

Public Document Pack

Date of meeting Wednesday, 25th April, 2012
Time Time Not Specified
Venue Civic Offices, Merrial Street, Newcastle-under-Lyme, Staffs ST5 2AG
Contact Julia Cleary
01782 742227

Economic Development and Enterprise Overview and Scrutiny Committee

AGENDA

PART 1– OPEN AGENDA

1 DECLARATIONS OF INTEREST

1. To receive declarations of interest from Members on items included in this agenda

2 MINUTES OF THE MEETING HELD ON MONDAY 12TH MARCH 2012 (Pages 1 - 4)

To agree as a correct record the minutes of the meeting held on Monday 12th March 2012.

3 Town Centre Partnership Issues (Pages 5 - 22)

4 BROADBAND UPDATE (Pages 23 - 32)

Response from Staffordshire County Council to questions from the Chair of this Committee.

Better Broadband for Staffordshire and Stoke on Trent Newsletter

Map showing the likely scenario for the roll-out of superfast broadband (a full size version of the map will be available at the meeting)

5 Work Plans for Scrutiny (Pages 33 - 46)

6 Forward Plan Items (Pages 47 - 62)

7 URGENT BUSINESS

To consider any business which is urgent within the meaning of Section 100B(4) of the Local Government Act 1972

Members: Councillors M Olzewski (Chairman), I Gilmore (Vice-Chair), A Beech, E Boden, D Clarke, M Holland, D Loades, D Richards, I Wilkes, G Cairns, P Hailstones and S Olszewski

'Members of the Council: If you identify any personal training / development requirements from the items included in this agenda or through issues raised during the meeting, please bring them to the attention of the Committee Clerk at the close of the meeting'

Officers will be in attendance prior to the meeting for informal discussions on agenda items.

**ECONOMIC DEVELOPMENT AND ENTERPRISE OVERVIEW AND
SCRUTINY COMMITTEE**

Wednesday 7 March 2012

Present:- Councillor M Olszewski – in the Chair

Councillors Mrs Beech, Boden, Gilmore, Hailstones, Holland, Loades,
Richards, Miss Olszewski, Richards and Studd

1. APOLOGIES

Apologies were received from Councillor Cairns.

2. DECLARATIONS OF INTEREST

There were no declarations of interest stated.

**3. TO RECEIVE AN UPDATE FROM THE CABINET MEMBER FOR
REGENERATION AND PLANNING REGARDING THE ASSET MANAGEMENT
STRATEGY**

The draft Asset Management Strategy had been reported to the meeting of this Committee held on 5 January and it was resolved that the information be received (minute 3). The Strategy had subsequently been approved by Cabinet on 1 February. However, it is clear from the minutes of the meeting that it was the intention of this Committee that the Strategy should be scrutinised in greater detail at the next meeting of the Committee. Unfortunately, this had not occurred. The decision of Cabinet had not been called in and the Strategy was now in place.

Nevertheless, it was considered worthwhile to consider the Strategy with a view to the ongoing process of the management of Council assets and the ongoing formulations of asset management strategy, given that this is an annual document.

It was noted that Members would have the opportunity should they wish to consider individual sites which came forward for decisions on their future use, whether that be for operational services or disposal for community benefits, economic development or a capital revenue. Similarly, they would be able to consider policies which affected asset management such as the Site Allocation Policies Development Plan Document.

The Council has a substantial asset base in part due to the history of industrial remediation in the area. Further the Council has a record of successful market interventions in economic regeneration, in housing and in retail including Parkhouse (the former Holditch Colliery), housing in the Westlands (former farmland), Castle Walks, the Vue Cinema and Keele Golf Centre. The Council can facilitate development which is unattractive to the private sector – such as the starter units at Parkhouse or work in partnership to make development work.

It was confirmed to Members that the Victoria Hall in Kidsgrove was not a Council owned property.

The asset review process was considered whereby a review of assets is carried out to ascertain what is needed for operational purposes and what might be used for other purposes or disposed of.

Members sought a reassurance that the Council was amending its processes from what had been seen in the Newcastle Development Programme. In particular, attention was drawn to the use of the word 'surplus'. There was concern about the language used by the Council which can raise emotions. There was a discussion about public consultation which should be a minimum of 8 weeks and 12 weeks for a final decision on disposal of property.

The Cabinet Portfolio Holder for Regeneration and Planning advised that the Cabinet supported full consultation on the Hutton guidelines. There is a need to find 7000 houses to ensure that decisions can be made locally and not nationally.

Members submitted that policies need to be clear and consistent, preferring brownfield before greenfield sites.

It was noted that there is a statutory consultation procedure for planning matters which would be followed. Other consultations would follow the Hutton guidelines but would be proportionate to the nature of the site and proposal.

It was noted that the Strategy expressed the desire to work with the third sector and gave examples of where the Council had done that.

It was suggested that where a site was only to be part developed, a clear description setting out the precise sizes of areas to be developed and what would be left might allay fears.

Members were advised that when considering car parks, the Council gives consideration to potential commercial detriment to businesses who rely on those car parks for customer and staff parking.

Resolved:- (a) That the report be noted.

(b) That it be recommended that the views of the NDP scrutiny group on consultation should be taken into account in respect of any new or amended policy.

(c) It was agreed that the Asset Management Strategy be kept in the Work Programme for next year.

4. REPORT TO CABINET ON 18TH JANUARY 2012

Resolved:- That the report be noted.

5. REPORT TO CABINET 1ST FEBRUARY 2012

Resolved:- That the report be noted.

6. MINUTES FROM THE CABINET MEETING HELD ON 1ST FEBRUARY 2012

Resolved:- That the minutes be noted.

7. **ASSET MANAGEMENT STRATEGY**

Resolved:- That the Strategy be noted.

8. **URGENT BUSINESS**

There was none.

M OLSZEWSKI
Chair

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Brief for Scrutiny

<p>Topic to be scrutinised Newcastle-under-Lyme Town Centre Partnership</p>
<p>Questions to be addressed How best to support the Town Centre Partnership in their aims to secure the future vibrancy and vitality of Newcastle town centre</p>
<p>Outcome Development of robust relationship Mechanism for on-going support, probably through 'task and finish' group looking at specific issues</p>
<p>Background materials Copy of Portas Pilot application (for government funding to pilot recommendations from the Dec 2011 review of the Future of the High Street by Mary Portas)</p>
<p>Evidence and witnesses Member of Town Centre Partnership to attend meeting</p>
<p>Method of scrutiny Task and finish group</p>
<p>Timetable To be discussed at the meeting</p>
<p>Constraints To be discussed at the meeting</p>
<p>Members to undertake the scrutiny Task and finish group made up of members of the Economic Development Scrutiny Committee</p>
<p>Support Trudi Barnard Democratic Services Officers</p>
<p>Newcastle Borough Council Corporate Plan Priority area (s)</p> <ul style="list-style-type: none"> ○ Promoting a Borough of Opportunity
<p>CfPS Objectives:</p>

- Provides 'critical friend' challenge to executive policy makers and decision makers
- Enables the voice and concerns of the public to be heard
- Is carried out by independent governors who lead and own the scrutiny role
- Drives improvement in public services

Brief approved by Overview and Scrutiny Co-ordinating Committee

Signed:

Date:

Portas Review Pilots Application Form

Please ensure you fill in ALL sections of this form.

