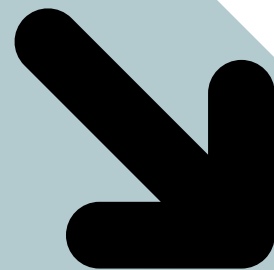


Speaking Out



// June 2008 // The news magazine for West Midlands Regional Assembly and West Midlands Local Government Association.

Issue 20



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West Midlands
Regional Assembly

West Midlands **LGA**
local government association

Speaking Out

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From the Chairman



// Cllr David S Smith

Welcome to Speaking Out.

This issue contains details about the developments taking place with the West Midlands Regional Spatial Strategy (WMRSS) and the

two eco-towns; Curborough near Lichfield and Middle Quinton near Stratford-upon-Avon shortlisted by the government in April.

The government issued a consultation paper on how it intends to take forward its eco-towns programme and sought views on the way in which the eco-town concept is being developed and preliminary views on the shortlisted sites going for further assessments.

Many of you will know the Assembly is greatly concerned over the two sites which have been shortlisted in our Region. The Assembly's response to the consultation was approved by the Regional Planning Partnership on 25 June to meet the government's 30 June consultation deadline, which can be viewed by visiting www.communities.gov.uk/publications/housing/ecotownsgreenerfuture.

Although the Assembly supported the general principle of putting environmental sustainability and responding to climate change at the core of the eco-town conference, the Assembly stressed eco-towns need to be consistent with Regional Spatial Strategies (RSSs) and developed in alignment with and through the Development Plan process. The Assembly has already set out a strategy which will see all of 365,000 homes stated in the WMRSS Phase Two Revision to be built over the next 20 years to be eco-friendly and I believe such towns create an unnecessary diversion from the hard work being undertaken here.

Other matters of particular interest are the arrangements for the West Midlands Improvement and Efficiency Partnership (WMRIEP) here at the Regional Partnership Centre, as part of West Midlands Local Government Association are providing major

opportunities for our local authorities in this area to benefit from central government funding.

WMRIEP has been awarded £6.94 million for the next two years with indicative funding for a further £14.4 million for the subsequent two years. The funding will be used to help the Region meet several outcomes across 10 different workstreams as agreed through the regional strategy.

Finally this year the West Midlands Local Government Association continues to be at the forefront of the annual Local Government Association's conference with our exhibition stand, Stronger Together which emphasises the partnership work we are carrying out here.

I look forward to seeing many of you there and at our evening reception, of which you will find details of in this publication.

From the Chief Executive



// Olwen Dutton

As you will notice this issue is the first e-publication of Speaking Out. We have moved away from the conventional hard copy and have followed in the success of our sister publication, Regional Star which is already an e-publication

and about which we have had very favourable feedback.

This issue contains details of the West Midlands Local Government Association's participation in the Local Government Association's (LGA) annual conference. As always the Association will be hosting a stand at the LGA conference this July in Bournemouth and we will be highlighting the great partnership work done here in the West Midlands, with our Stronger Together stand. The exhibition stand will showcase projects from both the Association and West Midlands Regional Assembly and the work of our regional partners such as Advantage West Midlands, City Region and West Midlands Regional Improvement and Efficiency Partnership.


With the changes facing the two organisations since the announcement of the Sub

National Review last July both the Association and Assembly are striving hard to maintain business as usual while ensuring our members and partners gain a valuable and rewarding service and preparing most effectively for the future.

One of the most significant matters for the Assembly remains the revision of the West Midlands Regional Spatial Strategy (WMRSS). As most readers will know this has been affected by the government's wish for a separate piece of work around housing numbers. The Housing Study commissioned by Government Office for the West Midlands (GOWM) is now being undertaken by Nathaniel Lichfield and Partners. The first of three technical seminars took place on 20 May with further seminars scheduled for July and September.

It is anticipated this study will be completed by 7 October. As a result the consultation period on WMRSS Phase Two Revision Draft has been extended to 8 December, allowing all parties the opportunity to consider the study before representations to the Examination in Public are made.

