

Monday, 24th March, 2014

Present:- Councillor Mrs Gillian Williams – in the Chair

Councillors Councillor David Allport, Mayor's Consort, Councillor Peter Hailstones, Councillor Mrs Hilda Johnson, Councillor Glyn Plant, Councillor Miss Marion Reddish, Councillor Kyle Robinson, Councillor Mrs Sandra Simpson and Councillor Andrew Wemyss

1. **APOLOGIES**

There were no apologies received.

2. **DECLARATIONS OF INTEREST**

There were no declaration of interest received.

3. **MINUTES OF THE PREVIOUS MEETING**

RESOLVED: That the minutes of the previous meeting held on 4 December 2013 are agreed as a correct record.

4. **REDUCING THE STRENGTH**

The Community Safety Officer gave an update on a campaign Suffolk Police, Ipswich Borough Council, Suffolk County Council and NHS Suffolk had launched during September 2012 called Reducing the Strength.

The aims of the campaign were:-

- To encourage licensees of premises with an off licence to voluntarily remove all super strength lager, beer and cider from their premises on a borough wide basis. Following this, to persuade licensees to voluntarily change the terms of their licence to include a licensing condition not to sell such items.
- To use the campaign to highlight the dangers of alcohol in general and in particular super strength alcohol.

A similar campaign had now been launched in Newcastle-under-Lyme with the Council working in partnership with Staffordshire Police. Eleven out of sixteen off licences in the town centre had agreed, in principle, to sign up to the campaign.

This was reported as a very good start with a need to progress further to include Supermarkets by writing to the Head Offices. Lidl and Morrisons had refused as they were already tackling alcohol abuse but more discussions were needed to take place with Sainsbury's. Public Health were backing the campaign and discussions were taking place regarding fast track routes into treatment services. Newcastle Borough Council had pledged money to support the facilitation of the campaign.

A Member stated that this was an excellent idea that it should be widened across the Borough.

The Community Safety Officer advised it would be useful to meet with Members and Portfolio Holders to present a case regarding supermarkets.

Members questioned whether Clinical Commissioning Groups needed to be involved as Public Health alone was not felt to be sufficient.

RECOMMENDED:- That the campaign be fully.

5. **PURPLE FLAG UPDATE**

The Committee considered an update regarding the Purple Flag scheme. The Community Safety Officer was producing the first draft of the application to be presented to the working group in couple of weeks.

RECOMMENDED:- That the working group consider submission of the application at its next meeting, including whether the application should be deferred if the time is not right.

6. **LICENSING OF FAST FOOD OUTLETS**

RECOMMENDED:- That this item is to remain on the agenda and that the Head of Planning pursue it as part of the Local Plan

7. **DOG CONTROL ORDERS**

The Head of Environmental Health Services gave an update on the Dog Control Orders. Five Fixed Penalty Notices had been served to date, one successful prosecution and twelve formal warnings.

A Member raised on-going problems at Butt Lane hot spots. This was mainly due to there being no signage and lack of public awareness.

RECOMMENDED:- That the Head of Environmental Health Services liaise with the Executive Director – Operational Services and Head of Operations regarding signage to inform the public that dog faeces can be disposed of in litter bins.

8. **A FRAME OBSTRUCTION ON PAVEMENTS (BRIEFING NOTE)**

It was reported that 'A' frames were the responsibility of Staffordshire County Council. Members did need to be proactive in reporting any concerns directly to the County Highways and if no response was received to raise with County Councillors.

Concerns could be reported through the Guildhall who would then forward them to Staffordshire County Council.

The Cabinet Portfolio Holder for Safer Communities advised the Town Centre Partnership could be approached with regard to the Good Code of Conduct.

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RECOMMENDED:- That this item remain on the agenda and that the Town Centre Partnership Manager and Dave Greatbatch, Community Infrastructure Liaison Manager, Staffordshire County Council be invited to a future meeting.

9. **WORK PLAN**

The Committee considered the Work Plan. It was agreed that the following items would remain on the work plan:-

- Licensing of Hot Food Takeaways
- 'A' Frames Obstruction on Pavements

10. **ANY OTHER BUSINESS**

No items were raised.

COUNCILLOR MRS GILLIAN WILLIAMS
Chair