Guidance on completing this form can be found at

www.communities.gov.uk/publications/regeneration/portaspilotsprospectus

<p>SECTION ONE Organisational details</p> <p>The Department will only consider applications from either local partnerships or a consortium with a single lead bidder. This is to ensure clear lines of accountability and communication.</p>		
1.1 Organisation name (in whose name the application is being made – if a partnership/consortium/BID , state the lead)	Newcastle-under-Lyme Town Centre Partnership	
1.2 Contact name and main role	Trudi Barnard	Pilot Co-ordinator
1.3 Address	c/o Civic Offices, Merrial Street, Newcastle-under-Lyme, Staffordshire, ST5 2AG	
1.4 Telephone number (a) organisation (b) contact	(a) 01782 742461	(b) 01782 742461
1.5 Email address of contact	trudi.barnard@newcastle-staffs.gov.uk	
1.6 Website address (if any)	http://www.facebook.com/NewcastleULymePortasPilot	

SECTION TWO Town Team/Partnership		
2.1 Who will lead the pilot?		
Newcastle-under-Lyme Town Centre Partnership		
2.2 Who will be the Accountable Body (Please attach a confirmation letter)?		
Newcastle-under-Lyme Borough Council (letter attached)		
2.3 Please indicate the other partners involved in your application.		
Please add further rows if required		
Organisation name	Organisation address and contact details	Main activities and role
Aspire Group	Kingsley, The Brampton Newcastle-under-Lyme Staffordshire, ST5 0QW	Local landlord, community and business engagement, training
B-Arts	19 Barracks Square Barracks Road Newcastle-under-Lyme Staffordshire, ST5 1LG	Cultural offer, Community/3 rd sector engagement, training and events
Blackfriars School	Abbots Way Newcastle-under-Lyme Staffordshire ST5 2EY	Student and community engagement
Business Enterprise Support	The Well House High Street Burton-on-Trent DE14 1JE	Business support, enterprise development
Chamber of Trade & Enterprise	49 George Street Newcastle-u-Lyme Staffordshire, ST5 1JU	Business engagement, promotion
Civic Society	4 Ostend Place Newcastle-under-Lyme Staffordshire, ST5 2QY	Community engagement and awareness of heritage
Churches Together	The Rectory Seabridge Road Newcastle-under-Lyme Staffordshire, ST5 2HS	Community engagement, facilities, prayer support
Keele Science & Business Park	Keele University Science & Business Park, Keele University Staffordshire, ST5 5BG	Business support, enterprise development, business engagement
Keele University	Keele University Staffordshire, ST5 5BG	Student engagement, expertise and innovation
Knights LLP (solicitors)	The Brampton, Newcastle-under-Lyme Staffordshire, ST5 0QW	Expertise, networking, commercial sector engagement
Legat Owen	Albion House, Albion Street,	Managing agent for Castle Walk shopping

	Chester, CH1 1RQ	development
Newcastle-under-Lyme College	Knutton Lane Newcastle-under-Lyme Staffordshire, ST5 2GB	Student and community engagement
New Vic Theatre	Etruria Road Newcastle-under-Lyme Staffordshire, ST5 0JG	Events, community engagement, bringing in visitors
Newcastle Partnership (Locality Action Partnerships)	Newcastle Borough Council Civic Offices, Merrial St Newcastle, ST5 2AG	Partner, council, community and 3 rd sector engagement
Newcastle Taxi Association	458 Lightwood Road Stoke-on-Trent ST3 7EY	Community engagement, promotion
Newcastle –under-Lyme School	Mount Pleasant Newcastle-under-Lyme Staffordshire, ST5 1DB	Student and parent engagement, events
Partnership Against Business Crime	42 Sterndale Drive Newcastle-under-Lyme Staffordshire ST5 4HS	Business engagement, trader support
Police and Community Safety Partnership	Merrial Street Newcastle-under-Lyme ST5 2AB	Safety and security of the town
Roebuck Shopping Centre	54 - 56 High Street, Newcastle-under-Lyme, Staffordshire ST5 1SW	Local landlord, tenant engagement, marketing and events
Staffordshire County Council	Newcastle Borough Council Civic Offices, Merrial St Newcastle, ST5 2AG	Highways Authority, Infrastructure and tourism support, community engagement
Staffordshire & Stoke-on-Trent LEP	mailto:peter.davenport@staffordshire.gov.uk	Strategic support, lobbying
YMCA	Edinburgh House Harding Road Stoke-on-Trent ST1 3AE	Youth engagement and support, training
Market traders		Growing the market
Local retailers, bars and cafés		Playing an active role in the town team, engaging customers, promoting the town
2.4 Please explain how you will ensure information about the use of the grant, decisions made, and outcome of the projects, is made publicly available (maximum 300 words).		
Putting this application together has really demonstrated the absolute necessity of great communication - using every available channel! We're going to use a mixture of traditional and new media to tell people what we're doing and get their continued support and feedback. We'll monitor how successful different methods are with different groups using the council's		

customer segmentation data so other towns can pick-and-mix from our successes.

This will include:

- * A 'business ambassador' - a trusted contact who regularly visits businesses to update them on projects/events/etc and reports back to the town centre partnership (word-of-mouth is still a very effective form of communication, especially with market traders and independents.
 - * A dedicated town centre website (under development)
 - * The Council's quarterly newspaper, The Reporter, distributed to every household in the Borough
 - * Press releases to local media, e.g. The Sentinel newspaper, BBC Radio Stoke, Signal Radio, community radio stations, etc
 - * Town centre Facebook community page and Twitter feed
 - * YouTube videos of events and activities
 - * Viral marketing through other networks such as Facebook 'friends' and 'recommends', retweets, etc
 - * Specific links to students at Keele University and local schools/colleges
 - * Reports to partners such as the Locality Action Partnership and the Partnership against Business Crime, which bring together community organisations who can then disseminate to their own networks
 - * Regular newsletters to town centre businesses
 - * Open forum meetings
 - * Feedback at relevant meetings such as Chamber of Trade & Enterprise, Newcastle Business Panel, Cabinet and Scrutiny, etc
 - * Posters in the library, Museum, shopping mall, supermarkets, community centres, council-owned leisure facilities, McDonalds and other outlets
 - * Make use of digital technology including the Bluetooth device located in the centre of town and development of a town centre app
- (291 words)

2.5 Please explain how you will monitor and evaluate the impact of the grant (maximum 300 words).

We'll use a variety of methods to collect quantitative/qualitative data so that other high streets can replicate our methods and successes. Increasing footfall is fine but only if it translates into increased revenue for local businesses, repeat custom and a more pleasurable experience for visitors.

* Footfall monitoring – traditionally expensive so will explore alternative cost effective solutions. We plan to use this activity to engage young people and we already have schools/colleges interested in designing footfall monitors as part of their GCSE/apprenticeship courses.

* On-street visitor surveys to establish the feel-good factor (again this will become an engagement activity for young people by involving the college's

tourism/business students)

- * Electronic surveys particularly making use of the council's well established and growing e-panel
- * Use of the council's customer segmentation data to target specific demographics
- * Website polls on the town centre and partner websites
- * Number of hits on the town centre website
- * Market stall occupancy rates
- * Shop and office vacancy rates
- * Car parking receipts
- * Twitter, Facebook and website comments
- * Google alerts
- * Surveys of specific target groups such as university staff/students, professional service companies

All supporters of the Town Centre Partnership will help with monitoring the impact of our actions by providing relevant data, where appropriate, e.g. independents gathering customer feedback, the university undertaking student awareness surveys, data on visitor numbers from the Destination Management Partnership, etc.

We will also explore ways of capturing data from local outlets on increased business – this has always been difficult to collect so cracking this nut would be a very useful outcome of the pilot

The response to marketing campaigns will be assessed using the above methods and in particular the effectiveness of our different methods of communication to different demographics. (293 words)

SECTION THREE

Criterion One: Mix

Please check all boxes relevant to your application

TOWN/AREA NAME:

Local Authority (name): Newcastle-under-Lyme Borough Council

Location Type

Market Town

New Town

Rural Town

Coastal Town

Village

Large Town

Suburban

Parade

Other

Where the following information is easily accessible:

Income (detail can be found on ONS website): Newcastle-under-Lyme parliamentary constituency: Taken from table 'Annual pay - Gross (£) - For all employee jobs: United Kingdom, 2011 (provisional)'. Mean - £20,840; Percentile 25 - £10,854; percentile 75 - £27,653

<http://www.ons.gov.uk/ons/search/index.html?newquery=employed+earnings>)

High employed earnings

Low employed earnings

SECTION FOUR

Criterion Two: Strong Leadership

4.1 Please detail your vision for your high street, and describe how you have begun to secure local support and how you will build on this to make it a reality (maximum 300 words).