WMRSS Phase Three Revision is also underway with the Section4 (4) authorities preparing their advice back to the Assembly by 25 July. A number of technical studies are taking place which together with Section4 (4) Advice will help inform the development of Options. The Assembly is currently in conversation with GOWM regarding the timetable for Phase Three.

I hope you enjoy reading this edition; and as always we are keen to receive your feedback. 

West Midlands looks forward to a taste of summer!



Foodie fans are in for a treat this summer, as Taste of Birmingham returns to celebrate the very best cuisine that the Midlands has to offer in the beautiful surroundings of Cannon Hill Park, from Thursday 10 July to Sunday 13 July.

Living Well in the West Midlands will be attending this year's Taste of Birmingham event to promote healthy eating to an expected 20,000 visitors. The BIG Lottery funded programme, led by West Midlands Regional Assembly, aims to promote healthy eating, physical exercise and mental well-being and this event will provide a perfect platform to reach a huge audience.

One of the main strands within the Living Well in the West Midlands portfolio is to improve healthy eating and promote greater knowledge and understanding of food and nutrition throughout the Region. Taste of Birmingham is a fantastic showcase of cuisine in this area and Living Well in the West Midlands hopes to add a healthy touch to the celebrations.

Visitors are expected to enjoy a Taste of Birmingham this summer, sampling local cheeses, meat and fruits at the special Taste Kitchen with Sainsbury's, meeting local producers at the delicious, magazine Producers'


Market and experiencing the Lavazza Aroma Zone, including the Barista-led Aroma Theatre.

Celebrity chefs Antony Worrall Thompson and Aldo Zilli will be preparing mouth-watering menus alongside a host of the Region's leading restaurants, including Ithaa's, Opus and Simpsons.

Visitors can also explore Brindleyplace's 'Experience' quarter, learn how to make the perfect pizza with Pizza Express, get top tips for fantastic styling from Umberto Gianni and even enjoy a cocktail (or two)

courtesy of All Bar One. Live entertainment will also be provided by Birmingham's own International Jazz Festival.

Tickets start from £12 and can be bought from the box office 0871 230 5581 or through the website www.channel4.com/taste

For further information about Living Well in the West Midlands contact Emily Smith, e.smith@wmra.gov.uk 

Detailed noise maps available at the click of a mouse

People in 23 urban areas, including the West Midlands can now see a snapshot of noise levels in their neighbourhoods thanks to a ground breaking initiative.

A new Department for Environment, Food and Rural Affairs (Defra) website, launched by environment Minister Jonathan Shaw in May, provides maps showing the level of environmental noise from major industries, road and rail networks in 23 urban areas in England.


The information, covering 80,000 km of roads within urban areas, 28,000 km of major road networks and almost 5,000 km of railways, will be used to draw up action plans to reduce unreasonable levels of noise, where practical. In urban areas these will also include measures to protect designated quiet areas.

Users are able to search by postcode to access maps

that show noise levels over an average 24 hour period, as well as during night time hours only. The site also includes information on the number of people exposed to these levels of noise. All member states have to produce maps under the EU Environmental Noise Directive.

The mapping was carried out during 2006-07 in line with Defra's work to implement the directive. They incorporate the noise maps produced for the 18 English airports that were published last December.

The next stage of the department's work to implement the directive will be to develop action plans. This will include a public consultation.

Further information and access to noise maps: <http://noisemapping.defra.gov.uk/wps/portal/noise> 



Transport proposals prioritised

West Midlands Regional Assembly and Advantage West Midlands (AWM) have responded to the Department for Transport and Communities and Local Government's request to provide advice on 19 transport proposals identified by local authorities for Community Infrastructure Funding (CIF).

The Assembly and AWM have strongly supported many of the transport proposals which demonstrate high levels of strategic fit with West Midlands Regional Spatial Strategy and

West Midlands Regional Economic Strategy, Connecting to Success, particularly in terms of accelerating growth in the Region.

However, government departments asked for the proposals to be prioritised. This has been done by taking account of the proposals' strategic fit and CIF Two criteria for eligibility and delivery.

