

ECONOMY, ENVIRONMENT AND PLACE
SCRUTINY COMMITTEE

18 JUNE, 2020

CABINET RESPONSES TO ITEM 4

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

UPDATE FROM CABINET TO ECONOMY, ENVIRONMENT & PLACE SCRUTINY COMMITTEE

Submitted by: Cabinet

Portfolios: All

Ward(s) affected: All

Purpose of the Report

To provide a response to the Scrutiny Committee on items previously raised by Committee Members at the last meeting on 18th June 2020.

Recommendation

That the response from Cabinet be received and noted.

1. Police Presence In The Town

The Chair, Councillor Gary White asked for feedback on engagement with the Police.

Response from Cabinet:

Newcastle Borough Council will continue to work in partnership with Staffordshire Police to ensure that any identified community safety matters are addressed in the form of supportive interventions and enforcement where necessary, whilst instilling community reassurances. Any enforcement measures shall be dealt with on a partnership basis assessing both need for criminal and civil enforcement for any individuals acting in a disorderly fashion. This is already ongoing and will continue through the period of July and thereafter following continued monitoring, reviewing and partnership consultation with other service areas and businesses.

There shall throughout the period of July be a coordinated presence within the town centre which will consist of partnership days of action / meet your local officer days / table tops in accesses and Police Community van shall be present. These shall consist of not just the Police but a range of community safety focused partners from within the Newcastle Partnership such as the BID, housing, drug and alcohol services, homelessness services, benefits support, fire and rescue, licensing and environmental services amongst a few. Services will be there to speak to members of the public regarding a variety of issues and shall be ensuring that throughout all businesses are visited. Police presence and any planned police operations will also be utilising the recently implemented CCTV throughout the town. Monitoring officers shall be involved and ensure that any concerning matters where Police presence is needed shall be contacted direct on the Police radio network to ensure resources can be implemented.

2. Cleaning Of The Car Parking Machines

Councillor Dave Jones asked about the frequency of cleaning the machines and Councillor Amelia Rout asked about having sight of a Risk Assessment about the sanitisation of the machines.

Response from Cabinet:

Please see PDF document attached re Risk Assessment Machine Cleaning.

3. **Footfall Into The Town Centre**

The Chair, Councillor Gary White asked for feedback on footfall in the town centre and a further update in a month's time.

Response from Cabinet:

Please see PDF documents attached.

Additionally, the following measures have been undertaken to assist Newcastle town centre to get back on track:

- Provided businesses with advice regarding Covid Secure arrangements that they would be required to implement;
- Deployed a range of signage to encourage social distancing;
- With the Business Improvement District , provided a visible presence in the town to encourage social distancing and identify any businesses which require additional advice or locations where securing social distancing is problematic;
- Provided market traders with six weeks of trading free of pitch fees;
- Offered regular market traders whose primary income is taken from Newcastle market a discretionary business grant;
- Launched a "Shop Local" campaign to encourage support for local businesses;
- Issued a range of press releases to communicate positive messages about town centre re-opening;
- Used social media feeds to share information on businesses that were trading in an adapted way or that were open in the town centre;
- Supported the #ShopSafelyinStaffs campaign including local filming in Newcastle and Kidsgrove.

Through discussions with businesses and the Business Improvement District it is felt that it is not the appropriate time to send out a survey to businesses as they are all focussed on the reopening and their new trading conditions. In addition to the support offered above the Council and the BID are working to give support in response to individual requests for help as and when they come in. The Scrutiny Committee may wish to consider further review of this with the Business Improvement District at a future committee meeting.