We have been a market town since 1173. Our vision is to re-invent Newcastle-under-Lyme as a market town for the 21st century!

The market is key to us being a vibrant and welcoming place that appeals to a wide audience due to its range of visitor stimuli and ease of getting around. Our town will be a primary destination for all our communities to enjoy shopping, leisure time, culture, music, starting a business, buying essentials, chatting over coffee, living, learning, working, eating, dining or relaxing.

The economic downturn has stimulated people to come together to revitalise Newcastle-under-Lyme. We've established a town centre partnership comprising strong business leaders and key partners to provide strategic guidance and bring together all the formal/informal groups who will deliver our vision. The Portas review has given us a rallying point to harness momentum and energise activity around the work we've already started. The timing is perfect for us! The partnership, in looking for the best way forward with limited resources, wants to seize the opportunity to use the Portas recommendations as way of driving change.

We're already engaged with retailers (especially independents), market traders, commercial businesses and local communities through various forums. Capital investment is ongoing, we're committed to maintaining our visual attractiveness and we're developing a cultural programme.

The word-of-mouth buzz agrees that setting up a 'town team' will make a difference to the town, coupled with a pragmatism that it won't be easy! No-one wants to see Newcastle-under-Lyme die and we will be harnessing the support of our existing and potential customers to find solutions that can be replicated elsewhere.

We know actions speak louder than words – we must DO things and then communicate effectively – this is how we plan to realise our vision!
(291 words)

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SECTION FIVE

Criterion Three: Commitment

5.1 Please attach any supporting letters (from those organisations and individuals who make up your pilot), detail of proposed match funding, and any other relevant information, including detail of the percentage of landlords and businesses signed up to the pilot (maximum 300 words).

Letters are attached from a wide variety of supporters, plus numerous commendations from other sources. Over 65% of businesses in the town centre have already indicated their support and 6 multiple landlords representing over 30% of town centre properties have signed up so far.

Major capital projects over the last 3 years have made a significant difference to the town.

* Bringing the historic Guildhall back into use as the council's contact centre (c.£1.2m)

- * Refurbishment of the art-deco Lancaster Building (c.£2.4m)
- * 70,000sq.ft edge-of-town Sainsbury supermarket
- * Newcastle-under-Lyme College (c.£48m)
- * 80 bed Travelodge
- * £2m refurbishment of multi-storey car park
- * New community fire station
- * County/Borough Council purchase of a former Sainsbury's site to facilitate retail-led development (£3.575m)
- * Jubilee 2 leisure centre (c.£10.5m)
- * £1.2m allocated for public realm and new market stalls

However, revenue funding will provide the glue to stick the community together and make our vision for the town centre work.

Match funding includes:

- * Subsidised market stalls during 'Love Your Local Market' fortnight
- * £4k market support budget
- * C.£10,000 summertime 'I Love Newcastle' campaign focussing on independents (increasing start-ups/ improving footfall)
- * Time spent by partners in organising and supporting events
- * Free parking on council car parks (e.g. at Christmas)
- * Significant time input by town centre businesses into developing the town centre partnership and delivering the vision
- * Music Festival and Food Festival (financial contribution from council/participating venues)
- * Time/expertise from Keele University to explore developing their business start-up model for retail businesses
- * Town centre website set-up costs and time commitment from partners into maintaining the site
- * £300,000 for shop front improvement grants in the conservation area
- * Specialist retail advice for the Ryecroft development site
- * Business support from local support providers (295 words)



SECTION SIX

Criterion Four: Potential for improvement

We will be awarding funding on a value for money basis. It is important, therefore, that your bid can demonstrate the potential for improvement in your area.

6.1 Please set out what you consider to be the key challenges facing your high street (including current vacancy rates) and why your high street has the potential to improve (maximum 300 words).

In December 2011 the vacancy rate was 11.3%, in March 2012 it was 12.8% – mostly due to loss of multiples. However, even our fabulous independents are trading marginally so we have to increase their ability to survive.

We have a loyal customer base, but it's ageing and not affluent so our challenge is to grasp the opportunities that exist. 22% of the borough population is ABC1, significant numbers of professional service companies are based around the town, plus a private school (>1000 pupils/staff), Newcastle-under-Lyme College (9000 students/staff), Keele University (9000 students/1500 staff) and Business Park (700 employees) and the 1250-bed University Hospital employing >7000 staff.

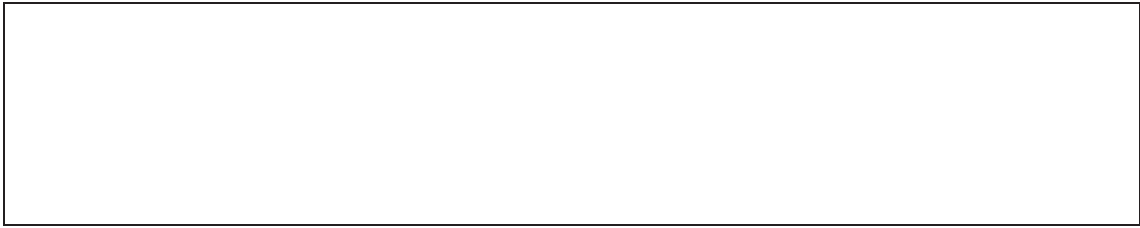
A successful market is crucial – we're investing in the infrastructure but there's much more to do if it is to appeal to our potential customers. We're

using recommendations from a strategic/retail study to guide our actions.

We have considerable potential to improve - a market town, close to a university, within a large conurbation, in need of regeneration. Independents are essential but we need a story that also appeals to multiples – not to become a clone town but to provide greater choice – attracting visitors for whom these names are commonplace, providing triggers for future growth and sustainability. Expenditure, footfall, demographics and available formats have hitherto weighed against Newcastle.

Developing the former Sainsbury site for retail use should provide suitable formats for inward investment. However, whilst retail is critical, we need more in the town if we are to attract those missing visitors and we plan to build on links with the theatre, schools, college, university and others to develop the cultural offer.

The fact that we are building mature relationships with the movers and shakers in the town gives us the confidence to initiate and trial ideas that will deliver our vision for the future. (300 words)



<p>SECTION SEVEN</p> <p>Criterion Five: Innovation</p>
<p>7.1 Please set out how you will test the Town Team approach, what your priorities are likely to be, and whether there are particular recommendations in the Portas Review you want to test. We are particularly looking for innovative ideas (maximum 300 words).</p>
<p>People make our town! We need to bring organisations and individuals together with a common purpose to realise our vision. We also want to see how we can take successful ideas from unusual sources and use them to deliver our vision.</p> <p>Our market is a primary focus where we will deliver demonstrable success (#4/5) - money is being spent on its physical regeneration, there is firm consensus on its importance to the town and we are already working on a plan for its future.</p> <p>Working with Keele University is another priority, adapting their innovative 'business start-up model' for retail. They can also help test other recommendations; #10, making our town attractive, accessible and safe for young people and high earners; #9, the effect of different parking strategies on these two groups; #27, imaginative re-use of empty properties.</p> <p>We will also focus on #1, using our town centre partnership to bring together people who are passionate about the future of Newcastle-under-Lyme town centre – and so create evangelists to enthuse others.</p> <p>Concentrating on these three areas will deliver our vision whilst providing replicability and scalability for other towns - but there are other recommendations we will test.</p> <p>#16 We are already talking to our two edge-of-town supermarkets about greater involvement. We'll also be engaging multiples in sharing expertise during 'Independents month' – small steps leading to stronger relationships.</p> <p>#18 Some landlords are already part of the team and we will use them to engage others, with a view to setting up a landlords' forum. This may also have implications for testing #23 (public register of landlords)</p> <p>#24/25 We will engage communities in developing our vision. And we'll make use of school/college/university focus groups to involve young people to determine their view of the high street of the future.</p>