The Assembly and AWM have produced a joint prioritisation process and have identified six proposals as high priorities:

- Selly Oak New Road (Birmingham)
- Cole Hall Lane (Birmingham)
- Bus Rapid Transit Connect (Coventry)
- Paragon Park (Coventry)
- Shrewsbury Transport Package (Shropshire)
- Icknield Port Loop (Birmingham).

Both organisations support all six of these locations being

delivered from CIF Two. However, as the government requested local authorities with more than one expression of interest to identify their own priorities this has also been taken into consideration. This has led to the strong recommendation that at least three schemes should be funded from CIF Two:

- Selly Oak New Road (Birmingham)
- Bus Rapid Transit Connect (Coventry) and
- Shrewsbury Transport Package (Shropshire)

The Assembly and AWM are confident these schemes will support significant growth, deliver regional strategies, provide good value for money and be delivered within the tight timescales set down for CIF.

Olwen Dutton, chief executive of the Assembly said: "We have actively sought to support the CIF prioritisation process.

However, all the benefits from a number of schemes put forward found, we strongly recommend that; given the high levels of over subscription for CIF Two; the government must address how it can work with partners to most effectively support the delivery and appropriate sequencing of transport schemes to deliver the growth agenda.

"We have welcomed the opportunity to work with departments in the CIF prioritisation exercise and hope to build on that relationship over the coming months as the current and potential future rounds of CIF are developed." 

National Refugee Week in the West Midlands



Refugees and asylum seekers from across the world came together to showcase their talents, food and share their stories as the Region celebrated the 10th National Refugee Week held in the West Midlands.

The week long national event which ran from Saturday 14 June until Saturday 21 June saw an array of creative and stimulating programme of arts, cultural and educational activities taking place at various locations in the Region.

Despite refugees making up only about 1.5 per cent of the West Midlands population, the

social, cultural and economic contributions they make to the Region are significant.

National Refugee Week encouraged a Space of Encounters, which offered people from diverse backgrounds the opportunity to come together to share their experiences, learn together and build connections across difference. The festival allowed people to challenge stereotypes while raising awareness about refugees.

Cllr Andy Matchett, Coventry Lord Mayor and chair of West Midlands Strategic Migration Partnership

said: "Refugee week offered a vital opportunity for residents across the Region to engage and connect with such valuable members of our communities, recognising the skills, talents and contributions refugees have to offer.

"Refugee week provided a chance for people to challenge myths and develop a greater understanding of the real refugee experience. This one week in the year reflects on the longer term hope that such differing cultures, beliefs and experiences can be accepted and valued in the wider community."

Other highlights of this week included the showcasing of the Positive Press Film, in which young people creatively documented the journey of a young refugee, and a Refugee Schools Day in Birmingham with educational activities on refugee and asylum issues.

For more information please contact Clare Daley, c.daley@wmlga.gov.uk, West Midlands Strategic Migration Partnership. 

My Region with Richard Carr, Chief Executive of Wolverhampton City Council



// Richard Carr

I am originally a Londoner and my previous career experience has been in the East of England, London and the South East, so this is the further west I have strayed.

Since joining Wolverhampton City Council as chief executive two years ago I have been struck by the scale of some of the regeneration taking place across the West Midlands or that it is in the pipeline, particularly in the urban areas. To be parochial for a second, we reckon that the level of activity in Wolverhampton alone represents in excess of over £4 billion of investment in the city.


My office window looks out onto the Molineux Hotel, which is a grade two listed building located in a prominent position on the edge of the ring road and in front of the football stadium. In many ways, the Hotel symbolises the transformation of the city itself. Once a stately home and then a hotel, the building fell into disuse and for many years stood derelict; a reminder of the hard times that Wolverhampton and much of the area had fallen upon. Now, I can watch the restoration and extension of the building unfold in front of me. Its rebirth is based on a new use. It will accommodate our archives service, which is

currently located in the city centre, in a building that needs to be vacated to pave the way for half a million square feet of new shopping facilities that forms part of the regeneration of one of the poorer parts of the centre. So the change is happening before our very eyes.