4. **New Recycling Service Leafleting**

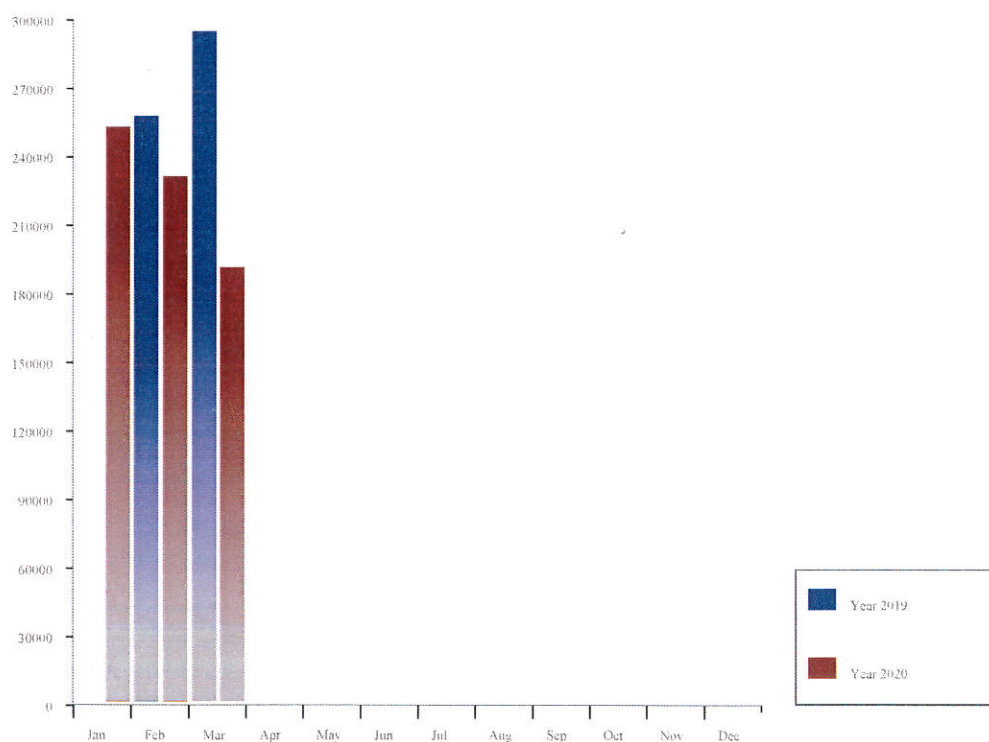
The Chair, Councillor Gary White asked about the New Recycling Service Leaflets.

Response from Cabinet:

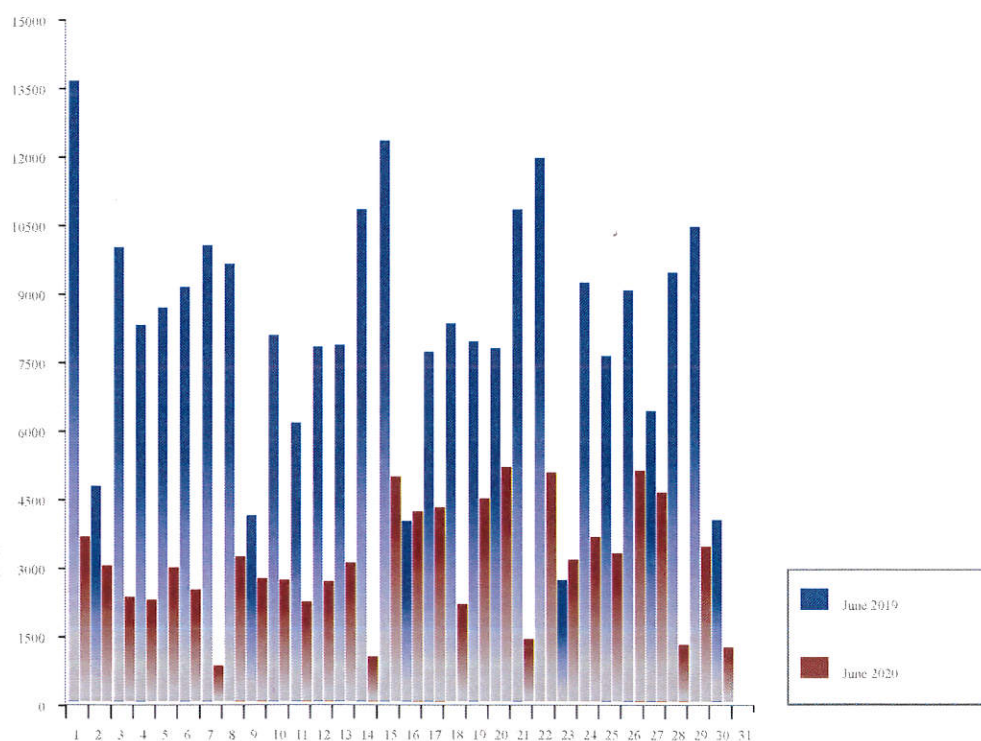
Recycling & Waste Services will be undertaking additional audits of bin and bag distribution to ensure residents have received the correct information about the new service and what they need to do in terms of their next recycling collection. These audits consist of officers from the Council contacting residents either by phone or via door knocking to check they have the correct information.



