution proposals and what impact this would have on the ward panels. He also enquired how voluntary sector organisations would be managed and how would it be ensured that they were fit for purpose. Councillor Clues commented that it was important to reassure the community that there were appropriate measures in place to tackle crime. Councillor Al-Ebadi stated that although CCTV was needed in town centres, he questioned its need in other locations and felt that sometimes it was misused. He felt that the purposes of using CCTV could be more fully explored.

With regard to commissioning, the Chair enquired whether there were any plans to seek arrangements with other local authorities and would there be a review of what could be commissioned. He also asked how contracts would be monitored. The Chair enquired if there was any indication with regard to what savings would be

required and when an announcement would be made on this. He asked to what extent CCTV provided a good evidence base and was the quality of CCTV in Brent high.

In reply, Genny Renard advised that the Government was considering three models as to how the CSP would function and it was possible that Brent could be split into three sectors. She stated that ward panels played an important role in bringing views together and Neighbourhood Working also assisted this. It was noted that the nature of Brent meant there were distinct neighbourhoods in the Borough. Commissioning would be the solution to ensure that voluntary sector organisations were fit for purpose and these organisations would receive assistance to develop their services and receive training, whilst a robust monitoring process would need to be in place. Members noted that the council was meeting with Barnet and Harrow on 22 October to discuss domestic violence services and such arrangements were being considered for other areas too. There would be an informal review of what could be commissioned and whilst the police informed the council of how many referrals were made, progress needed to be made in finding appropriate partners. CCTV quality was comparable with other boroughs and although there was no evidence to suggest CCTV helped reduce crime, it assisted in detection.

Claire Smart added that CCTV was useful providing that it was in an appropriate location and had the right view of the incident. She stated that although the Police Authority was being replaced, the change would not impact upon the strategy.

Phil Newby (Director of Strategy, Partnerships and Improvement) commented that reducing police civilian workers would require police officers to spend more time on administrative tasks. As there was a need to make savings, a number of areas needed to be looked at, such as whether CCTV represented good value for money and he suggested that a task group could be set up to consider this. He advised that future funding for CSG would be confirmed by the Local Authorities Settlement on 6 December.

6. Work programme

The Chair referred to the work programme which included topics suggested at previous meetings. Members then agreed to a suggestion from Councillor Clues to include consideration of a community re-assurance strategy, which would include issues such as use of CCTV. The Chair added that this will also include information on what groups the council was engaging with.

Members also agreed that a task group be set up to consider developing diversionary and exit strategies for young people involved or likely to be involved in gangs in Brent. Councillor Ogunro agreed to be a member of the task group and Jacqueline Casson (Senior Policy Officer, Strategy Partnerships and Improvement) would liaise with Group Offices over the appointment of other members.

7. Date of next meeting

It was noted that the next meeting was scheduled to take place on Tuesday, 14 December 2010 at 7.30 pm.

8. **Any other urgent business**

None.

The meeting closed at 9.15 pm

Z VAN KALWALA
Chair

	<p>Partnership and Place Overview and Scrutiny Committee December 2010</p> <p>Report from the Director of Strategy, Partnerships and Improvement</p>
<p>For Information Wards Affected: ALL</p>	
<p>Progress on a Voluntary Sector Strategy</p>	

1.0 Summary

- 1.1 This report outlines the progress on developing a voluntary sector strategy for Brent and the next steps planned. It highlights initial responses to points which have been raised by voluntary sector organisations.

2.0 Recommendations

- 2.1 That the Partnership and Place Overview and Scrutiny Committee note the work undertaken so far to develop a voluntary sector strategy

3.0 Context

- 3.1 A Voluntary Sector Strategy has to take into account a whole range of contextual factors:
- It has to be relevant to a sector made up of a range of different sized organisations with different objectives, many of which argue that the term sector is an artificial classification.
 - It has to take into account public sector cuts set out by the Comprehensive Spending Review. These will not only affect public sector organisations but are likely to have a knock on effect on voluntary sector organisations presently funded by these national and local funding streams.
 - It has to take into account the local administration's priorities set out in Brent - Our Future and the changing national policy context, the detail of which is still being outlined in white papers we expect in the next couple of months.

- It is written against a backdrop of successful voluntary sector activity which has not been publicised as widely as it could have been and some differences of opinion between public and voluntary sector organisations over the years.

4.0 Strategy Development Progress

- 4.1 Several Staffing changes at the Council have meant that the strategy development has been delayed. Work began in 2009 to look at what a strategy might include and an approach agreed with voluntary and community sector representatives. Since then a further voluntary sector strategy planning session has been held and a steering group is taking forward the writing of a draft strategy, drawing on the key points already highlighted by the initial work in 2009 and more recent changes in national policy. The Strategy, Partnerships and Improvement Team have now taken on the work to support the development of a strategy and are in the process of negotiating a realistic timeline, which both allows for the delay already experienced and at the same time consults people effectively. The impact of this will be that budget decisions this year will come ahead of an overall strategy for relating to the voluntary sector but this will not undermine the overall principles and direction of the strategy.
- 4.2 The strategy is intended to be a high level set of principles with a set of actions allowing priority themes to be considered in more detail one by one. This enables the themes to be highlighted and some preferring values and ways of working to be agreed upon, whilst allowing us to respond to the rapidly changing context and break down the work to reach solutions to issues identified into manageable pieces of work. Success will rely upon the work of all the partners. Where the council and voluntary sector organisations are already working to improve their relationship there is also need for consistency from the wider public and voluntary sector.
- 4.3 The Strategy will be developed by the steering group, receive comment from the reading group and the draft be consulted upon more widely. Following this, agreement will be sought from the council Executive and endorsement sought from other public sector partners at the LSP.

5.0 High level themes identified for the Strategy

- 5.1 The discussions so far recognise that a number of aims and objectives are shared by partners. All are working to improve the lives for people in Brent.
- 5.2 However a number of blockages have been identified to doing this effectively as organisations relating to one another at both a strategic and operational level. The focus for the strategy has been on relationships between public and voluntary and community sectors – how they communicate and work together on how to best align the work undertaken by the different sectors for the benefit of residents in Brent.
- 5.3 Key themes arising from these overarching objectives include:

- Communication – shared values, recognition and celebration of roles, engagement, partnership working arrangements, support for the voluntary sector and the role of a CVS
- Coordination of services – borough priorities set out in Brent – Our Future, opportunities to work with public sector partners, approaches to funding, equality and diversity, a voluntary resource centre, property and assets

5.4 The Strategy is seeking to take into account the different roles voluntary sector organisations can have when they work in partnership with the council and other public sector partners e.g. a provider of services, a recipient of grant, a tenant, a strategic partner, a representative of the voluntary sector, an independent lobbying organisation, an organisation whose activity aligns with activity of public sector providers but does not work in partnership with them. Each of these different roles changes the relationship dynamic with the council and other public sector providers and often the ‘wearing of many hats’ makes partnership working complex.

6.0 One Community, Many Voices Event

6.1 A number of questions and points were raised at the One Community, Many Voices Event which relate to the Voluntary Sector Strategy. This report highlights how these feed into the strategy here.