To some extent, I think the future of the West Midlands depends on how ambitious the Region wants to be. It sits at the hub of the country's transport network and has a hugely diverse population, which has the potential to be a tremendous asset, given the global nature of the economy. It has some great universities and natural assets too, particularly in some of the rural parts of the Region. But, inevitably, it has no shortage of challenges, of which the most significant for me is the tendency for some to see the glass as being half empty rather than half full. This impacts on ambition, which in turn feeds through to comparatively low levels of educational attainment and skills, entrepreneurialism and so on. None of this is totally unique to the West Midlands and

nor is any of it insurmountable. But this does mean that if we are to tackle some of the Region's challenges effectively, we need to be aspirational and dogged to see through the consequences of those aspirations. I am encouraged by some of the recent debates around transport, where I sense an increasing recognition that simply going to government with an empty begging bowl isn't going to work and of the need to explore creative ways of unlocking contributions to transport infrastructure, locally.

The Region's response to the requirement that we plan for more housing growth will also be an interesting test; do we see this as a threat or an opportunity?

Whenever people come into my office to tell me something we want to achieve can't be done, I look out of the window. I wonder how many people have claimed in the past that the Molineux Hotel would never be restored to its former glory. 



Eco-towns not in alignment with West Midlands Regional Spatial Strategy

The government consultation on eco-towns has sought views on the way in which the eco-towns concept is being developed and preliminary views on the 15 short-listed sites going forward for further assessment, including two sites within the West Midlands Region; Curborough in Lichfield and Middle Quinton in Stratford upon Avon.

The Assembly's response to the consultation was approved by the Regional Planning Partnership on 25 June to meet the government's 30 June deadline. To view this consultation visit www.communities.gov.uk/publications/housing/ecotownsgreenerfuture.

While the Assembly supported the general principle of putting environmental sustainability and responding to climate change at the core of the eco-towns concept, it was concerned that the consultation was being conducted in the absence of a coherent national planning policy context.

The Assembly stressed eco-towns need to be consistent with Regional Spatial Strategies (RSSs) and developed in alignment with and through the Development Plan process. The Assembly also urged government to clarify whether the housing associated with eco-town proposals would contribute, or be in addition, to RSS and local authority housing targets.

Cllr David S Smith, chairman of the Assembly said: "In principle eco-towns are an unnecessary diversion from the main thrust for delivering low carbon footprint for all of the houses planned for the Region. This follows the principles of housing being located in sustainable locations."

The Assembly felt the government's approach of restricting potential eco-towns to new settlements which are separate and distinct from existing towns had restricted the range of submitted proposals and could lead to development in unsustainable locations.

The Assembly therefore proposed the principles of eco-towns be applied more widely to smaller developments in adjacent to, existing urban areas which could utilise existing infrastructure more efficiently.

The Assembly raised concerns that eco-towns would divert resources away from other regional priorities and sought assurances that funding would be secured from the developers or, where this was not possible, from additional national resources.

In terms of the two short-listed sites identified in the West Midlands, the Assembly advised government that both Curborough and Middle Quinton proposals would not be in alignment with the West Midlands Regional Spatial Strategy or the submitted Phase Two Revisions Draft Preferred Option.



West Midlands Regional Spatial Strategy (WMRSS) Update



Phase Two Revision

The consultation on the WMRSS Phase Two Revision Draft has been extended to noon on 8 December, by the Assembly. This follows the appointment of planning consultants Nathaniel Lichfield and Partners who have been commissioned by Government Office for the West Midlands (GOWM) to undertake a study into further options for delivering higher housing numbers. The work will be carried out over the next six months and the final report is expected to be available in October. GOWM will then make the study available as additional evidence for consultees to consider when making responses on the WMRSS Phase Two Revision Draft. In light of this, it is anticipated the Examination in Public will be held in Spring 2009, although a final date has still to be confirmed. Further information about GOWM study can be obtained from their website at www.gowm.gov.uk or 0121 352 5049.

Phase Three Revision

The WMRSS Phase Three Revision is now well underway with consultation with the strategic authorities taking place. This phase of the Revision is looking at critical rural services, culture/recreational provision, various environmental issues including minerals provision and the provision of a framework for Gypsy and Traveller sites. The Project Plan for Phase Three is currently being finalised, and will be published shortly.