(295 words)

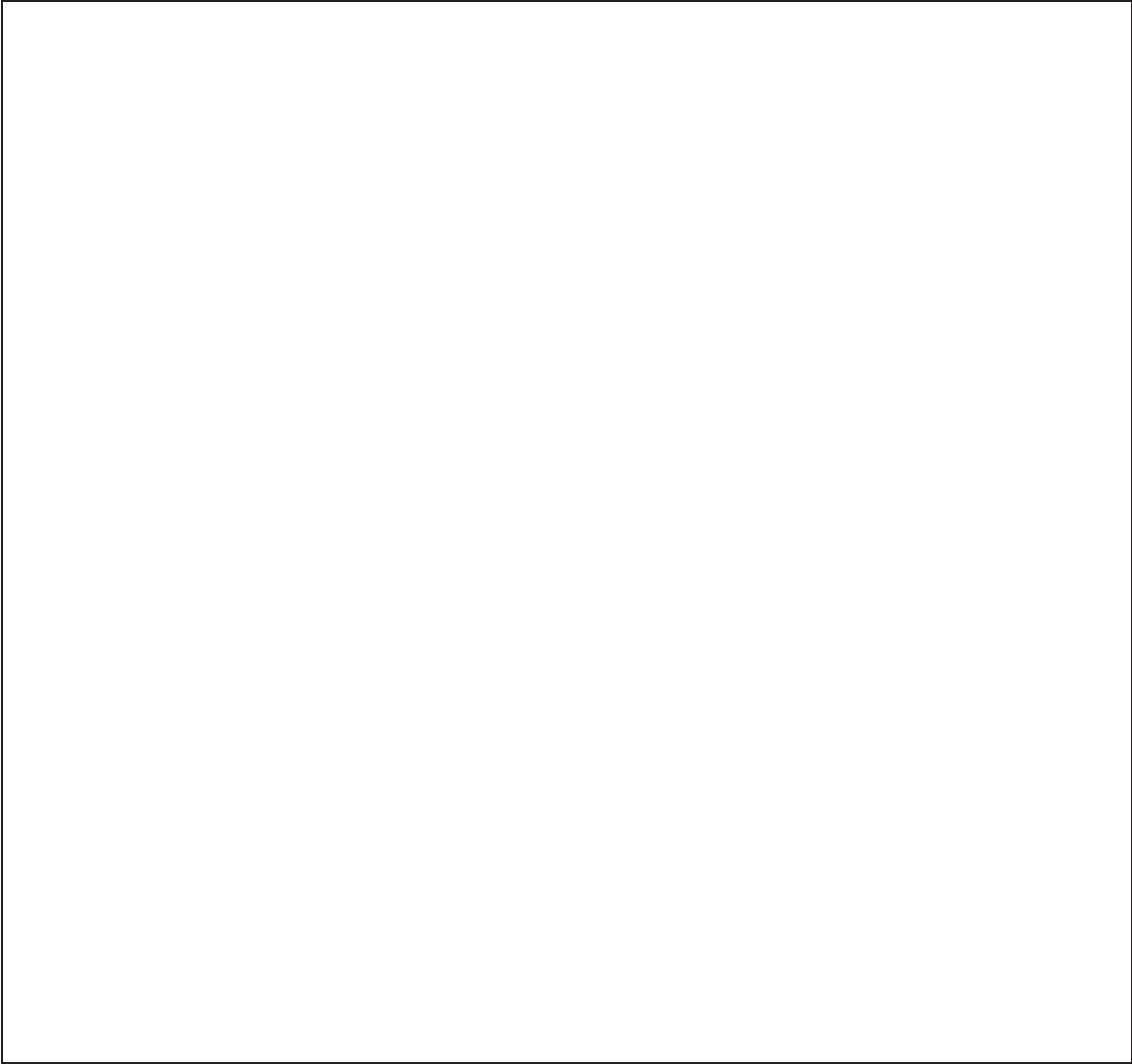
SECTION EIGHT

Expenditure

8.1 Please set out how much you are bidding for, (maximum £100,000), and how you propose to use it. Please explain how the pilot will be innovative and deliver additional impact. Please also provide detail of other Government funding your partnership currently receives (maximum 300 words).

Pick us for a real bargain! Our value comes not from uniqueness but in replicability and scalability to market towns, larger towns, university towns, secondary centres, urban areas and rural areas (we are a largely rural borough). Indicative costs are attached to each of our proposals, totalling £100k.

- * Consolidating our town team –To be replicable this needs to be low cost so we'll be looking at innovative ways of sharing the workload but we do want funding to test the 'business ambassador' concept (£10k).
 - * Explore how Keele's innovative business start-up programme can be adapted to town centre businesses (£20k)
 - * Developing and promoting specialist markets to increase footfall/raise awareness, particularly amongst missing demographics (£10k)
 - * Encourage new market traders using schemes such as NMTF First Pitch campaign (£3k)
 - * Business support/coaching programme for start-ups, market traders and existing retailers (£5k)
 - * Trial and monitor effectiveness of parking solutions on footfall (£10k)
 - * Develop a 'route map' for involvement in the town team, particularly aimed at larger retailers and also the smallest independents. One idea is an 'event in a box' kit, showing how small shops can take advantage of events to build up a customer base (£5k)
 - * Monitor the effectiveness of different communication channels with different groups. In particular we will explore with young people and higher income brackets the best ways of reaching them and develop new channels (£10k).
 - * Learn from our biggest competitors – how can successful features of out-of-town malls be applied to a town centre (£12k).
 - * Work with partners to make use of innovative arts/cultural activities to get people thinking about the high street as more than just a place to shop, for example, skills development through creative industries, crafts and digital media, innovative use of vacant shops (£15k)
- (297 words)



VIDEO SUBMISSION
Please upload your video to YouTube (www.youtube.com).
If you do not already have an account you will need to go to the website and use the "Create Account" option.
Please include the URL (link) below. You should not include the video itself with your application.
Video link: http://www.youtube.com/watch?v=rnYEWs2DBw

Question from Chair of the Committee:

Dear Sir/Madam,

I have been led to believe that there is a map in existence showing where faster broadband will be rolled out in North Staffordshire. I work for Newcastle Borough Council and have been requested by the Chair of the Economic Development Scrutiny Committee to try and track down a copy of this map as the Committee would like to discuss it and be in a position to pass the information on to their constituents and local businesses.

I have also had a request from the chair for clarity as to whether there are any plans to upgrade the Wolstanton exchange and the service offered to the Centre 500 industrial estate.

I would be grateful for any information you could provide me with.

Response from the County Council

Dear Julia,

Thank you for your message. My immediate thoughts are as follows:

1. Commercial broadband operators have published plans for upgrading infrastructure and improving services. BT has announced that it will upgrade the Newcastle-under-Lyme exchange, which I understand serves Centre 500, to provide fibre-to-the-cabinet services, and has indicated that the upgrade will take place during 2012.
2. For areas where commercial broadband operators have no plans for the foreseeable future, Staffordshire County Council is leading a project in alignment with the Government's Broadband Delivery UK initiative to enable upgraded services to be available.
3. There are no maps showing where upgraded services will be rolled out in any areas of Staffordshire under that project. Such a map cannot be produced until the process of procuring a broadband supplier to carry out such upgrades has been concluded. Once any such map is produced, it will be made available (subject to any necessary redactions for reasons of commercial confidentiality).
4. Any maps which anybody may have seen to date will simply illustrate information such as evidence of line speeds, and are absolutely not maps showing where upgraded services will be rolled out. Any such maps should not be circulated, and should only be used in conjunction with the local broadband project team, and with the permission of Staffordshire County Council.

If this is not what you wish to hear at this time, or if it comes across as a bit blunt, then I apologise, but it is vitally important that people do not misinterpret information or circulate information for incorrect purposes.

