

DERBYSHIRE DALES CORPORATE PLAN

2020-2024

EVIDENCE BASE

MARCH 2020

Evidence Base			Improvement Priority?
Service priorities emerging from consultation in 2019 <sup>1</sup> (those with the highest PFI scores i.e. the biggest gap between satisfaction and importance, the higher the negative score, the greater the priority or with the highest most important service score)	Area Profile	Service Performance 2018-19 & historic trends where available (taken from key and Corporate performance measures and service plans)	
Decent jobs & homes for local people (1 <sup>st</sup> most important service area 51% ranked as 1, also had the lowest customer satisfaction score at 61%)			
<p>Improving the supply of affordable decent housing (PFI score -1.6)</p> <p>Over half of the 65 respondents disagreed that more 'open market' properties should be built in the District. 20 people felt there was already enough housing and 11 were concerned about a lack of supporting infrastructure.</p> <p>Six out of 10 residents would like to see more affordable housing, particularly residents in the North area. Of the residents who supported more affordable housing the split between those who were happy for them to built on greenfield sites or not was 50/50.</p> <p>The sizes of properties identified as needed by residents ties into</p>	<p>Key points:</p> <ul style="list-style-type: none"> <li>Ageing population</li> <li>Affordability ratio</li> <li>Decreasing household size</li> </ul> <p><u>Population</u> Population estimate mid-2018: <b>71977</b> persons</p> <p>58% of population of working age (16 – 64 years); 15% aged 0 -15 years; and 11% aged 75 and over</p> <p>Median age is 50.8 years (increase from 46.1 in mid-2008) compared to England median of 39.9 years (39 in 2008). The 13<sup>th</sup> highest in England</p> <p>ONS 2016 Based Household forecasts sees growth from 30,722 in 2011 to 33,935 in 2033 an increase of 10.45%</p> <p>Population forecast 2016 based suggest from 2016 to 2033 an increase in</p>	<ul style="list-style-type: none"> <li>The Council commissioned services that provided debt and welfare advice to 452 vulnerable households</li> <li>113 affordable homes completed which is 27% of the new homes built during the year (464 new homes have been built since 2012/13 which is an average 120 p/year over this 7 year period)</li> <li>90% of the homeless households that sought help from the Council were helped to resolve their situation.</li> <li>1 parish housing needs survey was completed.</li> <li>£14,000 of grant funding has been secured to help produce a business case for delivering new council accommodation.</li> <li>Partnership work has continued to support residents affected by Universal Credit.</li> <li>14% of new homes were built on previously developed land</li> <li>394 net additional homes were provided</li> <li>We scored 104% in the housing delivery</li> </ul>	<p>Of the 3 service areas Jobs and housing has the lowest customer satisfaction score.</p> <p>Forecasts of demand show continued investment is needed in delivery of housing even although public support for open market housing is weak.</p> <p>The evidence base and public opinion supports creation of more affordable housing, especially in the North of the District.</p> <p>Local residents are keen to see brownfield sites developed ahead of greenfield sites.</p>

<sup>1</sup> Text in blue are findings from the follow up telephone survey of 63 residents

the approach in the Local Plan.

population from 71,477 to 72,854 – an increase of 1.9%

At 2016 26% of DDDC population were aged 65 and over.

By 2033 this is estimated to rise to 34.5% - with a total increase of approx. 6,400 - an increase of 34% from 2016.

The over 75s increases from approx. 8,100 in 2016 to 13,100 in 2033 an increase of 61%

Disability & long-term ill health

18.5% of residents have daily activity limitations

Disability and daily activity limitation are strongly correlated with age. Census 2011 - 1497 people with some level of daily activity limitation were aged 75 - 79 years and a further 1367 were aged 80 - 84 years.

Housing Tenure

12% (4040) of all dwellings (34730) are owned by private registered providers (housing associations/registered social landlords), compared to 10% (2.54m) of all dwellings (20m) in England.