Newcastle-under-Lyme Yearly Analysis - COUNT by Time
Wed 01 Jan 2020 to Tue 31 Mar 2020



	Jan	Feb	Mar	Apr	May	Jun	Jul
Year 2019	-	257,789	294,969	-	-	-	-
Year 2020	253,049	231,225	191,546	-	-	-	-
	Aug	Sep	Oct	Nov	Dec	Total	
Year 2019	-	-	-	-	-	552,758	
Year 2020	-	-	-	-	-	675,820	

Newcastle-under-Lyme Monthly Analysis - COUNT by Time
 Mon 01 Jun 2020 to Tue 30 Jun 2020


	1	2	3	4	5	6	7	8	9	10	11
June 2019	13,647	4,779	10,005	8,309	8,690	9,135	10,045	9,651	4,133	8,081	6,158
June 2020	3,671	3,042	2,351	2,297	2,993	2,515	860	3,239	2,756	2,726	2,248
	12	13	14	15	16	17	18	19	20	21	22
June 2019	7,830	7,868	10,850	12,339	4,018	7,719	8,345	7,944	7,794	10,851	11,967
June 2020	2,698	3,109	1,044	4,999	4,228	4,313	2,198	4,515	5,200	1,438	5,082
	23	24	25	26	27	28	29	30	31	Total	
June 2019	2,733	9,240	7,628	9,077	6,437	9,467	10,477	4,050	-	249,267	
June 2020	3,182	3,679	3,312	5,126	4,651	1,316	3,467	1,264	-	93,519	

Risk Assessment Matrix

[6.0] © 2015 T100 Risk Manager

Section A1 - Assessment Information

Assessment reference number	RD/AR/CE/001 - Civil Enforcement Duties and Car Park Machine Maintenance
Assessment date	22/06/2020 15:36
Activity / item / area	
Contract description	Council Owned Car Parks
Contract site	n/a

Persons at risk	Employees, Members of Public
Assessor	Neil Guest
Risk Matrix Format	5x5
Monitoring frequency	Every 1 Years
Next review date	22/06/2021
Reviewer	Neil Guest