If you have any further questions, please ask.

Best wishes,

James Hinton

Economic Development Programme Manager

Staffordshire County Council

Postal address:

Staffordshire Place 1

c/o Wedgwood Building

Tipping Street

Stafford

ST16 2DH

01785 277 232

www.staffordshire.gov.uk

Better broadband for Staffordshire & Stoke-on-Trent

Autumn 2011



Photo: Staffordshire County Councillor Mark Winnington discusses broadband issues with residents of Calf Heath at a better broadband roadshow event.

Over the next few years, broadband services across Staffordshire and Stoke-on-Trent will be improved.

The Government's Broadband Delivery UK programme has allocated £7.44m to improve services in the area. A local project led by Staffordshire County Council, City of Stoke-on-Trent Council, and the Stoke-on-Trent and Staffordshire Local Enterprise Partnership is working to raise the extra funds needed to deliver faster, more reliable broadband.

Staffordshire County Councillor Mark Winnington, Cabinet Member for Environment and Assets, said: *"We know that broadband really matters to people. Businesses of all sizes need a broadband service they can rely on. Good internet connections also open up a host of opportunities to residents. We share the Government's commitment to improving the broadband network, and this funding is most welcome. It will help us to work with broadband*

companies to improve the services provided to residents and businesses throughout Staffordshire and Stoke-on-Trent."

The Government programme requires broadband providers to ensure that all premises can access standard broadband services no later than 2015, and to roll out superfast broadband to most premises.

To meet these objectives, the programme will invest in areas which broadband companies have seen as not commercially viable, in particular, eliminating not-spots and slow-spots which most affect rural areas.

Local Enterprise Partnership Board Member, Sue Prince OBE, said: *"Broadband is vital to our economy. Existing broadband services to our rural communities are often unreliable and frequently just too slow. The £7.44m funding will help us to enable the service providers to make essential improvements, particularly in rural areas which are least well served."*

Over the summer, the local project launched a survey for all residents and businesses, consulted with Parish Councils and business organisations, and visited broadband not-spots and slow-spots around the area to hear people's experiences first-hand.

Residents and businesses across the area are urged to use Staffordshire County Council's broadband survey to help prove where problems exist, and show the level of demand for better broadband.

Have your say

If you live in Staffordshire or Stoke-on-Trent, you can help the project by completing an online survey. You can measure your broadband speed when completing the survey. Residents and businesses are encouraged to take part. Please visit:

www.staffordshire.gov.uk/broadbandconsultation

Anyone who can't complete the survey online can request a paper copy from Staffordshire County Council by calling:

0300 111 8000

If you have any specific comments about your broadband service, please get in touch with the project team at:

sfbroadband@staffordshire.gov.uk

Gathering the evidence from you ...

In June and July 2011, the project team held nine roadshow events at known broadband not-spots and major slow-spots. Around 400 people took part in the roadshows (representing over 700 internet users).

The events were organised in partnership with Staffordshire Rural Hub, which represents rural businesses, with additional support from the Community Council of Staffordshire, which represents rural communities and has a "watching brief" for Government with regard to broadband issues.

The roadshows presented people with an opportunity to find out about broadband, why it is important, and why the service in their area might be slow. Participants completed some simple consultation exercises and were asked to complete the broadband survey and speed-test when they got home.

Over the summer, over 1,500 people have completed the broadband survey.

The results of the speed-test have been particularly important in proving where problems exist.

Generally speaking, the slow-spots around the area are locations which are some distance from the nearest telephone exchange. Most of the area - and particularly rural locations - receive broadband across copper telephone wires. The telephone network

was designed for people to be able to speak to each other, not for transmitting information between computers. If you receive internet services across a copper telephone line, then the further your premises are located from your telephone exchange, the slower the line speed will be.

There are a few different ways to improve the broadband network, and the project team is working with commercial companies to achieve the best solution.

The broadband survey also highlighted some of the reasons why residents and businesses need a better broadband service.

For many people, better broadband is needed so that more than one person can be online at the same time.

Almost half of respondents are unable to watch online TV using their current broadband connection.

For businesses, more than half of respondents would like to be able to use video communications (such as video-conferencing) but can't do so because the connection is inadequate.

The project team has assembled statistical evidence like these examples, and many anecdotes gathered at the roadshow events, in order to provide a compelling case to BDUK and broadband wholesale network operators to improve local services.

Who's who?

Several organisations are working together to deliver better broadband for Staffordshire and Stoke-on-Trent.

The Government set out its strategy for improving broadband in a white paper called *Britain's Superfast Broadband Future*. The Government wants everybody in the UK to be able to access better broadband services no later than 2015.

To help achieve the Government's aims, a team within the Department for Culture, Media and Sport was established, called Broadband Delivery UK (usually abbreviated to BDUK). BDUK has allocated funds to local projects around the country, including £7.44m to our area.

The project team in Staffordshire and Stoke-on-Trent includes people from Staffordshire County Council, City of Stoke-on-Trent Council, and the Stoke-on-Trent and Staffordshire Local Enterprise Partnership.

The project team is looking for wholesale network operators - the companies that run the broadband infrastructure - to propose how they can deliver better broadband services in the best way to people right across our area.

... To help providers improve broadband services



Photo: Participants at a better broadband roadshow event in Warslow highlight problems with the service where they live.

The Government's first objective is to eliminate broadband not-spots and slow-spots. It wants everybody across the whole of the UK to be able to access broadband with a minimum speed of 2mbps by 2015. A service of such a speed should enable someone to watch catch-up TV services such as BBC iPlayer over their internet connection.

In Staffordshire and Stoke-on-Trent, we believe that much faster broadband speeds are imperative. The Government's second objective is to accelerate the roll-out of "superfast" broadband, with download speeds of at least 24mbps available to at least 90 percent of premises by 2015.

The local project team is working to ensure that broadband providers get started on improving services as quickly as possible - and it is likely that infrastructure works could start as soon as autumn 2012.

But the physical infrastructure is just one side of the coin. The broadband network

operators and internet service providers need to be convinced that there are significant numbers of customers who will take up their improved broadband services. To date, the best services have been located where companies can justify investing. Even with funding allocated from BDUK, broadband companies will need to invest huge sums to improve their services.

According to Ofcom, the organisation which regulates the telecommunications industry, there is a large untapped market in our area. Ofcom data suggests that broadband services are taken up at 66 percent (two thirds) of premises in Staffordshire, and 58 percent in Stoke-on-Trent.

We believe there is a very high demand for better broadband across Staffordshire and Stoke-on-Trent, but we need residents and businesses to provide us with the evidence so that we can convince commercial companies to invest in our area. Please use our survey to have your say.

What happens next?

The project team has submitted its draft strategy for improving local broadband services to BDUK.

During the autumn, the team will consult with district, borough and parish councils, community groups and business organisations.

BDUK is currently working with wholesale network operators to identify a number of companies that have suitable technical options for improving broadband services. BDUK is also negotiating with the European Commission to allow public funds to be spent with private-sector wholesale network operating companies.

Once BDUK has completed its initial selection process and the EC has approved its State Aid application, the local project team for Staffordshire and Stoke-on-Trent will formally tender for companies to improve broadband services, in accordance with its local strategy. BDUK expects that it will have completed its tasks by April-May 2012.

The local project team will require broadband providers to improve services as swiftly as possible. We can't yet say when work will start for particular areas. The Government wants all areas to have better broadband by 2015 at the latest.

Frequently asked questions

Who is responsible for broadband in Staffordshire?

Wholesale network operators provide the infrastructure such as fibre-optic cables and copper telephone lines. Internet service providers offer broadband services to consumers. The overall service is regulated by Ofcom.

Who should I contact if I have a problem with my broadband service?

Contact the company that provides your broadband service - you will have a contract with an internet service provider, and they are responsible for resolving problems with the service.

What if my service provider says it's not their problem?

If you can't get the service you're paying for, check the terms of your contract. If the service provider thinks your computer or wiring may be at fault, various websites and computing magazines provide advice and suggestions.