6.2 *How the council works with and helps to develop the voluntary sector*

The council has a long history of providing advice and practical support to the voluntary sector at the request of individual organisations. There are a range of mechanisms for voluntary sector organisations to engage with the council and the intention is to review those relating to partnership working as part of the action plans for the strategy.

6.3 *How the voluntary sector can work better together*

Clearly it is for voluntary and community organisations to agree how they work together within the voluntary sector. It is recognised that the changing financial context will require some organisations within the sector to collaborate to survive. The sector is so large in terms of number of organisations and diverse in terms of size and interest of organisations that voluntary organisations report that joint working can sometimes be difficult within the sector. The communication theme and consideration of roles are both aspects of the strategy seeking to respond to this point where the voluntary and public sectors are working together on projects.

6.4 *How the voluntary sector can help to deliver on borough wide strategies*

The voluntary sector helps to deliver borough wide strategies in a number of ways already. Some are providers of services run on behalf of the council which directly meet a service requirement or borough priority. Some act as voluntary sector representatives on partnership boards highlighting the ways in which the sectors could engage better on borough wide shared objectives. Voluntary and community organisations are also active on a range of forums in the borough such as the voluntary sector liaison forum, area consultative forums. Voluntary sector representatives also input into borough wide strategies by implementing some aspects in ward working projects or providing information to scrutiny on areas they specialise in. One aspect

which has been fed back so far by voluntary sector organisations is their desire to have opportunities to jointly plan or influence service delivery in the borough. This is being taken into account in the strategy.

6.5 *Maximising funding from external sources*

How council funding is allocated and monitored

Taken collectively voluntary and community organisations bring a large amount of external funding into the borough. Voluntary and community organisations are seeking clarity from the council and other public sector partners on what the impact of public sector cuts will be for Brent, be that main programme grant, commissioning of services or in terms of continued opportunities to strategically partner with public sector organisations to successfully win national funding streams specifically for voluntary sector organisations. The evidence base for what funding is brought into the borough and what funding is provided by the council in total to the voluntary sector is not comprehensive and one of the actions from the strategy would be to reach at least a high level mapping of this information to better inform future funding decisions.

6.6 *Promoting volunteering and volunteer responsibilities*

Some parts of the voluntary sector are really excited by the current emphasis on volunteering which appears to be highlighted by central governments big society initiative. However the vast majority of those we've spoken to are also keen to point out the real cost of running a voluntary sector organisation. The emphasis is on celebrating the place for volunteering in society, but also valuing the skills and knowledge of people who work in voluntary sector organisations.

6.7 *What will the Big Society mean for Brent?*

Voluntary sector organisations have stated that they are not clear what Big Society really means. Central government launched the initiative describing big society as doing five things: giving communities more powers, encouraging people to take a more active role in their communities, transferring power from central to local government, supporting co-ops, mutuals, charities and social enterprises and publishing government data. Since then central government has announced the intention to have community advisors, a national citizen service, and greater focus on the role of mutuals, cooperatives and social enterprises. The detail of what this will mean for the borough is as yet unclear until further white papers are agreed as bills in parliament.

As a living document, the strategy can respond to big society better as more detail becomes clear. The council clearly values voluntary sector organisations in Brent, commissioning some services from the voluntary sector and providing support through grant provision, advice, practical support and joint project work. 'Brent - Our Future' clearly sets out the critical role of

public service provision in the delivery of local priorities and the benefits of working together with partners to ensure both improvement and efficiency.

Places for small voluntary organisations to meet

The strategy reiterates the community strategy commitment to a voluntary sector resource centre project, and this project would address this point in part.

How does the council work with faith groups

Based on the 2001 Census

- 48 per cent of residents were Christian compared to 58 per cent across London
- 17 per cent were Hindu, compared to four per cent across London
- 12 per cent were Muslim compared to eight per cent across London
- Two per cent of the population was Jewish
- One per cent was Buddhist
- One per cent was Sikh
- Ten per cent of the local population declared that they had no religion, compared to 5.8 per cent across London.

Though the 2001 census is now out of date, the figures above demonstrate that Brent is a faith based community and faith and belief play a central role in the lives of Brent residents. The council works in variety of ways with faith groups; commissioning activities and services which are delivered by faith groups and working in partnership to deliver objectives. The council has a strong relationship with Brent Multi-Faith forum and the group meets with the council quarterly, included in the meeting is the Chief Executive, and an executive member of the Labour Administration as well as the Head of Diversity and Community Cohesion. This group in particular have supported the council in encourage communities to recycle and supported the emergency planning processes where a number of faith buildings and premises have been identified for use in an emergency.

The Corporate Diversity team have successfully implemented a Building Stronger Communities (BSC) Programme, which involves working closely with Brent Muslim organisations, providing funding and support. The team were able to secure additional funding for the programme which has enabled it to go from strength to strength. The programme has significant community buy-in with community members taking an active role in the Brent Building Stronger Community Board, working in partnership with the council and other stakeholders.

The success of the Brent programme has attracted international interest resulting in visits from MPs, the Ambassador for Iraq and one project was also awarded the title of Best Overall Project in London 2010. The Building Stronger Community Programme also involves inter faith work and Brent has successfully worked with Brent Multi Faith Forum to deliver a cross faith youth cohesion project for the last two years running.

7.0 Conclusion

This report highlights the initial themes emerging in the development of the voluntary sector strategy for Brent, the process to agree the strategy and a response to respond to some of the factor raised at the One Community, Many Voice Event. The main energy should be focussed on the projects which arise from the strategy as these will best enable improvement in relationships between sectors and thus outcomes for the residents of Brent.

8.0 Financial Implications

8.1 There are none arising form this report

9.0 Legal Implications

9.1 There are none arising from this report

10.0 Diversity Implications

10.1 The strategy will highlight the importance of equality and diversity and will be subject to appropriate screening for adverse impact.

Contact Officers

Joanna McCormick, Partnerships Coordinator

Phil Newby

Director of Strategy, Partnerships and Improvement

	<p style="text-align: center;">Partnership & Place Overview & Scrutiny Committee 14th December 2010</p> <p style="text-align: center;">Report from the Director of Strategy, Partnerships & Improvement</p>
<p>For Information Wards Affected: ALL</p>	
<p>The Local Economic Assessment</p>	

1.0 Summary

- 1.1 This report provides background to Brent's Local Economic Assessment (LEA) and sets the current context for the local economy. Attached to the report is an executive summary of the LEA which has been compiled as a synthesis of key findings and issues for consideration by members of the Overview and Scrutiny Committee.
- 1.2 The full report is available on request and is awaiting a final set of recommendations from the consultants who undertook the research.

2.0 Recommendations

- 2.1 That Members consider the overall implications of the LEA findings in relation to implementation of the Borough Plan.

3.0 Detail

- 3.1.1 As of the 1st April 2010, all upper tier local authorities were required by statute to prepare a Local Economic Assessment (LEA)¹. This duty is part of a policy to grant local authorities greater power and influence over supporting economic growth in their area. The Council received a one off grant to pay for this piece of work.