Section M1 - Monitoring Information

Person carrying out monitoring	
Department / location	
Monitoring date	

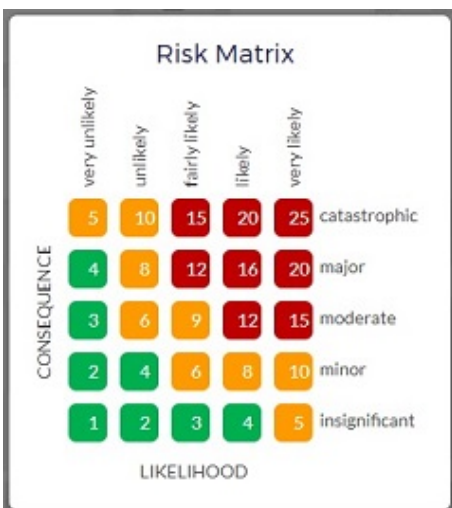
Monitoring notes

Section A2 M2 - Risk / Control Measures

Hazard	Control Measures	Likelihood	Consequence	Risk Level
General: Tripping / slipping	Safety Boots are provided for staff.	1	4	4
	Staff should remain vigilant during inclement weather.			
	There is a defects procedure for reporting defects on premises.			
	There is an inclement weather procedure in place that will block off areas of car parks that become treacherous.			
General: Fire / flammable atmosphere	A Fire Risk Assessment for Midway (enclosed car park) has been completed by a competent person.	1	5	5
	Dry Risers are regularly checked on Midway Car Park			
	Fire Exits are signposted on Midway Car Park			
	Lightening Conductors are on Midway Car Park			
General: Electric shock	All machines are mains fed, and access cannot be gained to the electrics.	1	5	5
	If defects are found with the machines, engineers are called to repair them.			
	Ticket machines are low voltage.			
	Ticket Machines are maintained by a competent person every quarter			
General: Moving machinery / parts	Only competent persons carry out maintenance work.			N/A
	Planned preventative maintenance scheme in operation.			N/A
General: Moving vehicles	Any incidents should be reported on T100 and to the Police.	2	5	10
	CEO's should remain vigilant at all times.			
	Some car parks are covered by CCTV			
	Uniforms worn by CEO's contain reflective strips.			
General: Biological Agents	cleaning wipes used twice daily on all touch points	1	5	5
	staff have been trained in cleaning & PPE wearing			
	staff have seen covid19 risk assessments and will be following waste guidance			
	staff issued with disposal gloves for cleaning and vulnerable staff provided with face masks and visors			
Evaluation / score %				













Section M3 - Further Actions Required

Description	Assignee	Due Date
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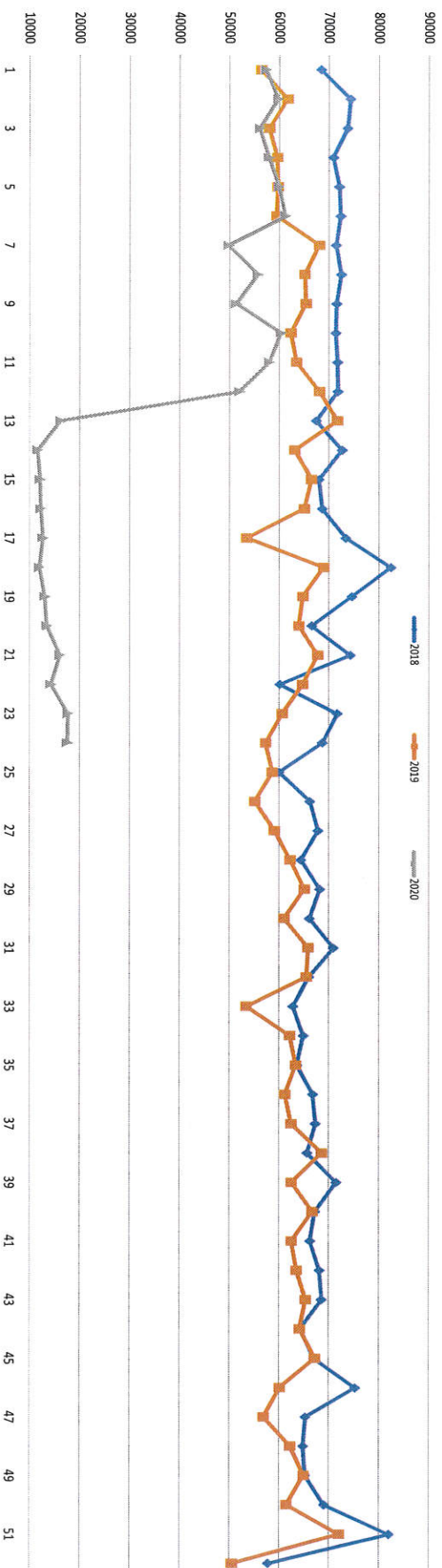
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Newcastle Under Lyme Retail Sales Monitor – Week Commencing 7th June 2020