WMRSS Monitoring

The WMRSS Annual Monitoring Report was published in February. Five years after its inception it shows that the Strategy is now having a real impact on the Region. Key indicators demonstrate that Urban Renaissance, the core of the Strategy, is under way with city living on the rise for the first time in years as people are living and working closer to urban areas. Data also showing a reduction in commuting distances. These

trends are supported by an increasingly efficient use of land and a reduced out-migration from the metropolitan area. While presenting a largely positive picture in respect of progress towards the WMRSS some concerns remain; in particular the number of affordable homes being built remains disappointingly low (3,370 dwellings completed in 2006/07 which represents 17 per cent of all completions). There is also a worrying sign that the economy may be slowing as the amount of employment land developed across the Region in 2007 was lower than previous years. The more detailed supplementary reports on greenbelt (2007 data) and Housing and Employment Land (2006 data) have now been published. The 2007 based reports in respect of Housing and Employment Land will be published in August in anticipation of a Stakeholder Conference to be held on 8 September. These reports can all be downloaded by visiting www.wmra.gov.uk/page.asp?id=52.

WMRSS Conformity

The Assembly recently revised its Conformity Protocol. This updates and streamlines existing procedures governing the arrangements between the Assembly and local authorities with respect to the Assembly's statutory role in providing an opinion of general conformity of Development Plan Documents being produced by local authorities and the WMRSS. Also included within the Protocol are revised criteria for regionally significant planning applications that identify those applications which the Assembly should be consulted upon as a statutory consultee. The Revised Protocol became operational in February and all local authorities in the Region have been asked to formally sign up to it.

Details of the Protocol are available on the Assembly's website www.wmra.gov.uk/page.asp?id=51 

'Supporting the Skills Agenda'



The West Midlands will be able to profile its knowledge and good practice on the European stage thanks to two major events which West Midlands in Europe are helping organise in the coming months.

As a member of the Lisbon Regions Network, the West Midlands works with a group of ambitious high performing regions with a key interest in the local delivery of the European strategy for jobs and growth, known as the 'Lisbon Strategy'.

'Europe on the move: opportunities and challenges

for social Lisbon', took place at West Midlands in Europe in May under the auspices of the Lisbon Regions Network, to examine the free movement of labour in Europe, which is benefiting national and regional economies, and the interaction between economic opportunity and social inclusion in Europe.

The event provided a high profile opportunity to present the recent report 'The economic impact of migrant workers in the West Midlands', commissioned by Advantage West Midlands and the Learning and Skills Council, and the thought-provoking work

of the West Midlands Strategic Migration Partnership to an expert European audience.

The Lisbon Regions Network AGM, 'Regions for Jobs and Growth', taking place in Bologna in July, will enable local and regional politicians and policy makers to share good practice on the implementation of the Lisbon strategy in their regions across Europe, in the presence of Danuta Hubner, European Commissioner for Regional Policy.

Both these events present West Midlands in Europe and its partners with a significant

opportunity to profile the work of the West Midlands Region on the European stage, as well as secure valuable contacts for developing partnerships and funding projects in the future.

For further information on West Midlands in Europe and these two events please contact: Andrew Ing, Communications and Partnership Manager andrew.ing@westmidlandsineurope.org 

West Midlands Stronger Together – at this year's LGA Conference


The West Midlands Local Government Association and key partners are 'Stronger Together' - working successfully in partnership to improve the lives of everyone in the West Midlands, delivering improvements that make our region a great place to live, visit, work and study.

The West Midlands exhibition stand at this year's annual LGA conference (1-3 July) will showcase the great partnership work that is being carried out in the Region by the Association and partners.

Representatives from our regional partners will be at the event to give delegates an insight into the work being undertaken. Partners taking part include; Advantage West Midlands, City Region, Culture West Midlands, EU Connects, Learning and Skills Council for the West Midlands, West Midlands Regional Improvement and Efficiency Partnership, West

Midlands in Europe, West Midlands Regional Observatory and West Midlands Regional Assembly.