¹ This duty was outlined in Part 4 of the Local Democracy, Economic Development and Construction Act 2009

The purpose of LEAs is to:

- provide a sound understanding of the economic conditions in the area and how they affect the well-being of residents and businesses;
- identify the economic linkages between the area assessed and the wider economy;
- identify the comparative strengths and weaknesses of the local economy and the nature and form of local economic challenges and opportunities;
- identify the constraints to local economic growth and employment and the risks to delivering sustainable economic growth.

3.1.2 CLES Consulting and Shared Intelligence were commissioned by the London Borough of Brent in summer 2010 to provide a comprehensive and up-to-date assessment of Brent's economy and labour market. This Local Economic Assessment (LEA) is a comprehensive assessment of the borough's economy. Alongside this LEA, the London Borough of Brent (LB Brent) has prepared a Borough Plan. The LEA and the Borough Plan are complementary documents that together will help shape the priorities for Brent's economic development. A key purpose of the LEA is to set out the challenges and opportunities that need to be addressed to deliver sustainable economic growth.

3.1.3 The Brent LEA reflects the key messages of a number of LB Brent studies and strategies including for example the Borough Plan and Local Development Framework. It is also anticipated that the LEA will be used to inform further revisions of these and other future strategic documents including a Child Poverty Strategy for Brent. Where possible, this LEA also incorporates the key priorities and messages of sub-regional and regional strategies, including the London Plan and the Economic Development Strategy recently published by the London Mayor.

3.1.4 Local Councils have long had a role in supporting their local economies, largely through providing information and advice to small businesses, and more recently working with disadvantaged groups to reduce worklessness. However, recent government policy has increased expectations on Councils and their partners to have a more significant impact on "place", and a clearer vision of how they can work together to improve society, the economy and the environment.

3.1.5 The financial, institutional and policy framework for local economic development are undergoing profound changes. The announcements contained within the recent Spending Review, which confirmed that local Government funding would fall by 26% over the next four years will have a profound impact on their resources for economic development interventions, particularly given their non-statutory nature.

3.2 The Brent economy in context

- 3.2.1 It is important to understand the economic context within which Brent businesses are operating in order to identify ways in which to support them. There is an emphasis in government policy on making assessments of functional economic areas. These are areas that can be described as reasonably self-contained in relation to for example commuting or housing markets. In many parts of the country these functional economic areas operate at sub-regional level.
- 3.2.2 In London, however, it is necessary to understand the role of a London borough in relation to London as a whole. While there may be some helpful understanding that can be gained from looking at economic issues at a West London level, it can be argued (and this is supported by an analysis of commuting patterns of Brent residents for example), that the Brent economy needs to be considered in relation to its role within the wider London economy.
- 3.2.3 The future prospects for businesses in Brent depend at least in part on the form and patterns of growth across London. This applies in particular to the potential for growth in offices in Wembley, and major retail growth across the borough.
- 3.2.4 There are some particular features of the Brent economy that are unique within London but which require consideration within the London context.
- Firstly Brent is home to the national stadium at Wembley, and is therefore a national and international visitor destination. The area around the stadium is a major regeneration and development area.
 - Secondly the Park Royal industrial estate, part of which falls within Brent's boundary, is one of the largest manufacturing estates in Europe, and its location so centrally within London is unique in London. As such its effective functioning is of strategic regional significance.
 - Thirdly, while Brent is not classified as an Inner London borough, some of its neighbourhoods suffer from levels of poverty and worklessness more often associated with parts of inner London, along with high levels of migration and ethnic diversity.
- 3.2.5 There are a wide range of factors likely to be driving change in the Brent economy over the coming years. These include technological change, environmental – climate change, and changes in society including attitudinal and lifestyle changes.
- 3.2.6 There are a number of factors that will have a significant and perhaps more immediate bearing on Brent's economy, and these are:
- Future economic growth at a global, regional and local level;
 - The spatial distribution of growth within London, including the extent to which Brent can exploit its comparative advantages and key attractions, in relation for example to Wembley, and Park Royal industrial estate;

- Demographic change such as migration and changes in the working age population;
- The impact of government spending cuts on employment and service provision; and,
- The impact of government policies, particularly welfare reform, the introduction of the Work Programme and reassessment of incapacity benefit claimants, and skills and education policies.

3.2.7 These factors are explored in more detail in the full LEA. The attached executive summary follows the structure of the full LEA. It provides a summary of economic context in which Brent operates including global economic circumstances, UK and London's economic performance. Subsequent sections provide a summary of the main findings and issues to consider covering: business performance; quality of life, housing, transport and the environment.

4.0 Financial Implications

4.1 None

5.0 Legal Implications

5.1 None

6.0 Diversity Implications

6.1 None

7.0 Staffing/Accommodation Implications (if appropriate)

7.1 There are no staffing implications

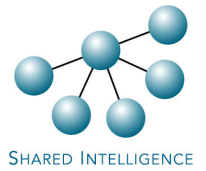
Background Papers

Appendix 1: Executive Summary of the Local Economic Assessment

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BRENT ECONOMIC ASSESSMENT 2010

Summary key issues report prepared by
CLES Consulting and Shared Intelligence
Presented to
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CONTENTS

1	ECONOMIC CONTEXT	ERROR! BOOKMARK NOT DEFINED.	2
2	COMPETITIVE PEOPLE		3
	2.1 Findings		3
	2.2 Issues to consider		4
3	BUSINESS PERFORMANCE		5
	3.1 Findings		5
	3.2 Issues to consider		6
4	QUALITY OF LIFE, HOUSING, TRANSPORT AND ENVIRONMENT		8
	4.1 Findings		8
	4.2 Issues to consider		9

1.1 Economic context

Forecasts suggest continued but slower growth in the UK's economy...

The short to medium term future of the global economy is likely to be dependent on two factors – the potency of the policy stimulus in prompting recovery, and whether the growth potential of the world's major economies has been permanently dented by the global financial crisis. This, combined with large levels of public debt, means that the UK economy is likely to see slow return to growth.

Globalisation and other changes in the global economy are working together to change the economic map of the world...

China is projected to become the second biggest economy globally by 2020, and to overtake the United States to become the largest economy by 2050. India is also projected to grow to become the third largest economy by 2050.

The Eurozone's recovery is however the most perilous of the world's recovery areas, due to the concerns around the stability of public finances...

There is plenty of spare capacity and slack amongst the Euro area countries. The ILO unemployment rate in June 2010 was 10%, meaning that 15.7 million people are looking for work but cannot find a job. There are still concerns that if the instability in the Eurozone persists it could tip some of its economies back into recession.

Another drag on recovery will be public finances...

It is clear from the results of the Comprehensive Spending Review that there will be significant cuts across most government departments and resulting job losses will add to the strain on the labour market. Whilst it is important not to overstate the repercussions of these reforms – some of the negative impact of reduced welfare spending will be off-set by residents being financially incentivised to move into work or to take on additional work – they are still likely to have a deep impact on many of Brent's residents, particularly the long-term unemployed and low-paid.

Despite challenging conditions London remains the key driver of the UKs economy...

London's economy contributes around £230 billion to total UK GVA, an estimated 20% of total national output and has created more than 380,000 net new jobs (a 5.3% increase) in the last decade. Forecasts suggest that London will see modest but sustained recovery in the next 5 years, with longer-term growth (beyond 2015) seen in professional and business services sector. With its international outlook as a world city, London is well positioned to take advantage of the positive trends emerging amongst the major emerging market economies.