Why does my area not have fibre-optic broadband?

Normally, wholesale network operators decide which type of infrastructure to provide, and usually only connect premises using fibre-optic cabling in larger urban areas where the population density makes it commercially viable.

Why is the distance of my premises from the telephone exchange relevant?

Although some areas have fibre-optic cable, most areas use copper telephone lines for broadband. The further

you are from the exchange, the weaker the signal will be. We will be asking suppliers to improve broadband for people who live far from an exchange.

Why does my connection speed vary during the day?

In areas where broadband is provided using copper telephone lines, the speed will decrease if more people are using the connection to the exchange at the same time. You may notice that speeds decrease late afternoon when schoolchildren return home and start using the internet.

When will my exchange get upgraded?

Wholesale network operators already have some plans in place. You can find out if an upgrade has been announced for your exchange at: www.samknows.com
Our project will address exchange areas that operators are not planning to upgrade. It will take time - the Government aims for 90% of premises to have superfast broadband by 2015 - we hope most areas will receive improved services much sooner.

I've heard that there is a fibre-optic cable near my village - why can't we tap into this?

Many of these rumours are apocryphal. Some fibre-optic cables do bypass the local infrastructure - but there are invariably reasons why they can't be used - they are often owned by a private company. Where cables can be used, we will expect operators to find ways to do so. But the

key factor is to show that it is worthwhile for broadband providers to operate a service to your community.

Can I get a grant to install better broadband equipment at my premises as part of the £7.44m BDUK funding?

No - the BDUK funding is only available for improvements to the wholesale network.

I live in a remote area and I need better broadband now. What can I do?

If you live in a remote area, you may not be able to get a good signal using a 3G mobile aerial (often called a dongle). But there are several satellite broadband systems, and the costs for installation and monthly fees have come down. You'll have to assess whether satellite is suitable for your needs, and whether you're prepared to pay for it until the wholesale network is upgraded. Please make sure that you've completed our broadband survey at: www.staffordshire.gov.uk/broadbandconsultation

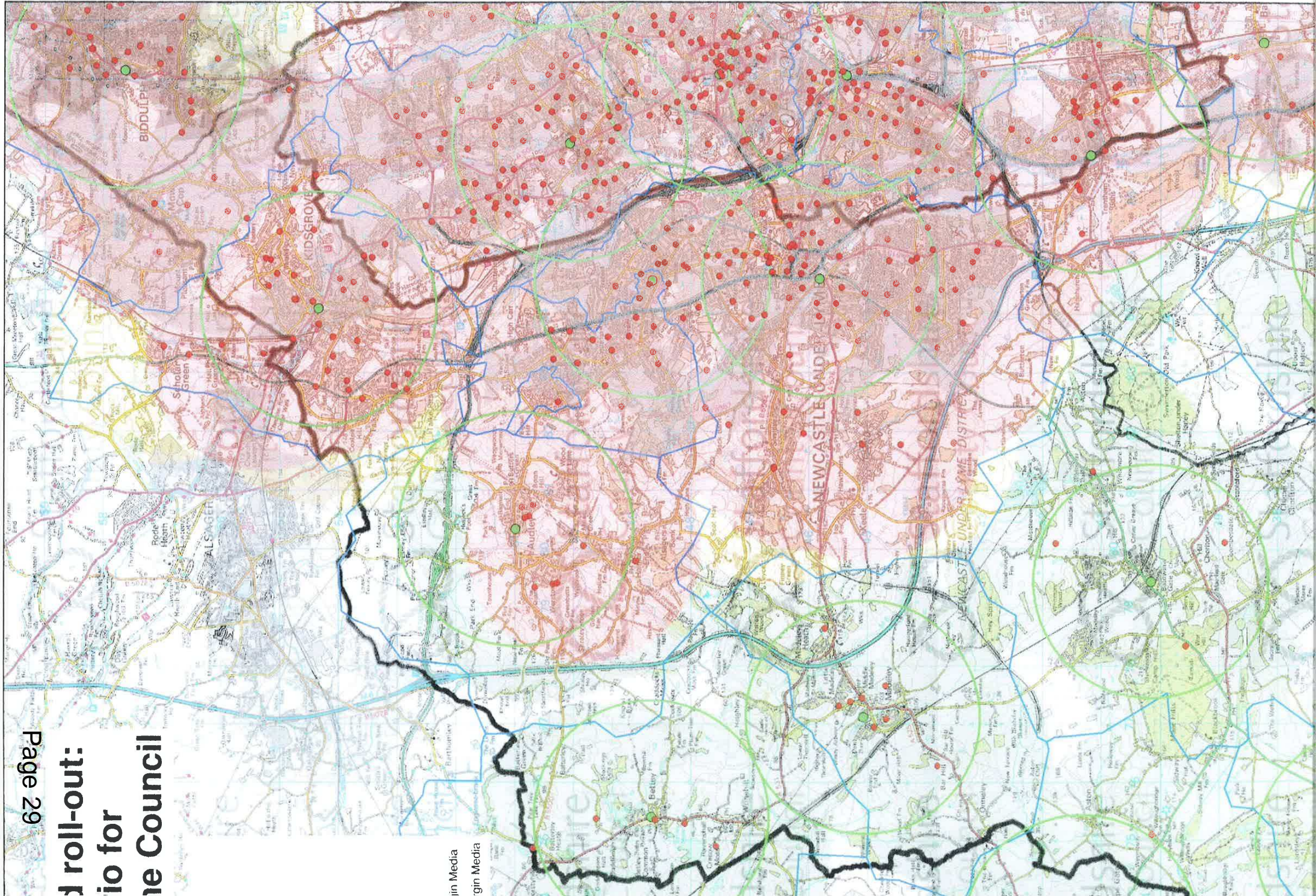
What can my community do to support this project?

Please encourage everyone to complete our survey. Later, when the wholesale operator is ready to roll out improvements in your area, local people may be able to help with factors such as obtaining permission for cables to cross people's land, or with the cost of digging trenches to lay cable.