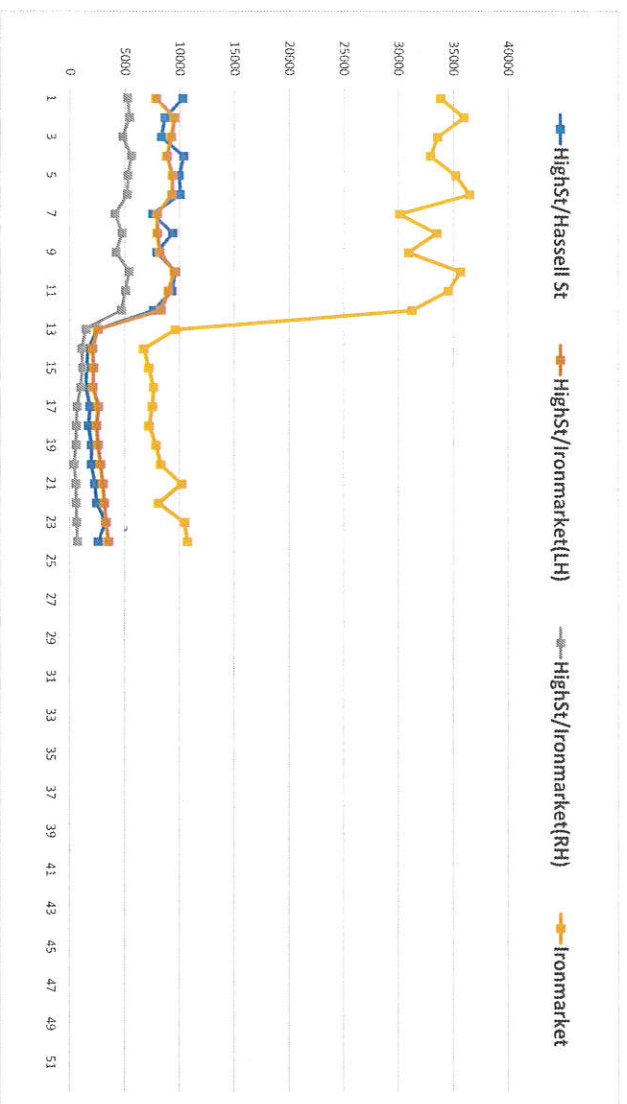
Street Footfall					
Week v Previous Week		Week v Same Week Last Year			
07.06.20 v 31.05.20		07.06.20 v 09.06.19			
HighSt/Hassell St		-20.7%	HighSt/Hassell St		-75.5%
HighSt/Ironmarket(LH)		+6.6%	HighSt/Ironmarket(LH)		-62.5%
HighSt/Ironmarket(RH)		+9.3%	HighSt/Ironmarket(RH)		-77.3%
Ironmarket		+2.5%	Ironmarket		-68.3%
Newcastle-Under-Lyme		-0.8%	Newcastle-Under-Lyme		-69.2%
UK Average		+5.0%	NUL Yr to Date		-44.0%

Proportion of Footfall Seen in Each Location in Comparison to Total Footfall			
	Week 24 2019 %	Week 24 2020 %	2020 v 2019
HighSt/Hassell St	18.6%	14.8%	<div></div>
HighSt/Ironmarket (LH)	16.5%	20.1%	<div></div>
HighSt/Ironmarket (RH)	5.4%	4.0%	<div></div>
Ironmarket	59.4%	61.1%	<div></div>

All Cameras



Newcastle Under Lyme Retail Sales Monitor – Week Commencing 7th June 2020



Week commencing 7th June 2020

The final week before the re-opening of non-essential retail stores across the country saw footfall in Newcastle under Lyme decrease slightly on the week, and by -0.8%. The average seen across the UK was +5.0%. This decrease on the week was due in the main to a -20.7% fall seen on High Street/Hassell Street, as all other cameras saw increases of between +2.5% and +9.3%.