Housing Allocations, March 2018

711 households on housing waiting list (Derbyshire, 10508 households)

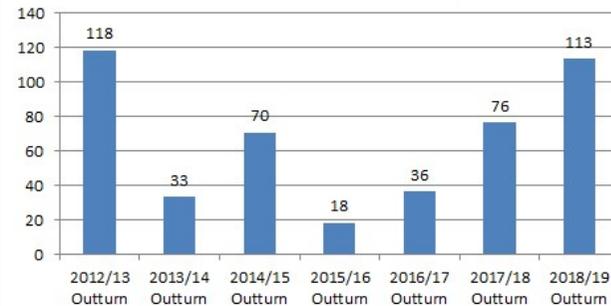
Of these:

479 households required a 1 bedroom property (Derbyshire, 6127 households)

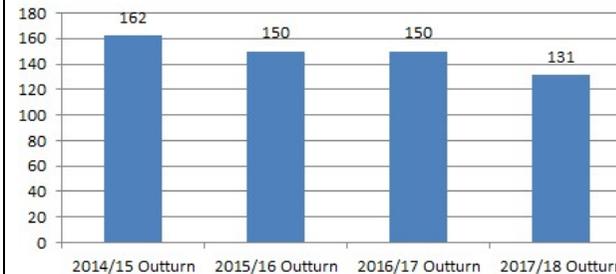
124 people needing to move on medical or welfare grounds, including grounds

test – this demonstrates that over the past three years the level of completions has been above the rate expected by the Government. As a result we are not required to include a 20% buffer in the calculation of five year housing land supply, and do not formally need to prepare a Action Plan.

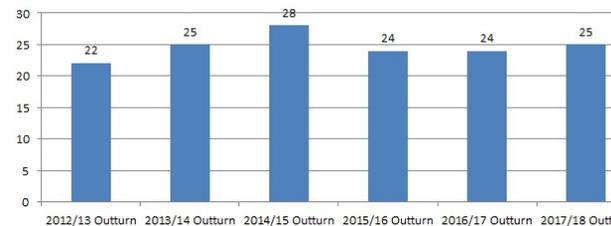
**No. of affordable homes completed**



**No. of social housing tenants affected by Welfare Reform supported to access financial and budgeting advice, and where necessary, help move home**



**No. of homeless households for whom intervention resolved their situation (per 1,000 households in the district)**



	<p>relating to a disability (Derbyshire, 1210 people)</p> <p><u>Median house price, June 2018</u>  Derbyshire Dales: £247,995  Derbyshire: £170,000  England: £235,995  DDales average house prices almost £78,000 above those across Derbyshire in June 2018 and £12,000 above the median for England.</p> <p><u>Lower Quartile Price Paid, June 2018</u>  Derbyshire Dales: £180,000  Derbyshire: £125,000  England: £155,000  The cheapest houses (lower quartile) in DDales are £55,000 more than those in Derbyshire and £25,000 more than those in England.</p> <p>Evidence from the Local Plan OAHN suggested that there was a need for approx. 100 affordable dwellings per annum for the period 2013-2033.</p> <p>Average earnings by workplace from jobs in the Dales - £375.90 per week in 2018.</p> <p>Current official Affordability ratio in 2018 was 9.21 – a bit of its peak of 9.93 in 2007, and down from 9.35 in 2017</p>		
<p>Creating &amp; sustaining local employment and business opportunities (PFI -1.6 and most important service 7.5/10)</p> <p>Two thirds of the 65 residents surveyed shop in the 4 main town</p>	<p>Key points:</p> <ul style="list-style-type: none"> <li>• Low earnings mean</li> <li>• Lack of affordable housing means people move away</li> </ul> <p>90% of businesses are micro-businesses  High level of self-employment (15.6%)  High proportion of residents qualified to</p>	<ul style="list-style-type: none"> <li>• Strong performance on the Corporate performance indicators around business support - 25 new business start-ups enabled by our business advisor, 76 businesses assisted and 16 businesses assisted to access grants and loans.</li> <li>• Longer term partnership projects eg increasing access to Ashbourne airfield</li> </ul>	<p>Of the 3 service areas Jobs and housing has the lowest customer satisfaction score.</p> <p>Low wages mean young people leave the District despite good</p>

centres. Feedback suggests increasing the variety of shops plus clothing and independent shops would encourage greater use. There are no comments to suggest current quality of town centres is poor.

NVQ4 level and above (48.2%) % of working age population continues to decline (from 60% of total population in 2011 to 57.8% in 2018)

Greater proportion of skilled residents who work in higher-order jobs, such as accountants and science/technology professionals, that are typically located in surrounding larger conurbations such as Manchester, Sheffield, Nottingham and Derby. Internally, the labour market is characterised by lower wage occupations.