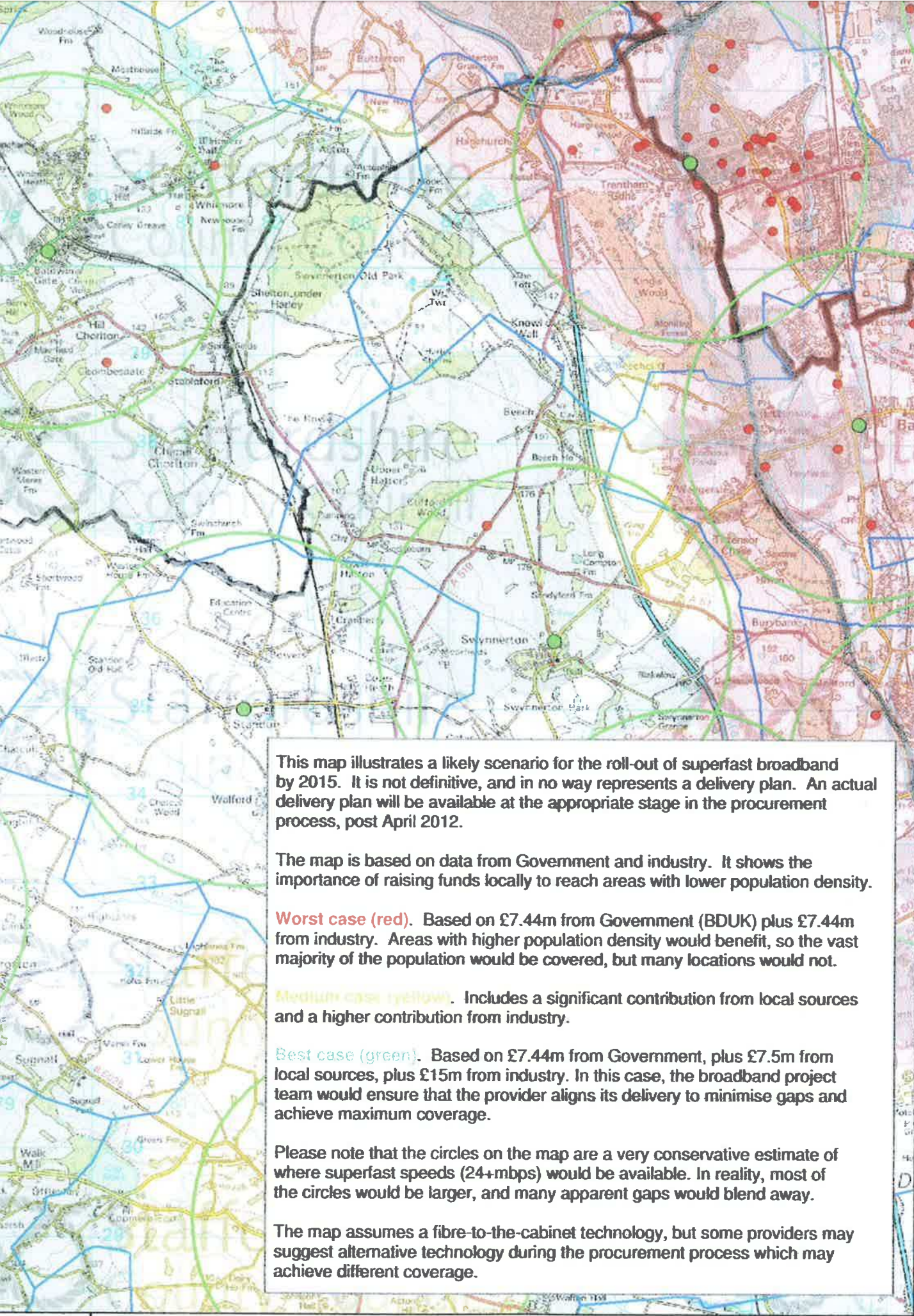
How can I get in touch?

You can contact us at: sfbroadband@staffordshire.gov.uk

Roll-out: Radio for the Council



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This map illustrates a likely scenario for the roll-out of superfast broadband by 2015. It is not definitive, and in no way represents a delivery plan. An actual delivery plan will be available at the appropriate stage in the procurement process, post April 2012.

The map is based on data from Government and industry. It shows the importance of raising funds locally to reach areas with lower population density.

Worst case (red). Based on £7.44m from Government (BDUK) plus £7.44m from industry. Areas with higher population density would benefit, so the vast majority of the population would be covered, but many locations would not.

Medium case (yellow). Includes a significant contribution from local sources and a higher contribution from industry.

Best case (green). Based on £7.44m from Government, plus £7.5m from local sources, plus £15m from industry. In this case, the broadband project team would ensure that the provider aligns its delivery to minimise gaps and achieve maximum coverage.

Please note that the circles on the map are a very conservative estimate of where superfast speeds (24+mbps) would be available. In reality, most of the circles would be larger, and many apparent gaps would blend away.

The map assumes a fibre-to-the-cabinet technology, but some providers may suggest alternative technology during the procurement process which may achieve different coverage.

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ACTIVE AND COHESIVE OVERVIEW AND SCRUTINY COMMITTEE

Title	Action	Method of Scrutiny, Way Forward and Progress
Review of Grants and the Third Sector Commissioning Framework	Report of working group to Committee on 5th March.	<p>Review has already been completed, so role of the Active & Cohesive Overview & Scrutiny Committee will be to receive regular updates from Officers regarding the implementation of the recommendations and to scrutinise the outcomes triggered by the changes.</p> <p>Recommendations made by the Committee at its meeting on 22nd August 2011 were included in the Cabinet Report that was considered at its meeting on 7th September 2011.</p> <p>That a Working Group be established to scrutinise the Third Sector Commissioning contracts</p> <p>Working Group hopes to deliver its final report to the next meeting of the Committee.</p>
Third Sector Commissioning – Future Funding and Contracting	<p>Scrutiny Brief to Committee on 31st October</p> <p>FINISHED</p>	<p>Review has of the grants process has already been completed (detailed above), so role of the Committee will be to continue to scrutinise progress of areas contained within the brief regarding liaison with key witnesses and calls for evidence.</p>
Locality Action Partnerships	<p>The final report in relation to this was agreed by Cabinet on 7th September 2011</p> <p>An action plan has now been produced detailing how and when the recommendations will be</p>	<p>Updates to the Active & Cohesive Communities Overview & Scrutiny Committee – review has taken place and the Committee is a key part of overseeing delivery of the recommendations and ensuring that stated deadlines are met and benefits realised</p> <p>Report presented to Scrutiny Committee on 31st October 2011</p>

	implemented FINISHED	
Bateswood Consultation Process	<p>Draft Report to Scrutiny on 5th March.</p> <p>Working Group e set up to look at consultation results: Cllr Cairns Cllr John Cooper Cllr K-N Taylor Cllr Wilkes Cllr Gill Williams</p>	<p>That the results be brought back to this committee after the consultation period has ended.</p> <p>Closing date for consultation was 27th January 2012. Draft report to go to Cabinet in March based on the results of the consultation.</p> <p>1st meeting of working group held on 30th March, field trip to Bateswood provisionally booked for 11th May 2012.</p>
Knutton Recreation Centre	COMPLETE	<p>That the results of any consultation be brought to this committee prior to going to the Cabinet</p> <p>Committee will scrutinise all consultation exercise undertaken regarding the football pitch/bowling green/shop provision etc</p>
Jubilee 2 Update	COMPLETE – Venue now open to the public	Regular Report to each meeting.
Draft Health and Wellbeing Strategy	<p>Liaise with Health Scrutiny Committee to ensure there is no duplication of work</p> <p>Presentation to Health Scrutiny By Rob Foster, Head of Leisure and Cultural Services on the new local public Health agenda.</p>	<p>Project Initiation Document produced.</p> <p>Members requested that the Chair liaise with the Coordinating Committee and Health Scrutiny Chairs to decide upon the best way to approach this item. Options available could be a cross-committee Working Group or a joint meeting of the two committees</p>

Leisure Trust Options	To come to Committee in approx 12 months	
Allotments Service	Scrutiny Brief agreed at meeting on 5th March 2012	Report to Cabinet 30 th November 2011 – Agreed that a review should be carried out.
County Wide Museum Service	Scrutiny Brief agreed at meeting on 5th March 2012	Scrutiny Brief awaited.
Community Centres Review	Scrutiny Brief agreed at meeting on 5th March 2012	Scrutiny Brief awaited – ASAP – TO CABINET IN JUNE
Green Space Strategy	Scrutiny Brief agreed at meeting on 5th March 2012	Scrutiny Brief Awaited - ASAP Recommend light touch review recommended? – Cabinet in May

CLEANER, GREENER AND SAFER COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

Title	Action	Method of Scrutiny and Way Forward
Crime and Disorder Reduction Partnership	Due to the many different elements that joined together to inform the CDRP no clear way forward was obvious so further information would be required.	A TOTAL alcohol project had recently been carried out by Keele University and it was decided to discuss this project at the next meeting before deciding on how to apply scrutiny to the area(s) covered by the Crime and Disorder Reduction Partnership.
Alcohol Strategy	<p>Presentation received by the Committee</p> <p>Cllr Williams, Mark Bailey, Trevor Smith and Julia Cleary to meet on Thursday 15th to discuss way forward regarding Scrutiny of subject</p> <p>Additional meeting to be held on 18th April with representatives from Staffordshire Police and Trading Standards.</p>	<p>The Committee received a presentation regarding the Strategy. It was requested that the Council's Community Safety Officer attend a Butt Lane LAP meeting and that the outcomes of the Cheshire East Initiative be brought to a future meeting when it becomes available.</p> <p>Meeting with Chair/Vice Chair/MB/TS and Trading Standards on 7th February to discuss issues surrounding counterfeit alcohol and to request regular reports on test purchasing.</p>
Recycling Strategy	Regular Updates to the Committee FINISHED	13th January - Meeting held with Chair and Vice Chair to discuss recycling and Bring Sites.
Carbon Management Plan	Regular Updates to the	To oversee the implementation of the proposals set out in the plan