Agglomeration economies remain a powerful factor supporting growth in London, especially in the Central Activity Zone (CAZ)...

Around one-third of London's jobs are located in Central London, the largest and most productive centre of employment in Britain. The benefits of agglomeration tend to discourage employment from being spread across London and so despite technological advances allowing for remote working, it is likely that more commercial office property and transport capacity on radial services will be needed, both within and from, the CAZ in the future.

To understand the drivers of change in the local economy in Brent, it needs to be considered in terms of its location and functions within the London economy...

London's economic geography in large part determines the level and type of employment located across the 32 boroughs. Brent is not part of the London central activity zone, and the benefits of agglomeration tend to discourage employment from being evenly spread across London. Current and future development in Brent will be related to the relative locational advantages inherent in any particular employment site, as well as the wider economic climate.

Brent contains some regionally significant assets...

Brent does contain some unique assets and performs a number of functions within the capital. It is a strategic location for a major visitor attraction in the form of the national stadium at Wembley, and contains part of the largest manufacturing area in London.

Future development in Brent will be affected by housing and retail developments in the surrounding West London area....

There are major retail developments at White City and Brent Cross, and the potential for major housing growth on its boundary with Barnet, and continuing commercial developments in the central activity zone and into East London.

2 COMPETITIVE PEOPLE

People are at the heart of any economy. A growing population with the right skills base should help secure Brent's future. But Brent and its surrounding area are changing. Demand has shifted in favour of highly skilled workers as the knowledge economy in London has grown. The challenge is to see that this demand is met, in addition to ensuring that local employer skill needs across the spectrum are fulfilled. There is also a need to tackle high levels of social exclusion, reflected in the pockets of high concentrations of worklessness, in order to maximise the area's potential.

A growing population, a healthy labour market, access to the right training and education: these are all factors that support economic growth. As do the right social conditions, adequate housing, and an effective transport infrastructure. For individuals, education and skills are central to reaching their full potential, allowing access to employment and enabling social inclusion.

The focus of this section of the LEA is on the people of Brent, examining the area's demographic influences on the supply of labour to the economy; providing an analysis of the economic activity / inactivity characteristics of the working age population; and examining the qualifications profile and key skills issues across a range of sectors and occupations.

2.1 Findings

Brent has experienced significant levels of migration...

Brent has experienced significant levels of inward migration, the deprived neighbourhoods in the south of the borough experience significant levels of churn and population transience. High rates of NiNo registrations show that the borough is a destination for people arriving in the UK who may choose to locate first in Brent because of a combination of cultural associations or availability of comparatively cheap accommodation, it is not known what proportion settle in the borough.

Brent's ethnic diversity presents both challenges and opportunities for the borough...

Brent is one of the most diverse boroughs in the country, with large Indian, Pakistani, and Black (Caribbean and African) communities, with the borough being home to many refugees, asylum seekers, and economic migrants. On one hand this can provide opportunities to develop diverse local products and services - adding to the appeal of Brent as a centre for different cultural attractions - on the other it can present challenges around inclusion and access to services.

Brent's employment rate is close to the London average but obscures significant variation between male and female and within ethnic groups...

Employment rate is close to the London average. However, as with many London boroughs female employment rates are low, and there is also significant variation between ethnic groups in Brent.

Worklessness is concentrated in the south of Brent and amongst particular groups...

Worklessness is concentrated in certain geographical locations in the borough, and this corresponds with other measures of deprivation. The relative position of the borough in terms of employment deprivation is worsening. Health inequality is high in the borough, and the rate of people claiming incapacity benefit for mental illness is significantly worse than the national average. There are particular barriers to employment for particular groups of workless individuals including ethnic minorities, those with health and mental health needs, and women.

Levels of child poverty are high...

The cost of childcare is a significant barrier to employment and impacts on levels parental unemployment, a fifth of dependent children were living in one parent families, and more than a third of the borough's children live in poverty. Brent ranks within the top 10% most deprived in England in the Child Well-being Index, and almost a third of children live in households that are claiming workless benefits, much higher than the average for both London and the UK. National evidence suggests that the key factors for areas improving are the creation of higher level skills in the resident population and ensuring access to entry level jobs.

Resident and workplace earnings are low suggesting a lower skilled labour force and a lower value business base...

Average weekly workplace earnings in Brent are almost identical to that of residents earnings, which suggests that the district is not a net importer of higher remunerated occupations, rather that those commuting are commuting out of the borough to similarly low paid occupations. Workplace earnings in Brent are lower than the West London and London averages, suggesting a lower value business base predominating in the area.

Despite growth in professional and managerial roles a significant proportion of Brent's residents remain employed in low skilled occupations...

The proportion of residents who are managers and senior officials or in professional occupations accounts for over two fifths of Brent's population, below the London average. Almost a third are employed in low skilled occupations against a London average of around a fifth. This is further reflected in the low skills base of local residents. Despite an increase of nearly 20,000 graduates in Brent since 2004 the borough still has a lower proportion of residents qualified to NVQ Level 4, compared with the London average.

While there have been significant improvements in young people's educational attainment too many residents have no qualifications...

Whilst there have been significant improvements in educational attainment of young people in the last five years, the existence of high proportions of the workforce with no qualifications remains a persistent major challenge to raising productivity and economic inclusion within Brent. Nearly one-in-ten of Brent's residents have no formal qualifications, equivalent to over 18,000 residents. Disparities in educational performance reflect and reinforce the geography of social segregation.

2.2 Issues to consider

With less council resources available to tackle barriers and support residents to access employment opportunities, Brent will need to find new ways of operating to ensure that the needs of its diverse communities are met within the new welfare regime, and as the Work Programme and assessment of stock incapacity benefit claimants are introduced.

Suggested priorities emerging from the analysis are:

- ❑ Engaging with the Work Programme either through delivery or influencing commissioning, to ensure that the needs of its diverse communities are met;
- ❑ ensuring that Brent residents and businesses benefit directly from regeneration of the borough and major projects through links to employment and supply contract opportunities;
- ❑ exploring ways to work with GP consortia and Work Programme contractors to support claimants during this transition from incapacity benefit;
- ❑ continuing to improve educational participation and achievement in schools to ensure that Brent's young people have the right skills to compete in an increasingly competitive London labour market;
- ❑ working with colleges and through the London Skills and Employment Board to enhance skills provision in Brent and including increasing the take up of apprenticeships and other vocational opportunities; and,
- ❑ ensuring that there is adequate provision of ESOL linked to vocational outcomes, and minimising the impact of cuts in provision.

3 BUSINESS PERFORMANCE

This section of the LEA looks at Brent's performance in terms of business performance. This is vital in understanding how the borough has been adapting to the profound structural changes that have taken place over recent decades and how robust its economy is in relation to the current global economic landscape.

By looking in depth at areas such as the structure and performance of the business base, entrepreneurship and the knowledge economy, the aim is to better understand Brent's future potential. What sectors are the most important going forward? What kind of shape are they in? How will business type influence the future direction and prosperity of the Brent economy?