Also this year, the Associations' evening reception sponsored by Centro will be held during the LGA's conference week and will bring together leaders and chief executives from the 38 local authorities across the Region together with other key individuals. The evening reception will be held on Wednesday 2 July from 6pm until 8pm at the De Vere Royal Bath Hotel in Bournemouth. Invitations for this event have already been sent out, so we hope to see you all there but if you have not yet received an invitation please contact Bridget Rafferty, b.rafferty@wmlga.gov.uk.

For more details on the conference please visit www.wmlga.gov.uk/strongertogether or <http://annualconference.lga.gov.uk/> 



Longbridge Area Action Plan conforms to West Midlands Regional Spatial Strategy

The Longbridge Area Action Plan was submitted by Birmingham City Council and Bromsgrove District Council in March. An Area Action Plan drawn up to revitalise Longbridge, following the closure of the famous car manufacturing plant has been backed by the West Midlands Regional Assembly. The Assembly has declared that the Action Plan conforms with the West Midlands Regional Spatial Strategy (WMRSS) and this forms one of the key milestones to be passed when the Action Plan is examined by an independent Planning Inspector. Once the

Action Plan is adopted, it will be part of the Development Plan for the area concerned and will form the basis for planning decisions that will be made.

Cllr Rex Roberts OBE, chairman Regional Planning Partnership said: "The Assembly welcomes the focus of the Action Plan being employment led with the creation of up to 10,000 employment opportunities that will diversify the area's economy. In particular the identification of a Regional Investment site will provide a focal point to the Birmingham to Worcestershire

High Technology Corridor".

A new mixed use centre comprising retail, office, leisure and a new educational facility for Bournville College is promoted in the Action Plan. The identification of land for a minimum of 1,450 new homes on brownfield land supports the objective in the WMRSS whereby Major Urban Areas are required to meet an increasing proportion of their own housing needs. The mixed-use scheme will also see the inclusion of a rail based strategic park and ride site for 1,000 cars, which is welcomed by the Assembly as the WMRSS

Phase Two Revision Preferred Option specifically identifies Longbridge as a potential location for park and ride. Rex added: "The Assembly is pleased that the policies and proposals in the Action Plan are closely aligned with those in the WMRSS given that they support the implementation of the Urban Renaissance objectives for this part of Birmingham".

Skills Action Plan key to Regional skills



West Midlands Regional Assembly members have endorsed recommendations made in a review examining post-16 education, training and skills.

The review requested by the Regional Learning Skills Council (LSC) and carried out by the Assembly looked at how skills, education and training could be improved within the Region. A critical recommendation in the review was that current regional organisations involved in skills should concentrate efforts on achieving the aims of the Skills Actions Plan. Cllr David S Smith, chairman of the Assembly said: "The review emphasised that the action plan

was a significant step forward in delivering further improvement of skills within the West Midlands. It is essential that changing governance arrangements in the Region do not result in a failure to take this forward."

The 13 recommendations endorsed by the Assembly included the need for the government to take the lead in ensuring that by 2013 diplomas are not seen as a second class level of attainment; employer organisations should encourage their members to develop their own apprenticeship schemes and to promote the benefits of apprenticeships to young people and colleges.

To view this report visit www.wmra.gov.uk/page.asp?id=326

Supporting this skills agenda

The Assembly as part of its statutory responsibility for scrutinising the work of Advantage West Midlands (AWM) has undertaken a Scrutiny Review, which started in June. This review examines how the Agency is working with partners to support the skills agenda. This will build upon the recently completed Strategic Review requested by the LSC. This short and focused scrutiny activity will take evidence until mid September and will consider:

- the relationship between AWM and key partners including the LSC
- how AWM's role enables the development and implementation of skills programmes and projects
- the support provided for the development and implementation of the Skills Action Plan.

Olwen Dutton, chief executive of the Assembly, said: "The skills shortage facing this Region is a matter that must be addressed quite urgently. This scrutiny review seeks to assess how effectively AWM is carrying out this critical work and its impact on the Region."

Individuals and organisations are invited to submit evidence to this review. This can be done either by providing a written submission or giving verbal evidence at one of the panel hearings or discussion events. For more information contact Daryl Davies at the Assembly on 0121 678 1046.