At £375.90 per week in 2018, **average earnings by workplace from jobs in the Dales** are 7.2% lower than in 2017. GB average earnings by workplace rose by 2.5% to £461.30 in 2018 (Annual Survey of Hours and Earnings, 2018).

Key employment sector in the Dales rural economy is Accommodation and food services, with nearly 5,000 employees in the sector, underpinning the strong visitor economy in the district.

Significant employment in manufacturing and engineering with 11,000 manufacturing jobs in the Derbyshire Dales.

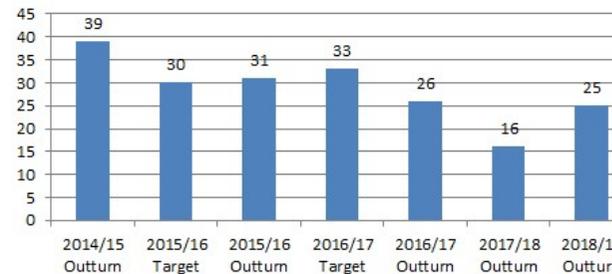
The manufacturing sector in Derbyshire Dales and High Peak contributes £640m to national GVA, 18.5% of the county's manufacturing output.

Retail study:  
[https://www.derbyshiredales.gov.uk/images/documents/C/Committee/Local Plan](https://www.derbyshiredales.gov.uk/images/documents/C/Committee/Local%20Plan%202018-2021.pdf)

and developing business case to create business space have been slower to develop as they are less within the Council's direct control.

- 52 new start businesses assisted primarily via Launchpad
- 60 additional business signed up to the Council's business e-newsletter and 56 signed up to the 'Inspired by the Peak District' brand

No. of new business start-ups enabled by Derbyshire Dales Business Advice



No. of established businesses assisted by Derbyshire Dales Business Advice, enabling the creation of local jobs

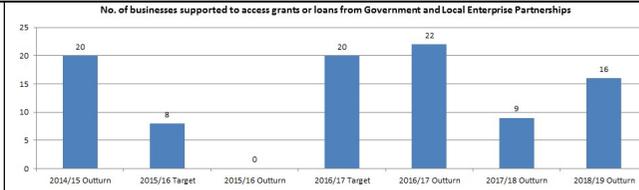


educational outcomes and low youth unemployment, this accelerates the ageing population. There is the need for higher wage and higher skilled jobs to address this and create a sustainable District.

Advisory/Derbyshire%20Dales%20Retail%20Study%20Final%20Report%20Sept%202015%20Reduced.pdf

Indicates that for all four town centres in the plan area that they are generally healthy. In terms of retail capacity the study indicates that convenience expenditure leakage is quite high across Derbyshire Dales with only about 33% retained across the District but not capacity for future floor space. This mainly due to existing commitments being most likely to absorb any increase in available expenditure.

For comparison goods the main town centres only a small proportion of the available expenditure is retained within the Derbyshire Dales. However the forecasts suggest that only a limited amount of expenditure would be available from 2030 would generate any potential for increased comparison floor space this grows from 452 in 2030 to 1332 sq m. in 2033.



Promoting DDales as a tourist destination and to increase visitor spending (most important service score 7.5/10)

Key Points:  
Low wage and low skill jobs dominate this sector

The average weekly wage paid by a Derbyshire business is £508, 11.6% below the national average of £575. This reflects the lower skilled employment structure of the county and the travel by some residents out of Derbyshire to work in order to secure higher wages

- 58,394 people attended Matlock Bath illuminations
- Ratio of Council spending to income for the illuminations was 0.80:1
- 31 businesses have been involved in cycle friendly business clusters
- 56 additional businesses signed up to the 'Inspired by the Peak District' brand

Residents feel tourism is important but are fairly satisfied with the current activity to promote the area, therefore we need to maintain activity at the current level and aim to increase higher value jobs, skills and pay in this sector.

Considerably fewer Derbyshire businesses (37.4%) require higher level occupations compared with businesses across England (46.7%), reflecting the county's lower skilled industrial structure.

Analysis of apprenticeship starts shows 37.0% of all starts in the county are aged under 19 who undertake either intermediate or advanced level apprenticeships. Higher level apprenticeships have only been up and running since 2010 and the number of people taking them is relatively low.