Brent has experienced an expansion of its business base that has been close to the growth rate across London as a whole driven by growth in micro-enterprise, however at the same time the area has seen a contraction in the number of local jobs and a loss of large local employers. There have been clear structural changes across key economic sectors, which should be of interest to policy makers. Looking ahead at future competitiveness, the all important knowledge economy looks to be strengthening in terms of output and employment, but there are still many of challenges that need to be met.

3.1 Findings

Growth in the business base has been driven by micro-enterprise...

Brent has an estimated total of 12,000 enterprises; accounting for almost a fifth of workplaces in West London and nearly one-in-twenty workplaces in London. Nine-out-of-ten are micro enterprises (with less than 10 employees); higher than the average for West London, London and nationally.

However, the borough has lost a number of large firms...

However Brent has experienced decline in the number of large firms, falling by -6.6. per cent between 2003 and 2008, compared to the average for West London (0.2%), London (2.4%) and nationally (4.4%).

There is evidence of an entrepreneurial culture with high levels of self employment...

The level of self-employment in Brent is above the London and national average. National benchmarks there is a healthy enterprise culture in Brent, with national indices ranking the borough 52nd in Britain.

But growth in the business stock has lagged behind the London average and business survival rates are low...

The borough records below-average growth in VAT-registered stock, and whilst business survival has improved significantly within Brent during the last decade, longer-term (4years+) survival rates still lag behind regional and national averages.

Brent has experienced job losses, which occurred during the period of sustained economic growth in London and the UK...

There are over 93,000 employees in the (and an additional 10,000 self-employed). However the total number of employees has fallen within Brent during the last decade, driven by job losses in hotels and catering, wholesale and retail, and the continued contraction of manufacturing employment.

Few employers report skills gaps within their workforce, but many struggle to recruit suitably skilled labour...

Data from the National Employers Skills Survey 2009, covering firms in Brent and West London, and suggests that almost a fifth (16.5%) of employers within the borough reported skills gaps within their workforce, compared with an average of 18.2% in West London, 17.2% in London and national average of 19.0%. However employers in Brent also found it harder to recruit from the local labour market during 2009. Over a third (34.4%) of employers reported skill shortages, higher than the average for London (24.4%) and the national average (21.1%). Future employer engagement in training remains critical for the Brent's workforce, as the proportion of the labour market receiving training up to Level 3 or below (17.6%) was lower than the London and UK averages (21.2%).

Businesses and local employment are concentrated in a number of sectors...

The largest private sector employment in Brent is in wholesale and retail (21,800 employees) accounting for almost a fifth (19.3%) of employment. This is followed by business services (16,800),

manufacturing (10,600), in particular the manufacturing of food and drink (5,000), transport and communications (10,600), and the construction sector (9,500). The borough also provides a significant number of jobs in the public sector¹; including public administration (5,000), education (6,500), and health (13,700).

Forecasts suggest the potential within Brent for jobs growth within the next ten years...

These forecasts are net of reductions in public sector employment, and may be over-optimistic, depending on wider economic conditions. However, there may be the potential for overall employment growth over the coming years, based on the opportunities within the borough. It should be noted that this will be subject to the qualifications discussed above in relation to the relative competitive position of Brent locations in relation to other parts of the capital.

Potential growth sectors may be business services, construction, creative/new media, food and drink manufacturing and healthcare...

All these sectors are forecast to have growth potential, although growth in each of these will be affected by the availability of suitable accommodation, and sector specific issues.

Hospitality and tourism set to grow, based on key developments in the borough...

Brent receives an estimated 2.75 million visitors, the majority of these are day visitors, and an estimated 296,000 overnight visitors. Brent also has opportunity to capitalise on other tourist attractions including a range of cultural festivals and leisure facilities linked to regeneration at Wembley. Baseline forecasts suggest a net in year increase of 400 jobs and £24m GVA by 2020.

Transport and communications is essential to supporting both local enterprise in Brent and supporting future economic and labour market growth across London...

The sector is a major employer within Brent, accounting for 10,600 employees and £496m GVA. Future opportunities are linked to investment in local infrastructure – including transport access at Park Royal, as well as potential to capitalise on link to other key transport projects in London such as Crossrail. Baseline forecasts suggest that the sector could deliver a net in year increase of 1,000 jobs by 2020, and an increase of £170m GVA per annum.

Despite growing competition between different parts of West London, Brent's retail economy remains important to the continued vitality of local neighbourhoods...

Whilst levels of employment in the retail sector have fallen within Brent over the last five years, proposed developments within the brought and longer-term growth forecasts (as the economy returns to growth) suggest that the sector deliver a net increase of 600 jobs by 2020, and an increase of £162m GVA per annum.

3.2 Issues to consider

There is considerable opportunity for growth in employment into the future in the Brent economy. However, there are also clearly risks from competition from elsewhere within London.

Suggested priorities emerging from the analysis are:

- ❑ Up-skilling the local workforce, and connecting to job opportunities remains vital for future economic prosperity in the borough.
- ❑ Raising resident's skills levels and their aspirations to access employment opportunities within both the CAZ and key developments within Brent will be vital.
- ❑ Concentrating and coordinating office development within Wembley (capitalising on key assets, continuing existing plans for infrastructure development, accessibility and branding) remains, in our view, the main way Brent can bring in additional investment and prosperity to the borough.
- ❑ The Park Royal Opportunity Area remains a key employment area accommodating 2,000 businesses employing around 40,000 people. Whilst the future key objectives set out for Park Royal are mutually supportive of the economic analysis undertaken in this LEA, there is a particular need to invest in the estate, continuing to support local sector specialisms, at the same time exploring potential for other parts of the area to be developed for public realm and residential opportunities to support the high levels of housing demand in Brent.

¹ These figures excludes public services that are included under the heading 'other personal services'

- ❑ In the current economic climate and with significant retail growth outside the borough boundaries, there is little likelihood of attracting significant retail or office growth to other local town centres. This suggests these centres will need to build on their role as local service centres, and expand employment as and when local opportunities arise, such as through supporting growth of the evening economy, and encouraging local business-led improvement schemes where possible.
- ❑ With reduced levels of public funding for business support and environmental improvements, the council will need to maximise its support for local business-led schemes, and identify opportunities to direct any funding that is available towards local priorities.

4 QUALITY OF LIFE, HOUSING, TRANSPORT AND ENVIRONMENT

London performs well in terms of some quality of life criteria such as its cultural life and rich heritage. In other areas the perception of quality of life is more mixed, judged against competitor cities. The overall perception of the quality of life is the accumulation of a range of issues, which must be addressed to help improve the lives of Londoners and make the city as attractive as possible to investors, businesses, workers, and tourists.

The competitiveness of Brent and its economic hinterland is defined not just by its business base and labour market, but also its wider critical infrastructure and 'offer'. For the economy to flourish, people, goods and information must move freely. Businesses across Brent need the right conditions to grow. Reliable infrastructure: affordable housing, transport and communications networks, utilities are essential to achieve this. Ensuring these networks are integrated and resilient is vital. Failure to make the right choices at the right time, or pausing investment, risks not only stunting growth but also damaging the borough's competitiveness.

This part of the economic assessment focusses upon Brent's offer in terms of housing, connectivity and transport infrastructure; and the local environment.

