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## Report of the Director of Environment and Neighbourhoods

Date: 13<sup>th</sup> September 2010

Subject: Scrutiny Board (Environment and Neighbourhoods) Inquiry into EASEL –  
Formal response to recommendations

<p><b>Electoral Wards Affected:</b></p>          <input type="checkbox"/> Ward Members consulted (referred to in report)
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<p><b>Specific Implications For:</b></p> <p>Equality and Diversity <input type="checkbox"/></p> <p>Community Cohesion <input type="checkbox"/></p> <p>Narrowing the Gap <input type="checkbox"/></p>
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Eligible for Call In

Not Eligible for Call In  
(Details contained in the report)

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The Scrutiny inquiry into the EASEL programme drew out a number of recommendations relating to strengthening communications and community involvement, reinforcing partnership working and adopting a One-Council approach. It acknowledged that the programme is delivering in the context of a very challenging economic climate, but that it is vital that the Council and its partners continue to maintain communication links with communities to confirm the message that the area remains a priority for investment and to address any negative perceptions.

### **Recommendation 1**

- (i) *that the Director of Environment and Neighbourhoods ensures that the current EASEL communications and Involvement Framework is reviewed in order to:*

*Improve links with staff, stakeholders, partners and communities*

*Improve co-ordination and avoid duplication of effort*

*Provide a single point of contact for communication the most up-to-date developments within the EASEL Programme*

- (ii) *That the EASEL Regeneration Team leads on this review and works closely with Ward Members to agree recommendations to be brought back to Scrutiny at the earliest opportunity*

Recommendation is agreed

The EASEL regeneration team has commenced work on reviewing and improving communications to the community in liaison with partner agencies. An exercise to produce simple key messages is underway which can be cascaded into neighbourhoods, to enable clear communication about the programme and address inaccuracies. It is anticipated that front line staff of both the Council and other agencies will be key to the delivery of clear and consistent communication. The details of this approach will be discussed and developed with Ward Members prior to the commencement of any activity.

### **Recommendation 2**

- (i) That the Executive Board instils a duty of co-operation from all Council services to delivery the objectives of the EASEL Programme as a One Council Team.*
- (ii) That the Director of Environment and Neighbourhoods leads on producing an action plan to ensure that the EASEL Programme is being delivered on a One Council basis by a One Council Team*
- (iii) That this action plan is brought back to Scrutiny by November 2010.*

Recommendation is agreed

The regeneration of inner east Leeds is a complex and long term activity to attract much-needed investment, create conditions for businesses to thrive and improve the quality of life for residents. Executive Board will be requested to ensure support from across the council such that all its activities and investment are directed towards the objectives of EASEL. An Action Plan will be produced which lays out a number of practical steps through which the council's activity is co-ordinated and its impact maximised via a single lead team.

### **Recommendation 3**

*That, through the EASEL Steering Group and Programme Board, the Council continues to promote and progress with the EASEL Programme as its number one regeneration priority.*

Recommendation is agreed

The Steering Group and Programme Board together oversee the direction of regeneration in inner east Leeds and will continue to act as champions for the objectives of the programme as the key priority for the city.

### **Recommendation 4**

*That the Director of Environment and Neighbourhoods explores appropriate methods of generating greater recognition and awareness of where existing initiatives and schemes have arisen as part of the overall EASEL regeneration programme and reports back to Scrutiny by November 2010.*

Recommendation is agreed

One of the findings of the inquiry was that there is a need to improve the "branding" of the programme and to ensure that where investment has taken place, either by the Council or its partners, that it is recognised as a contribution to the overall regeneration programme. The Director of Environment and Neighbourhoods will raise this across council departments and with other public sector investors to reinforce this and agree a practical way of ensuring that all investment is captured.