Importantly more apprentices are succeeding in Derbyshire. Since 2012/13 there has been a 9.2% increase in apprenticeship achievement rates locally, just lower than the 10.5% across England. All districts have maintained or experienced improvements with South Derbyshire and Derbyshire Dales showing the largest increases.

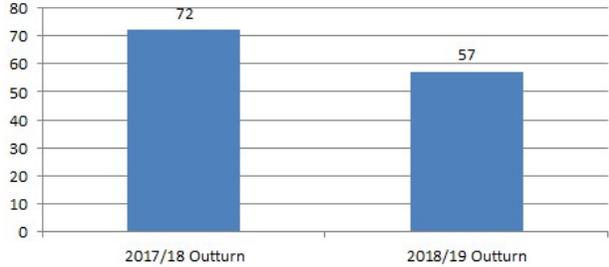
(Derbyshire Local Economic Assessment, 2019).

(Derbyshire Economic Review, March 2019 and ONS, Annual Survey of Hours & Earnings )

Marketing Peak District and Derbyshire (MPDD) – work to extend the season beyond the peak summer holiday period using Derbyshire's strength in food and drink to do so. Increase in visitor numbers coming during February to May and October to December, contributing to an increase in spend and an increase in

	<p>permanent jobs in the sector.</p> <p>The rural economy is a key employment sector in the Dales. Accommodation and food services, with nearly 5,000 employees in the sector, underpins the strong visitor economy in the district.</p>		
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Keeping the District clean & safe (2<sup>nd</sup> most important service area 44% ranked as 2, also had the highest customer satisfaction score at 69%)

<p>Keeping towns, villages and streets clean and clear of litter, dog fouling and fly tipping (PFI score -2.4)</p> <p>Two thirds of the 65 residents surveyed agree the District is clean and tidy although there are negative themes around dog mess and litter</p>		<ul style="list-style-type: none"> <li>Recent reduction in satisfaction with keeping areas including highways free from litter to 57% of those surveyed being satisfied.</li> </ul> <p><b>% customer satisfaction overall with Derbyshire Dales District Council keeping areas including highways free from litter</b></p>  <table border="1"> <thead> <tr> <th>Outturn</th> <th>% Customer Satisfaction</th> </tr> </thead> <tbody> <tr> <td>2017/18 Outturn</td> <td>72</td> </tr> <tr> <td>2018/19 Outturn</td> <td>57</td> </tr> </tbody> </table>	Outturn	% Customer Satisfaction	2017/18 Outturn	72	2018/19 Outturn	57	<p>This service area is viewed as very important and although satisfaction is fairly high it doesn't match importance.</p> <p>High cleanliness levels although not always perceived as such. Suggests need for more publicity of the positives combined with an easier method for public reporting of issues that need tackling.</p> <p>Genuine problem areas need to be identified and tackled.</p>
Outturn	% Customer Satisfaction								
2017/18 Outturn	72								
2018/19 Outturn	57								
<p>Initiatives to deal with crime and anti-social behavior (PFI score -2.1)</p> <p>94% of the 65 residents surveyed agreed the District is safe</p>	<p>People feel safe in their local area both during the day (97%) and at night (84%) (DDDC Online Panel 2018)</p> <p>Consistently low rates of crime and anti-social behavior</p>	<ul style="list-style-type: none"> <li>Number of shop lifting incidents was 133, down slightly from 140 last year but still above target and in line with national trend.</li> <li>Thefts from vehicles 6 up from last year at 157, but still below target.</li> </ul>	<p>Actual crime levels are very low, this is not a priority area.</p>						