4.1 Findings

Brent has experienced significant growth in its population and housing requirement over the last decade putting significant pressure upon the housing market...

Rising demand, combined with the loss of larger accommodation converted into flats for the private rented sector and new build which is predominantly 1 or 2 bed accommodation, has resulted in a critical housing shortage which is reflected in rising accommodation prices.

Rising accommodation costs has meant that buying their own home is beyond the means of many of the borough's residents...

With average salaries in Brent 30% below the London average. The lowest priced housing in the borough is around ten times corresponding earnings levels; higher than the average for both London (eight times) and nationally (six times).

As house prices have climbed in Brent and London, private sector rents have followed...

Average weekly rents in the private sector remain relatively high compared with average earnings across the whole of the West London area. When housing benefit reforms come into force in 2012, impacts will hit London hardest of any region. Households will face weekly losses of £20 or more far more than the total in the rest of England.

Brent benefits from a well developed transport network, which includes the Underground, National Rail services, and an extensive bus network...

A significant amount of investment has been made in transport infrastructure across London and within Brent. For example the rebuilding of Wembley Park station - a flagship project funded by the public sector - increased the capacity of the station by 70 per cent ahead of the opening of the new Wembley Stadium in 2007.

Strong public transport infrastructure provides high levels of accessibility for most of the borough...

For most of Brent's residents it is possible to find high frequency public transport services operating generally less than 500m from their homes. Whilst there are strong radial connections from west London to central London, these are often crowded or congested. Enhancing east-west capacity and managing congestion is clearly an immediate need.

However immediate challenges include congestion and road access to key employment sites...

Average road journey times are comparatively high in Brent when compared to the London average (just over 3 minutes per 1 mile in 2009). Heavy road transport and congestion are continuing to put pressure upon parts of the borough, in particular freight movements in and out of Park Royal. Peak morning and afternoon vehicle delays have increased between 2008 and 2009 more than the majority of other London boroughs.

Other longer-term opportunities include developing accessibility and links to Crossrail and High Speed rail development...

Transport investments will continue to change the relative accessibility of one place in London against another. Significant transport programmes across London include: upgrades to the London Underground; Crossrail; the Thameslink Upgrade; and an extension of the East London Line. While this will reinforce the competitive advantage of Central London – a benefit to London’s globally active economy as well as local businesses – it will also improve accessibility and provide economic opportunities across West London.

Upgrading housing stock across Brent will have a key role in helping to reduce the borough’s carbon footprint...

The carbon footprint in Brent is lower than the London average and fell between 2005 and 2007. The London Plan seeks to encourage a 20 per cent reduction in carbon emissions through the sustainable use of energy including using less energy, supplying energy efficiently, and incorporating renewable energy within new developments. Household energy consumption is responsible for a lion’s share (30 to 40%) of London’s carbon footprint and remains a key focus for both investment (in retro-fitting older housing stock) and job creation in the construction sector and its supply chain.


The quality of the local environment, and promoting sustainability are central to the borough’s vision for the future...

Brent has more than 1,000 acres of public open space, including Fryent Country Park and the Welsh Harp reservoir, as well as formal Victorian parks such as Gladstone Park and Roundwood Park, plus the newly-built Northwick Park golf course. However, continuing to address environmental improvements across the borough will have a significant impact on resident’s quality of life, in particular those living adjacent to the North Circular Road.

4.2 Issues to consider

Suggested priorities emerging from the analysis are:

- ❑ A critical issue for the council, given the shortage of housing, and particularly affordable housing, is to balance housing with employment development. These need to be considered together in relation to improving economic competitiveness and the attraction of employment locations within the borough, and maybe an argument supporting the continued incorporation of mixed use development onto appropriate areas within or on the edge of employment areas.
- ❑ Despite significant investment in transport improvements, in certain areas of the borough, congestion and inaccessibility are limiting economic growth and investment.
- ❑ The environmental benefits of reducing traffic on some of the roads within the borough would be significant, but some industries on Park Royal in particular are dependent on road transport and there are clear conflicts between economic and environmental goals.
- ❑ Finally, upgrading the housing stock across the borough would play an important role in reducing the carbon footprint of the borough.

	<p>Partnership & Place Overview & Scrutiny Committee 14th December 2010</p> <p>Report from the Director of Strategy, Partnership & Improvement</p>
<p>For Action Wards Affected: ALL</p>	
<p>Services for Women In and Exiting Prostitution – Six month update on task group recommendations</p>	

1.0 Summary

- 1.1 The purpose of this report is to provide an update on the implementation of the recommendations contained in the Services for Women in and Exiting Prostitution in Brent task group.

2.0 Recommendations

- 2.1 That Members note progress to date.

3.0 Detail

- 3.1 Eaves POPPY Project's report *Big Brothel - A survey of the off – street sex industry in London* highlighted Brent as having the second highest number of adverts for brothels in local news papers in London. While this does not necessarily mean that Brent has the second highest number of brothels the findings were potentially significant.
- 3.2 The issues highlighted in Eaves POPPY Project's report were raised at the Crime Prevention Strategy Group by the lead member for Crime Prevention and Public Safety. Partners involved in the group agreed to support the task group's work. The Overview & Scrutiny Committee agreed a partnership approach was essential and the police and NHS Brent were invited to participate in the task group's work.

3.3 In order to complete the work identified in the scope and produce locally implementable recommendations that will help this vulnerable group of people, the task group undertook the following research:

- Helen Atkins – Eaves R&D POPPY Project on prostitution and trafficking with a focus on the London Borough of Brent
- David Thrale – Director of Environmental Health on the licensing of massage parlours
- Andy Brown – Head of Substance Misuse, NHS Brent about local themes and perspectives on substance misuse and the sex industry
- Christine Topping – Violence Against the Person Focus Desk Manager, Brent Police, provided an snapshot of police intelligence relating to prostitution in Brent
- Helen Hepburn Development Manager, Make a Change Ipswich, and DCI Tim Beach, Suffolk Constabulary explained how the Make a Change projects had started following the murders of women involved in prostitution in Ipswich, the barriers they faced and their current work in developing an off street prostitution strategy.
- DCI Kevin Hyland CO14, Clubs and Vice, Metropolitan police
- David Blake, Publishing Director, Archant London
- Alice Peycke, Partnership Co-ordinator, Safe Exit, Toynbee Hall, Tower Hamlets told us about a court diversion initiative which aims to provide better services for women involved in prostitution
- The Chair of the task group attended the *Solace Human Trafficking Conference* which launched their report into the role of local authorities in addressing human trafficking.
- The Chair of the task group attended the Developments in Prostitution Policy conference organised by the Eaves the parent organisation for the Poppy Project. Information brought back to the task group included:
 - Taking a human rights based approach to prostitution – Cate Briddick, Rights for Women
 - Parliamentary developments on legislation against demand for prostitution – Fiona Mactaggart MP

- GAPS Newcastle, sexual exploitation and sex work in Tyne & Wear – Laura Seebohm & Kelle Holliday
- Successful demand prevention in Nordic Countries – Gunilla Ekberg CATW international

3.4 The task group's work focussed on the following areas:

- The scale and nature of prostitution in Brent
- The Impact of a major sporting arena
- Tackling sex industry adverts in Brent
- Working in partnership to provide services for women in and exiting prostitution

3.5 The task group's recommendations were endorsed by the council's Executive in April 2010 and the Crime Prevention Strategy Group. The initial response to the recommendations is set out in the table below.