What would you do with £2.3 million for leadership and people development initiatives?



Communities and Local Government (CLG) are providing £21 million for funding into the Region to be used to pioneer innovative ways to transform and improve services while cutting waste over the next three years, across 10 different workstreams.

CLG awarded West Midlands Regional Improvement and Efficiency Partnership (WMRIEP) £6.94 million in 2008/09 together with indicative funding of a further £14.4 million for the subsequent two years.

The leadership and people development workstream

has provisional funding of £2.3 million for three years to provide support for local authorities on 23 May WMRIEP hosted a consultation event which looked at how this funding should be spent.

The event was attended by representatives from 14 single and upper tier local authorities in the Region, West Midlands Fire Station and 19 district councils. Delegates were invited to participate in a series of five workshops, exploring different themes within the people and leadership development workstream.

Rebecca Davis, Senior Regional Advisor, said: "Local authorities were very positive about the opportunity to work together on 19 potential new and innovative work areas. It is important that local authorities continue to work with us to develop these areas of work – without their on-going commitment they will not secure funding."

A series of development meetings have been scheduled for each work area which will allow authorities to contribute in the development of an initial project outline.

Further information and the dates of these meetings can be found by visiting www.wmcoe.gov.uk/download.php?did=1300. The deadline for registrations is 23 June 2008 and should be done by contacting Katrina McGuigan on k.mcguigan@wmlga.gov.uk.



West Midlands organisations scoops scrutiny awards

Scrutiny teams across the Region were recognised for the quality of their work at a ceremony in Birmingham on Tuesday 10 June.

Judges from the Centre for Public Scrutiny (CfPS) awarded Coventry City Council, Coventry Teaching PCT and University Hospitals Coventry and Warwickshire NHS Trust the overall winners for the Health Scrutiny Award 2008.


Judges felt this joint entry from Coventry City Council and its health partners was a strong winner on a number of grounds, including innovative public engagement, notably the recruitment and training of older people to be researchers, clear, practical recommendations aimed at improving the patient experience and an effective model for scrutiny that can be replicated.

Birmingham City Council's councillor Len Clark was awarded Scrutiny Chair of the year 2008 for his work against a background of under-achievement in adult social care services, the Adults and Communities Scrutiny Committee. Under the leadership of

Cllr Clark, a challenging four-year work programme which systematically tackled the key areas where the city council needed to see radical change and improvement was undertaken. Amongst those shortlisted for the scrutiny of the year award was West Midlands Regional Assembly business member Roger Trotman.

Roger, who represents the Engineering Employers Federation on the West Midlands Business Council was nominated in this category for his role as chair of the Assembly Access to Finance scrutiny review which examined how Advantage West Midlands (AWM) supported and enabled the

provision of investment funding for small and medium enterprises.

All shortlisted nominees were considered by award judges for their exceptional contribution, demonstrating recognised leadership and enthusiasm in the promotion of scrutiny. 



Association and Assembly Membership

The following is the current list at time of printing.

West Midlands Local Government Association & West Midlands Regional Assembly
MEMBERSHIP 2007 / 2008 (votes in brackets)