	(Derbyshire PCC <i>Listening to you</i> survey 2017)	<ul style="list-style-type: none"> <li>1553 calls relating to anti-social behavior over the past year, very similar to the previous year.</li> </ul>													
<p>Household waste and recycling collections (PFI -1.6 and most important service 9.3/10)</p>	<p>Satisfaction levels with waste and recycling collections (80%) in the Dales, remain high, there has been a national overall decline in satisfaction levels (LGA Annual Survey).</p> <p><u>% satisfied with Waste &amp; Recycling service, 2018</u></p> <table border="1" data-bbox="589 523 1066 770"> <thead> <tr> <th>LG A 2016</th> <th>LG A 2017</th> <th>LG A 2018</th> <th>DD 2016</th> <th>DD 2017</th> <th>DD 2018</th> </tr> </thead> <tbody> <tr> <td>79</td> <td>78</td> <td>76</td> <td>82</td> <td>82</td> <td>80</td> </tr> </tbody> </table>	LG A 2016	LG A 2017	LG A 2018	DD 2016	DD 2017	DD 2018	79	78	76	82	82	80	<ul style="list-style-type: none"> <li>Almost 60% of household waste was been recycled last year, the proportion has increased over the last 4 years.</li> </ul> <p><small>% of household waste which has been sent for reuse, recycling, composting or anaerobic digestion</small></p>  <ul style="list-style-type: none"> <li>93.6% of residents were satisfied with the refuse &amp; recycling collection service.</li> <li>Missed bin collection targets were met for garden waste, not met for grey bin, food waste &amp; recycling.</li> </ul>	<p>A highly valued service with good performance and overall satisfaction. Green issues continue to be a local focus.</p>
LG A 2016	LG A 2017	LG A 2018	DD 2016	DD 2017	DD 2018										
79	78	76	82	82	80										

Community Services & Facilities (3<sup>rd</sup> most important service area 63% ranked as 3, the customer satisfaction score was also 63%)<sup>i</sup>

<p>Providing public toilets (PFI score -3.4 and most important service 8.4/10)</p> <p>Only a quarter of residents (23%) felt there were sufficient public toilets available in the district. There was dissatisfaction around charging for using toilets.</p>	<p>Review of Public Conveniences, including mapping of facilities and costs; options for transfer / retention with charges / closure; feedback from consultation; equality impact assessment.</p> <p><u>Special Council, 8 March 2018</u> <u>Special Council, 20 April 2018</u></p> <p>43% Satisfaction with public conveniences - Online Panel 2016</p> <p>51% Satisfaction with cleanliness of public conveniences - Online Panel, 2017</p>		<p>A service with low satisfaction and high importance, there is a need to monitor and improve cleanliness in toilets and publicise alternative provision.</p>
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<p>Providing &amp; maintaining off-street car parking for residents and visitors (PFI score -2.7)</p> <p>Resident's permits are highly valued and there is a public desire for more free/ cheaper car parks</p>	<p>Review of Car Parking Policy, including options for individual localities; feedback from consultation; equality impact assessment.</p> <p><u>Special Community &amp; Environment Committee, 5 December 2017.</u></p> <p>All bar one of the potential changes across the plan area received less than 50% strongly disagree dissatisfaction – indicating that in general terms more than half did not strongly disagree with the introduction</p>	<ul style="list-style-type: none"> <li>Annual income generated per paid parking space was £46 above target at £801</li> </ul>	<p>Parking Charges will always be controversial, however the approach taken seeks to achieve an appropriate balance between the need for income to support the operation of the car parks service and any impact that fees may have upon the residents and the local economy.</p>						
<p>Providing additional facilities/ activities for teenagers and younger children (PFI score -2.4)</p>		<ul style="list-style-type: none"> <li>No service plan performance data from 2018/19 as new indicators will be agreed with Freedom Leisure in April 2020 once a full year baseline has been established</li> </ul>	<p>This is not a District Council service although we have good provision through parks and leisure services.</p>						
<p>Maintaining public parks, recreation grounds and cemeteries (most important score of 8.4/10)</p>	<p><u>Satisfaction with parks &amp; open spaces</u></p> <p>High levels of satisfaction (78%) with parks and open spaces in Derbyshire Dales, Online Panel survey, 2018</p> <p><u>% satisfied with parks &amp; open spaces 2016-2018</u></p> <table border="1" data-bbox="629 1066 1028 1177"> <thead> <tr> <th>2016</th> <th>2017</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td>80%</td> <td>83%</td> <td>78%</td> </tr> </tbody> </table>	2016	2017	2018	80%	83%	78%		<p>There continues to be high levels of satisfaction with Parks and Gardens. Maintaining high standards is important to ensuring the continued attraction of Derbyshire Dales to businesses and visitors.</p>
2016	2017	2018							
80%	83%	78%							

<sup>i</sup> Note that although this was ranked least important of the 3, the PFI scores for all 3 services are the highest