Recommendation	Response April 2010	Officer Responsible
That the Brent police make the tackling of prostitution in Brent a higher and more co-ordinated priority.	Brent Police undertake to support this recommendation	Brent Public Protection DCI currently Kevin Concannon / will be DCI Matt Bonner
<p>That Brent Police:</p> <ul style="list-style-type: none"> • Enhance the awareness of Brent police officers and staff about the issues faced by women involved in prostitution and those who have been potentially trafficked. • Provide appropriate training to selected police staff around how to support and deal with women affected by these issues. (This is to include for example advice about tactical options in relation to dealing with a report of a local brothel). <p>Provide clear guidance as to partner staff and the public about how to report</p>	<p>Brent Police now have a Borough Champion in relation to Prostitution and Vice issues.</p> <p>Training package to be developed and delivered to all SNT and other selected staff. As part of the training package officers will be provided with a set of questions which will aid risk assessment and identification of</p>	<p>Christine Topping, Brent Police</p> <p>Christine Topping, Brent Police</p>

<p>a crime against a woman affected by these issues and/or other concerns.</p>	<p>potentially trafficked victims.</p> <p>Additional training to be considered for front line partner staff ie: Libraries, One stop shops</p> <p>This area of work is to be included in the service plan for the Brent Community Safety Partnership unit</p>	<p>Christine Topping, Brent Police</p> <p>Genny Renard, Head of Brent Community Safety Partnership</p>
<p>That Brent Council and partners, via the Crime Prevention Strategy Group, continue the work the task group has started in relation to the Olympics with the CO14, Safe Exit and other Olympic boroughs to reduce the opportunities for organised crime, trafficking and prostitution associated with major sporting events.</p>	<p>Work has commenced to find the appropriate sub-group to take this work forward.</p> <p>It will remain a standing item on CPSG partnership update to ensure that it remains within the high priority group.</p> <p>Brent police will contact CO14 Vice Team and establish a single point of contact so that intelligence / information can be exchanged quickly</p>	<p>Genny Renard</p> <p>Christine Topping Brent Police</p>
<p>That the council and partners lobby the Mayor of London to ensure a pan London strategy / approach is developed prior to the Olympics.</p>	<p>This work will be taken up by the sub group and CPSG</p>	<p>Genny Renard</p>
<p>That the council and partners continue the task group's work and keep lines of communication open with the press to influence them to keep to their own guidelines and ensure that adverts relating to the sex industry do not include, for example:</p>	<p>Working with the Police and Communications Team the CPSG will continue to press for these guidelines to adopted and adhered to.</p>	<p>Genny Renard</p>

<ul style="list-style-type: none"> • Photographs • Information on ethnicity • Information on age 	<p>Work with other boroughs is being explored and in addition the Lead Member for keen to continue to lobby central Government for legislative changes.</p>	
<p>That local newspaper groups operating in Brent agree to carry a prevention and deterrent advert next to sex industry related adverts, the contents of which will be agreed by partners but will include useful contact numbers.</p>	<p>This will be included in the work outlined above</p>	<p>Genny Renard</p>
<p>That the task group's report and the issues it raises are included in an article in Brent Magazine.</p>	<p>The report will be publicised through the various channels open to the council in local, national and specialist media and through social media to enhance the council's reputation as a forward-thinking community partner.</p> <p>The CPSG has from time to time funding from the Home Office or Metropolitan Police Association to place adverts, items in the Brent Magazine and other publications. Wherever feasible given the guidelines attached to the funding this issue will be raised.</p>	<p>Cheryl Curling, Communications Manager</p> <p>Genny Renard</p>
<p>That it is a priority for all front line local authority and partner staff to remove cards advertising sex services from public areas.</p>	<p>Safer Neighbourhood Teams have been asked to remove cards and stickers and forward them to the Violence Against the Person Focus Desk Manager at Brent Police for intelligence checks</p>	<p>Christine Topping, Brent Police</p>

<p>That a Partnership Strategy on prostitution is produced which includes the development of services to help women exit.</p>	<p>This is to be included in the two year work plan being developed for Brent Community Safety Partnership Unit</p>	<p>Genny Renard</p>
<p>That a Stakeholder Event is held to bring together all relevant agencies in the borough to help develop the Partnership Strategy.</p>	<p>This will form part of the work involved in developing the strategy</p>	<p>Genny Renard</p>
<p>That a Partnership Group be set up to take this work forward. This should be the responsibility of the Crime Prevention Strategy Group and include some of the task group membership to ensure continuity of developing expertise. The work of the group should include:</p> <ul style="list-style-type: none"> • Identifying resources available to provide services and assistance for women exiting prostitution • Ensuring all relevant agencies know how to identify and respond to women in need of assistance. • Continue to gather and examine evidence about the scale and nature of prostitution in Brent • Develop and update a list of policy and tactical leads from partner organisations, and a map of services and pathways available to women within Brent and nationally 	<p>As outlined currently the CPSG are exploring if this important raft of work should sit within an established group or stand alone.</p> <p>The research focuses on making best use of resources and having the maximum impact.</p> <p>Various funding avenues are actively being explored with a view to garnering additional resources hopefully on a one to three year basis or possibly initially seeking resources to help with the inevitable impact Olympics.</p> <p>Brent Police have raised the level of intelligence gathering activity. SNT training should improve the police's ability to gather and act on intelligence.</p> <p>The development of a strategy will include the mapping of services and agencies available.</p>	<p>Genny Renard</p> <p>Chrisitne Topping, Brent Police</p> <p>Genny Renard</p>

	It will also be based on updated evidence.	
That NHS Brent develops a treatment and care pathway for those women who are involved in or want to exit prostitution.	<p>NHS Brent will continue to commission services through Brent CRI Brent Outreach Engagement Treatment Service (BOETS) to work with those women who are involved in the sex industry/prostitution in both on street and off street settings.</p> <p>A clear line of activity to be included in the Adult Treatment Plan 2010/11 to ensure rapid access to prescribing services and Blood Born Virus interventions (where opiates are involved), clinical healthcare assessment and rapid access to GUM clinics.</p> <p>The target for clinical interventions for substance misuse is a 72 hours to enable a rapid access to services and assist in the exit strategy</p>	Andy Brown, Head of Substance Misuse, Brent PCT
That action against landlords is taken when a brothel is identified - eg letter to tell them they are breaking the law, and checks against council tax	<p>Brent Police have drafted letters to serve on Landlords of premises being used as brothels.</p> <p>If the property is listed incorrectly, the council could take action. However, if the premise is being used as a business, we would need to refer it to the Valuation Office to get it included on the business list, and then charge NNDR.</p>	<p>Christine Topping, Brent Police</p> <p>Paula Buckley Head of Revenues</p>

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3.6 The Head of Community Safety Partnerships has provided the following feedback on how the recommendations that fall with the partnerships remit are progressing:

- CPSG and its sub groups are being reviewed and restructured to incorporate the recommendation of this report
- Community Safety Partnership Unit are developing in line with national policy a strategy and more importantly an action plan for tackling Violence against women and girls
- The recommendations will be fully embedded in that work also
- Foundation work Harrow, Barnet and Ealing has started
- Working with Victim Support three bids have been submitted to trusts to tackle this work

3.6 An update on the implementation of the task group's recommendations relating to the police, NHS Brent and the council's revenues department are set out in appendix 1.

