"Didn't we do well…or didn't we?"

Understanding the stories from the City Tracker

Brighton & Hove Connected Board Meeting Workshop

4-6pm, Jury's Inn, Brighton, 13th March 2017

Participants:

Jess Sumner	Community Works **(Chair)**
Abraham Ghebre-Ghiorghis	Brighton & Hove City Council
Chief Superintendent Lisa Bell	Sussex Police
Martin Harris	Transport Partnership
Sue Baxter	Brighton University
Mark Buchanan-Smith	Churchill Square
Cllr Tony Janio	Leader, Conservative Group
Geoff Raw	Brighton & Hove City Council
Ben Earl	Biosphere Delivery Board
Geraldine Desmoulin	Equality & Inclusion Partnership
Chloe Sands	Brighton & Hove City Council
Nuala Friedman	Brighton & Hove City Council
Lauren Eagle	Brighton & Hove City Council
Simon Newell	Brighton & Hove City Council
David Golding	Brighton & Hove City Council
Sharon Collett	Greater Brighton Met College

Apologies:

Lev Eakins	Brighton & Hove Faith in Action
Caroline Ridley	Impact Initiatives
John Child	Brighton & Hove & East Sussex CDS
Nick Juba	Brighton Met College
Andrew Comben	Arts & Creative Industries Commission

Presentation & Introduction to Workshop

The City Tracker is our annual survey of 1000 residents from across the city, which poses questions that allow us to monitor satisfaction and dissatisfaction levels within the city and its services.

This meeting was focussed on creating a better understanding of the stories uncovered by the Tracker about our residents, their local area, how the data can be viewed through different lenses and how this can all better inform the way we deliver our services in the city.

Simon Newell and David Golding from Brighton & Hove City Council delivered a [presentation](#) which used the responses to the survey to draw out key stories, with a particular focus on the differences between those most likely to respond positively and those most likely to respond negatively.

Informing this was the city's draft Economic Strategy which identifies areas of deprivation in the city, which are consistent with the breakdown of responders from the BN2 postcode being least likely to be very satisfied.

In response to a free text question, Brighton & Hove's cultural offer was drawn out as the thing most people thought was great about the city but responders fitting certain criteria in BN41 were more likely not to have attended a cultural event in the city all year.

Understanding who the most dissatisfied residents are and how the Brighton & Hove Connected, as key decision makers in the city, could reduce that number was the crux of this session.

Certain demographic groups are more likely (but not always) to respond that they are dissatisfied:

- **These demographic groups are among those more likely to respond negatively:**
    - Has a health problem or disability that affected their activity a lot
    - Rents their home from a social landlord
    - Has caring responsibilities
    - Is aged 25 to 34 and
    - Lives in BN41 or BN2

- **While these demographic groups are among those least likely to respond negatively:**
    - Is buying their home on a mortgage
    - Lives in BN1
    - Is aged 35 to 44 or 55 to 64 and
    - Has no health problem or disability that affected their activity

The value in understanding the way different people view the tracker results through different lenses was also highlighted; these being economic, social and democratic and building on that to inform and strengthen the city's ability to be consistent and effective in responding to the tracker results was outlined as the objective of the workshop.

The Members were asked to consider three specific questions:

- o What are the implications in terms of economic inclusivity?
- o What are the implications for social cohesion/division?
- o What is the role of city leadership in bringing all this together?

What are the implications in terms of economic inclusivity?

Questions for consideration:

- Is the gap widening?
- Are we measuring the correct data?
  - o Social mobility and who in the city and in what area?
  - o Impact of housing markets on defining locations and place
- Should we further tailor support and target the specific areas where economic growth will be effected negatively?
- What's our definition of success? (data and targets)
- Consideration of national drivers for economic growth…what exactly is in our control?
- Should building regs do more than meet minimum standards?
- Are people restricted by lack of affordable childcare?
  - o Is a rebirth of crèche culture needed?
- Is social value a key part of reducing dissatisfaction levels?
  - o Businesses presented with more opportunities to take part in community work, voluntary work?
- Do we need greater understanding of differing needs when beginning major developments, whether housing or business space? Greater consideration of accessibility/inclusivity?

Highlighted issues:

- Ageing population and decreasing income
- Residual populations in long term inter-generational poverty
- Low wage city but highly educated
- Focus less resources and achieve more
- The onset of automation – Risk to jobs
- Barriers for people with disabilities working – 90% of retail buildings are fairly old and not easily modified to make accessible. Creates a barrier. E.g. People trained in retail work, if buildings not modified, limits places they can get work.

What are the implications for social cohesion/division?

Questions for consideration:

- How do we collect and share data and use it to inform what we do?
- Need to consider independence and welfare dependency and personal capacity

- Are we measuring people and/or place?
- Do we need to create more bespoke interventions?
- Public service models:
    - voluntary sector + supply chains – How is this affecting service delivery impact?
- Is the fast pace of technological change causing greater digital exclusion?

What is the role of city leadership in bringing all this together?

Highlighted issues:

- City leaders are accountable for public funding
- They have a need to manage political risk
- Working in a climate of public funding uncertainty
- Decision making informed by innovation and technological change
- Identifying national and local devolution opportunities
- Have we got the right structures and forums?
- Does the Council over dominate 'place'?
- Setting overarching strategic objectives

_____

Some thought was given to **potential solutions** i.e. Direct actions or initiatives that may reduce the number dissatisfied residents:

- Fast tracking planning process for public land holders – Linked to the One Public Estate work currently being undertaken
- Publicising a list of 50 free outdoor activities based on the National Trust model or creating an interactive walk around the city
- Public services becoming less risk averse having less red tape in commissioning and providing a pot of partnership resource – Linked to Sussex Community Foundation
- Opportunity for best economic practice and benchmarking to be evidenced and shared across city stakeholders e.g. Portland, USA used as a model for Economic Strategy. A place celebrating its unique identity and high satisfaction levels for its residents.
- Create a competition to create a 'totem' or initiate a food market for a deprived area for people to display at and create more opportunities for the community to come together. Parts of the community to have language exchange – could be volunteer lead.
- The creation of a business kite mark/award scheme based on wage, inclusivity etc

Next Steps

Drawing on the key themes highlighted through this workshop, potential items for further discussion include:

- Social value – Building a social value city: Lots of enthusiasm for initiatives. Shouldn't just be considered third sector practice. How do we make it strategic and effective across the whole city? "Nobody left behind".
- Data – Does not compute: What do we have? Are we using it effectively? Do we need more (from business/Govt?) and why?

- Tech innovation – The Big Bang: How does the whole city benefit? Local businesses/residents can have advanced understanding of technology and public services left behind…becoming extinct?
- Defining the Council's role post 2019 Election – Linking to Corporate Plan/Vision. Ensuring partners have clear understanding of Council's objectives and role in the city.

ACTION: All items added to future Board meeting agenda planner for Reference Group discussion