Authority	Full Member
Metropolitan Authorities	
Birmingham City Council	Clr Mike Whitby (C) Clr John Lines (C) Clr Sir Albert Bore (L) Clr Paul Tilsley (LD)
Coventry City Council	Clr Ken Taylor (C) Clr Andy Matchet (C) Clr John Mutton (L)
Dudley MBC	Clr Anne Millward (C) Clr David Sparks (L)
Solihull MBC	Clr Ken Meeson (C) Clr Norman Davies (LD)
Sandwell MBC	Clr Hugh Hendry (L) Clr Steve Eling (L) Clr Bob Badham (L) Clr Anthony Ward (C) Clr Sadie Smith (LD)
Walsall MBC	Clr John G O'Hare (C) Clr Tim Oliver (L) Clr Ian Shires (LD)
Wolverhampton City Council	Clr Peter Bilson (L) Clr Paddy Bradley (C)
Unitary Authorities	
Herefordshire Council	Clr Roger Phillips (C) Clr Terry James (LD) Clr Beris Williams (I)
Stoke-on-Trent City Council	Clr Roger Ibbs (C) Clr Michael Tappin (L) Clr Ann James (I)
Telford & Wrekin Council	Clr Alby Walker (BNP) Clr Andrew Eade (C) Clr Keith Austin (L)
County and District Authorities	
Shropshire County Council	Clr Malcolm Pate (C) Clr Peter Phillips (LD) Clr Alan Mosley (L)
Shropshire District Councils	
Bridgnorth DC	Clr David Beechey (I)
North Shropshire DC	Clr David Minnery (C)
Oswestry BC	Clr David Lloyd (C)
Shrewsbury & Atcham DC	Clr Peter Nutting (C) Clr Jo Jones (C)
South Shropshire DC	Clr Cecilia Motley (C) Clr Heather Kidd (LD)
Staffordshire County Council	Clr Terry Dix (L) Clr Robert Simpson (L) Clr Phillip Atkins (C)
Staffordshire District Councils	
Cannock Chase DC	Clr Neil Stanley (LD)
East Staffordshire BC	Clr Alex Fox (C)
Lichfield DC	Clr David S Smith (C)
Newcastle-under-Lyme BC	Clr Simon Tagg (C)
South Staffordshire DC	Clr Brian Edwards (C)
Stafford BC	Clr Stan Highfield (C)
Staffordshire Moorlands DC	Clr Sybil Ralphs (C)
Tamworth BC	Clr Jeremy Oats (C)
Warwickshire County Council	Clr Richard Hyde (C) Clr Mick Jones (L)
Warwickshire District Councils	
North Warwickshire DC	Clr Colin Hayfield (C)
Nuneaton & Bedworth BC	Clr Ian Lloyd (L)
Rugby BC	Clr Neil Campbell (C)
Stratford-on-Avon DC	Clr Chris Saint (C)
Warwick DC	Clr John Hammon (C)
Worcestershire County Council	Clr Dr George Lord (C) Clr John Buckley (L) Clr Liz Tucker (LD)
Worcestershire District Councils	
Bromsgrove DC	Clr Roger Hollingsworth (C)
Malvern Hills DC	Clr Serena Croad (C)
Redditch BC	Clr Jack Cookson (L)
Worcester City	Clr Simon Geraghty (C)
Wychavon DC	Clr Paul Middlebrough (C)
Wyre Forest DC	Clr John Paul Champion (C)

West Midlands Business Sector Members (2007/08)

NAME	NOMINATED BY
Frances Beatty	Country Land and Business Association
Mike Cherry	Federation of Small Businesses
Prof. Michael Clarke	West Midlands Higher Education Association
Kevin Farrell	British Ceramic Confederation
Sarah Faulkner	National Farmers Union
Arthur Hill	National Farmers Union
Mike Hill	Confederation of West Midlands Chambers of Commerce
Michael Mason	Midland Association for Restaurants, Caterers, Hotels and Entertainment
Geoff Minshull	Chartered Institute of Building
Richard Moxon	Royal Institution of Chartered Surveyors
Chris Newis	West Midlands Co-operative & Mutual Council Ltd
Sarindar Singh Sahota	Asian Business Forum
Roger Stone	Country Land and Business Association
Brian Summers	Heart of England Tourism
Roger Trotman	Engineering Employers Federation
Barrie Williams	West Midlands Business Council Chairman

Other Stakeholder Group Members (2007/08)

NAME	SECTOR
Valerie Broom	Balancing Place
Tim Bryan	Culture West Midlands (Acting Member)
Richard Bubbb	Voluntary & Community Sector (Urban)
Elisabeth Buggins	Health
Roger Evans	Balancing Place
Patricia Fairclough	Balancing Place
Howard Farrand	Housing
Natalie Hall	Voluntary and Community Sector (Youth)
Revd John Hall	Faiths
Gerald Kells	Environment
Marcia Lewinson	Gender
Roger McKenzie	Trades Unions
Elizabeth Newman	Parish Councils
Peter Shirley	Balancing Place
Chris Welch	Voluntary & Community Sector (Rural)
Vacant	Black & Minority Ethnic Communities

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