4.0 Financial Implications

4.1 None

5.0 Legal Implications

5.1 None

6.0 Diversity Implications

6.1 None

7.0 Staffing/Accommodation Implications (if appropriate)

7.1 None

Background Papers

Services for Women in and Exiting Prostitution Task Group Report, January 2010-12-01

Overview & Scrutiny minutes 9th February 2010

Executive minutes 12th April 2010

Contact Officers

Jacqueline Casson

Meeting
Date

Version no.
Date

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Partnership & Place Overview & Scrutiny Feedback

In respect of: Services for Women in & Exiting Prostitution

Membership: Cllrs John, Clues, Mistry, Andy Brown PCT, DCI Kevin Concannon, Christine Topping Brent Police

Date: Lead Member: Cllr Beswick

Lead Officer: Genny Renard for the Community Safety Partnership

Page 37

Recommendation	Has or will this be Implemented / Not Implemented	If not Why not	Timescales for implementation	Officer Responsible
<p>1. That the Brent police make the tackling of prostitution in Brent a higher and more co-ordinated priority.</p>	<p>This issue now has a higher profile within Brent Police. Being involved in the task group from its inception has highlighted the key issues</p> <p>As a direct result Brent police now have a Borough Champion in relation to Prostitution and Vice issues. This role has taken responsibility for better intelligence gathering and training</p>			<p>Brent Public Protection DCI DCI Matt Bonner</p> <p>Christine Topping, Brent Police</p>
<p>2. That Brent Police:</p> <ul style="list-style-type: none"> • Enhance the awareness of Brent police officers and staff about the issues faced by women involved in prostitution and those who 	<p>Training package has been created and will be delivered to all SNT sergeants across the Borough.</p>	<p>Training has not been delivered as yet. This delay is due to the loss of</p>	<p>Implementation is expected to be completed within the next 6</p>	<p>Christine Topping, Brent Police</p>

<p>have been potentially trafficked.</p> <ul style="list-style-type: none"> • Provide appropriate training to selected police staff around how to support and deal with women affected by these issues. (This is to include for example advice about tactical options in relation to dealing with a report of a local brothel). • Provide clear guidance as to partner staff and the public about how to report a crime against a woman affected by these issues and/or other concerns. 	<p>As above</p> <p>Leaflets to be designed and created and then circulated to relevant parties</p>	<p>the Training Room availability.</p> <p>As above</p> <p>Not completed as yet</p>	<p>-9 months. There are likely to be a series of 5 or 6 sessions to ensure numbers attending are kept low - each of these sessions will be opened personally by the Borough Commander</p> <p>As above</p> <p>To be completed within the next 6-9 months</p>	<p>Christine Topping, Brent Police</p> <p>Christine Topping, Brent Police</p>
<p>3. That Brent Council and partners, via the Crime Prevention Strategy Group, continue the work the task group has started in relation to the Olympics with the CO14, Safe Exit and other Olympic boroughs to reduce the opportunities for organised crime, trafficking and prostitution associated with major sporting events.</p>	<p>The chair of the task group attended a meeting at City Hall aimed at starting to develop a pan London approach to tackling this issue in the run up to the Olympics</p>			

4. That the council and partners lobby the Mayor of London to ensure a pan London strategy / approach is developed prior to the Olympics	The chair of the task group attended a meeting at City Hall aimed at starting to develop a pan London approach to tackling this issue in the run up to the Olympics			Genny Renard, head of Community Safety Partnerships
5. That the council and partners continue the task group's work and keep lines of communication open with the press to influence them to keep to their own guidelines and ensure that adverts relating to the sex industry do not include, for example: <ul style="list-style-type: none"> • Photographs • Information on ethnicity • Information on age 	See main report			
6. That local newspaper groups operating in Brent agree to carry a prevention and deterrent advert next	Police - This is an ongoing piece of work.			

<p>to sex industry related adverts, the contents of which will be agreed by partners but will include useful contact numbers.</p>				
<p>7 That the task group's report and the issues it raises are included in an article in Brent Magazine.</p>				
<p>8. That it is a priority for all front line local authority and partner staff to remove cards advertising sex services from public areas.</p>	<p>Police - I have arranged for SNT officers to remove and submit any cards found for further intelligence to be conducted on the numbers to identify relevant brothels for further activity</p>	<p>. Police - Is already in place and continuing</p>	<p>. Police - ongoing</p>	<p>Christine Topping, Brent Police</p>
<p>9. That a Partnership Strategy on prostitution is produced which includes the development of services to help women exit.</p>	<p>See main report</p>			
<p>10. That a Stakeholder Event is held to</p>	<p>See main report</p>			

<p>bring together all relevant agencies in the borough to help develop the Partnership Strategy.</p>				
<p>11. That a Partnership Group be set up to take this work forward. This should be the responsibility of the Crime Prevention Strategy Group and include some of the task group membership to ensure continuity of developing expertise. The work of the group should include:</p> <ul style="list-style-type: none"> • Identifying resources available to provide services and assistance for women exiting prostitution • Ensuring all relevant agencies know how to identify and respond to women in need of assistance. • Continue to gather and examine evidence about the scale and nature of prostitution in Brent • Develop and update a list of policy and tactical leads from partner organisations, and a map 	<p>See main report</p>			

<p>of services and pathways available to women within Brent and nationally</p>				
<p>12. That NHS Brent develops a treatment and care pathway for those women who are involved in or want to exit prostitution.</p>	<p>Priority highlighted in the 2010/11 Adult Treatment Plan</p> <p>Development of a 72 hour turnaround time and direct access care pathway to enable rapid access health and social care services including access to emergency accommodation and sexual health services for those involved in <i>on street</i> sex work and at immediate risk from violence.</p> <p>New service leaflets developed in <i>travelcard</i> format which carries details of 24/7 helpline</p> <p>CRI Outreach Team undertaking monthly outreach sessions with sex workers in Harlesden SNT evenings and weekends,</p>		<p>1..04.10</p> <p>1.06.10</p> <p>1.09.10</p> <p>Ongoing</p>	<p>Andy Brown. Head of Substance Misuse. NHS Brent.</p>

<p>13. That action against landlords is taken when a brothel is identified - eg letter to tell them they are breaking the law, and checks against council tax</p>	<p>Police - Brothel visits are continuing on the Borough - relevant notifications to occupants and landlords are done where relevant and closure of premises sought</p> <p>Council - Should properties which are rated for council tax be identified as a brothel the Revenues service on receipt of that information will inform the valuation office (VO) so that the property can be assessed and considered by the VO for NNDR rated than Council Tax.</p>	<p>. Police - Is already in place and ongoing</p>	<p>. Police - Ongoing activity</p>	<p>Brent SNT's in partnership with Christine Topping</p> <p>Paula Buckley, Head of Client Team, Brent Council</p>

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