Footfall in Newcastle Under Lyme decreased this week compared to the same week in 2019, and by -69.2%. The UK average was -72.9%. All cameras saw a fall on the year, ranging between -62.5% on High Street/Ironmarket (LH) and -77.3% on High Street/Ironmarket (RH). In regard to the proportion of footfall in each location, High Street/Ironmarket (LH) and Ironmarket saw percentage increases compared to total footfall against the same week in 2019, whilst High Street/Hassell Street and High Street/Ironmarket (RH) saw decreases.

Nationally, footfall activity across UK retail destinations last week reveals the pent up demand amongst consumers for shopping in bricks and mortar stores. The largest rise in footfall from the week before of +4.7% occurred in Shopping Centres, followed by Retail Parks (+2.5%) and High Streets (+1.7%). Footfall ramped up hugely over the weekend, with a weekly rise of +21.8% on Saturday and +12.2% on Sunday across all UK retail destinations. This was partly due to the hot weather that arrived at the tail end of the last week, but also a significant factor is the fact that retail stores in Northern Ireland opened fully on Friday.

Snapshot of Monday 15th June: As non-essential stores re-opened, footfall was up overall in Newcastle under Lyme by +54.3% compared to Monday of the previous week, however was down by -35.2% compared to the same Monday of the previous year. More information on this week will be provided in next week's report.

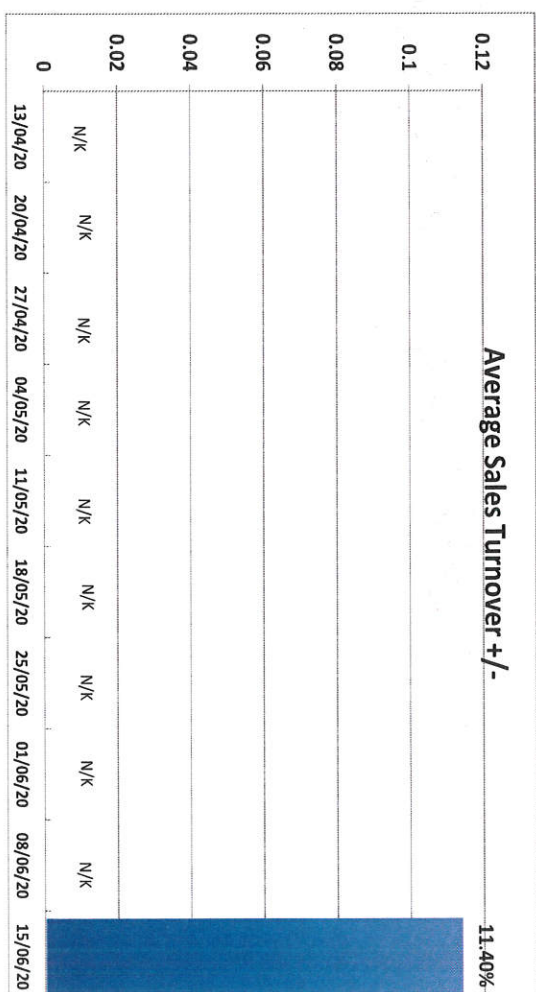
National 2019 Footfall Overview

Footfall across the UK fell by -1.8% overall in 2019, only a slight improvement on 2018 when footfall was impacted by severe weather and declined by -2.1%. On a positive note, footfall during daytime trading hours of 9am to 5pm strengthened by around a third, moving to -1.6% from -2.4% in 2018. The year started strongly with a drop in footfall of just -0.3% in Q1 but worsened as the year progressed, with footfall declining by an average of -2.3% in Q3 and Q4 versus just -1.3% in Q1 and Q2. Q4 was particularly bad, as the drop in footfall of -3.0% followed a drop of -2.6% in Q4 2018.

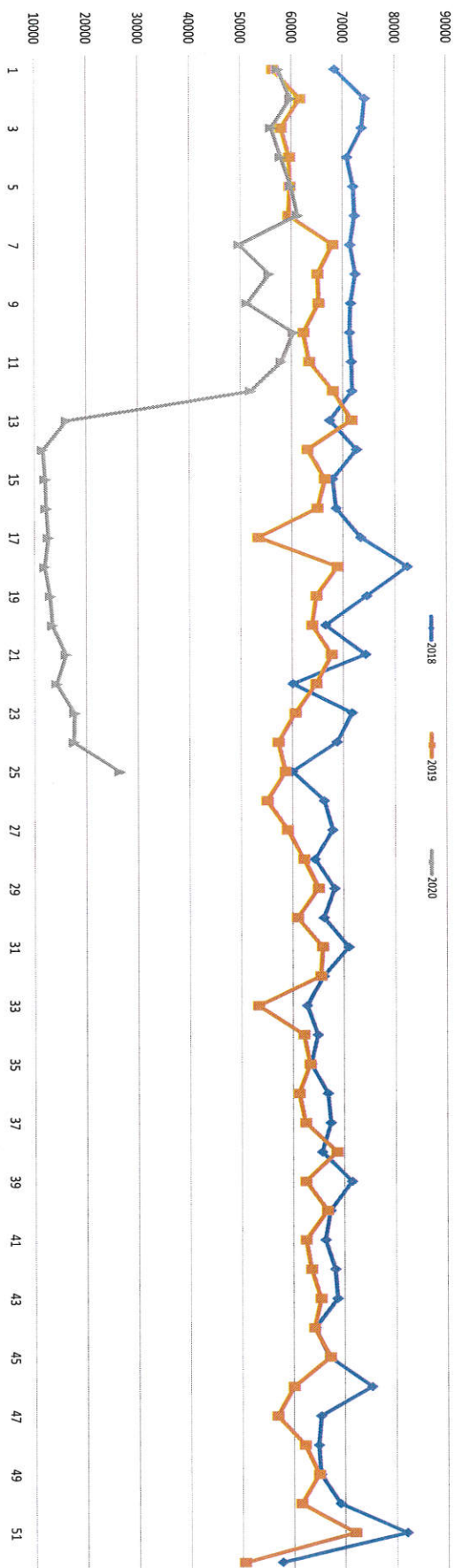
All of the -1.8% decline in footfall in 2019 emanated from High Streets and Shopping Centres, both of which suffered drops in footfall of -2.5%. In contrast, footfall in Retail Parks rose marginally in 2019 by +0.1%. Despite the challenging trading conditions during 2019, footfall in three of the six key trading periods rose from 2018 (Easter Weekend, Spring May Bank Holiday and Black Friday weekend) but fell from 2018 during the Early May Bank Holiday, August Bank Holiday and Boxing Day.

Newcastle Under Lyme Retail Sales Monitor – Week Commencing 14th June 2020

Street Footfall		
Week v Previous Week	Week v Same Week Last Year	
14.06.20 v 07.06.20	14.06.20 v 16.06.19	
HighSt/Hassell St	↑ +110.9%	↓ -52.8%
HighSt/Ironmarket(LH)	↑ +39.3%	↓ -46.9%
HighSt/Ironmarket(RH)	↑ +93.9%	↓ -50.0%
Ironmarket	↑ +36.3%	↓ -58.0%
Newcastle-Under-Lyme	↑ +50.2%	↓ -54.8%
UK Average	↑ +47.5%	↓ -44.4%
NUL Yr to Date		

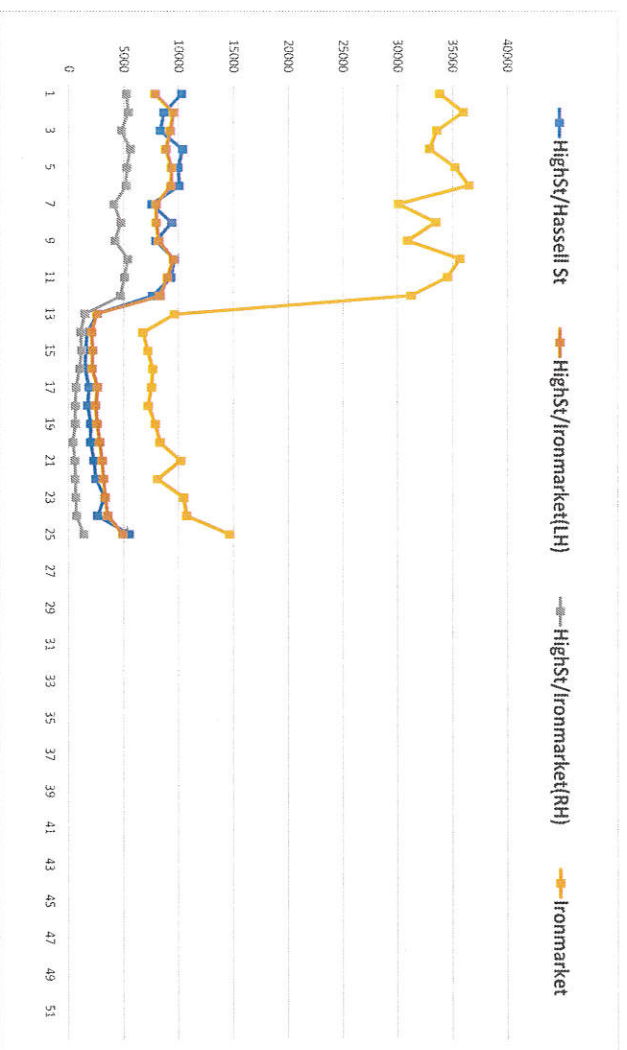


All Cameras



'Newcastle Under Lyme Sales Monitor' is a Partnerships for Better Business Ltd initiative. Data compiled, analysed and interpreted by Partnerships for Better Business Ltd on behalf of Newcastle Under Lyme BID.

Newcastle Under Lyme Retail Sales Monitor – Week Commencing 14th June 2020



Week commencing 14th June 2020

The week that saw the re-opening of many non-essential retail stores across the country saw footfall in Newcastle under Lyme increase on the week, and by +50.2%. The average seen across the UK was +47.5%. All cameras saw an increase on the week, ranging between +36.3% on Ironmarket and +110.9% on High Street/Hassell Street.

Despite this double-figure increase on the week, footfall was still down by -54.8% this week compared to the same week in 2019. The average seen across the UK was -60.5%. All cameras saw a fall on the year, ranging between -46.9% on High Street/Ironmarket (LH) and -58.0% on Ironmarket. In regard to the proportion of footfall in each location, all cameras saw a percentage increase bar Ironmarket, which saw a decrease from having 59.6% of the total footfall in Week 25 2019 to only 55.4% in Week 25 of 2020. Average sales turnover was up by +11.40% compared to the same week of the previous year.

Nationally, the first week of retail reopening in England delivered the most fundamental change in footfall in UK retail destinations since the start of the lockdown, with a significant rise from the week before on every day of the week. This drove an improvement in the annual result for the UK, although footfall remains half the level of that last year. The clearest indication of the impact of stores reopening was evident from the uplifts in footfall in High Streets and Shopping Centres, where very few stores were open before 15th June. In Retail Parks, where food stores and latterly home stores were already trading, the increase in footfall was more modest. Footfall across the UK rose by more than +30% each day from the same day in the week before, apart from on Thursday when there was heavy rain; but even then footfall still rose by +25.1% over the week. In England, on Monday 15th June when retail reopened, footfall rose by +41.7%.

Proportion of Footfall Seen in Each Location in Comparison to Total Footfall			
	Week 25 2019 %	Week 25 2020 %	2020 v 2019
HighSt/Hassell St	19.9%	20.8%	+
HighSt/Ironmarket (LH)	15.9%	18.6%	+
HighSt/Ironmarket (RH)	4.7%	5.2%	+
Ironmarket	59.6%	55.4%	-

Many thanks to all those who submitted data, making this report possible.

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