	Committee FINISHED	and to make a decision regarding scrutiny and intervention if targets were not met. Regular updates would be received by the committee quarterly.
Volunteers Staffing CCTV Control Room – 3 Month Project.	Further information re SIA registration was requested by the Committee. FINISHED	A meeting has been arranged with the Chair, Vice Chair and Officers involved in order that a decision can be made regarding whether or not to bring the topic to the full scrutiny committee. The topic was discussed by the Committee at its meeting on 9 th November and a presentation was given by Councils Community Safety Officer. Further information had been requested by the committee and would be provided by Officers.
Primary Authority Scheme	This topic was picked up from the forward plan FINISHED	An additional meeting of the Committee had been convened to discuss the Primary Authority Scheme and the comments from this Committee had been fed back to Cabinet.
Police Reform and Social Responsibility Act	Scrutiny Brief prepared FINISHED	Act not yet in force – regular updates on implementation to be brought to the Committee.
Crime and Disorder Reduction Partnership	Scrutiny Brief prepared FINISHED	Report to be brought to the next meeting of the Committee.
Development of a Safer and Stronger Communities Strategy for Newcastle under Lyme	Scrutiny Brief prepared Additional Meeting to be arranged end of April to look at Strategy before it goes to Cabinet in May,	Presented to Cabinet on 14 th March where the following was resolved: (a) That the contents of the Strategy and the comments received from the Cleaner, Greener and Safer Overview & Scrutiny Committee be noted. (b) That the list of Key Measure for Success on page 7 of the

		<p>Appendix be made more clear and benchmarks added.</p> <p>(c) That the Strategy be circulated to partners and communities and that updates on the Strategy's development be brought to future meetings of the Cabinet.</p>
Tree Preservation Orders	<p>PLANNING STRATEGIC TO LOOK AT THIS</p> <p>Request from Committee that presentation be given regarding TPOs.</p>	Agreed that Strategic Planning Committee should pursue this.

ECONOMIC DEVELOPMENT AND ENTERPRISE OVERVIEW AND SCRUTINY COMMITTEE

Title	Action	Method of Scrutiny and Way Forward
Preparation of a new Economic Development Strategy for the Borough	Updated Strategy requested for future meeting	<p>Officers to provide an update on the Strategy at each meeting of the Committee.</p> <p>That Scrutiny of the Strategy remain with the Whole Committee.</p> <p>An additional meeting of the Committee was arranged to consider the Strategy prior to its submission to Informal Cabinet on 28th September – comments from this meeting were fed into the Cabinet report.</p> <p>No progress regarding the strategy has been reported since the last meeting.</p> <p>Updated Strategy to requested for future meeting</p>

<p>The Stoke on Trent & Staffordshire Local Enterprise Partnership's proposals for the designation of an Enterprise Zone in North Staffordshire</p>	<p>Set aside for consideration at a later date due to recent national decisions.</p>	<p>None at present.</p>
<p>Broadband Provision</p>	<p>Working Group has now met twice. A meeting is due to be held on Wednesday 30th when a presentation will be give by a representative from BT.</p> <p>Request from Cllr Kearon that Map of future work be obtained – Jeanette Hilton sitting on County Council Board - will report back to the Committee (Board has yet to meet)</p>	<p>Small task and finish group (3 members) to be convened to look at the topic in detail.</p> <p>Working Group established: Cllr Kearon, Cllr Wilkes and Cllr Holland.</p> <p>Working Group received a presentation from Ian Binks from BT regarding the future provision of Broad band in Newcastle under Lyme. Officers would liaise with colleagues with regards to organising an event with Ian Binks/BT and local businesses.</p> <p>Map obtained and would be taken to additional meeting of the Committee on 25th April 2012</p> <p>County Group has not met to date.</p>
<p>High Speed 2 Limited</p>	<p>First meeting of the working group has been held.</p> <p>Awaiting advice</p>	<p>Small task and finish group (3 members) to be convened to look at the topic in detail.</p> <p>Working Group established: Cllr Becket, Cllr Loades and Cllr John Williams.</p>

	<p>from Officers regarding how to proceed with this subject. No further action required pending release of consultation documents from Central Government</p>	<p>No further action pending Government decision in the New Year.</p> <p>Officers will look into restarting this working group following the government's decision to proceed with HS2.</p>
Proposal to jointly commission a viability assessment for the Community Infrastructure Levy (CIL) with Stoke on Trent City Council	<p>NEED TO CHECK PROGRESS - NO FURTHER PROGRESS TO DATE</p>	<p>Further reports to be brought to the Committee prior to a decision regarding how to proceed.</p> <p>No action to date since last meeting.</p>
Staffordshire Strategic Assets Review	<p>LOOKING AT MAY FOR NEXT UPDATE Check on progress of Mouchel report.</p>	<p>To be considered at the next meeting on 27th February - postponed from previous meeting due to delay of report from Mouchel.</p>
Asset Management Strategy	<p>FINISHED</p> <p>Second additional meeting held on Wednesday 7th March in order for the portfolio holder to update the Committee on progress.</p>	<p>Considered at additional meeting on 23rd November - comments fed back to Cabinet meeting on 18th January.</p>
Strategic Tenancy Policy	<p>Scrutiny</p>	<p>Comments to be fed back to Cabinet Meeting on 14th March 2012.</p>

	Brief/Report to meeting on 27th Feb	
Housing Allocations Policy	Scrutiny Brief/Report to meeting on 27th Feb	Comments to be fed back to Cabinet on 14 th March 2012.
Town Centre Partnerships Development and Initiatives	Scrutiny Brief to Committee on 25th April 2012	Scrutiny brief prepared and would be discussed by the Committee at an additional meeting on 25 th April, representatives of the partnership would also be in attendance.

TRANSFORMATION AND RESOURCES

Title	Action	Method of Scrutiny and Way Forward
Revenue and Capital Budget	Comments fed back to Cabinet on 1 February 2012 FINISHED	Report was noted. Discussed in depth at meetings on 18 th and 25 th January. Chair attended Cabinet meeting on 1 st February to feedback the Committee's comments.
Capital Strategy	Report discussed at meeting on 18th January	
Treasury Management Strategy	Report discussed at meeting on 18th January	
Scale of Fees and Charges	Report discussed at meeting on 18th January	
Asset Management Strategy	Report discussed at meeting on 18th January and comments fed back to Cabinet on 1st February	
Financial and Performance Management Report to End of	The contents of the report were discussed at the meeting on 25th January 2012.	

Quarter Two		
Co-Location of Partner Organisations in the Civic Offices	<p>Scrutiny Brief prepared</p> <p>Report to Committee on 18th January.</p>	<p>Members agreed that this matter should be brought back to the next meeting when more information would be available</p> <p>Members noted the information contained within the report.</p>
Flexible Working for Borough Council Employees	<p>Scrutiny Brief prepared</p>	<p>This item would be left for the body of the Committee to receive regular updates</p>
Review of the Constitution	<p>Scrutiny Brief prepared</p> <p>Meetings of the Working Group were ongoing.</p> <p>Additional meeting to be held on 23rd April 2012</p>	<p>This matter had commenced in the previous Municipal Year and Members queried whether the work already undertaken could be carried forward. It was confirmed that any Working Group set up would continue with what had been done previously and in addition, the independent members who were involved previously could be invited back.</p>
Sustainable Procurement Strategy	<p>Scrutiny Brief prepared</p> <p>Report presented to the Committee on 25th January 2012.</p> <p>FINISHED</p>	<p>Members requested that a progress report be given on this matter at the January meeting.</p> <p>Report presented to Committee on 18th January. Further updates would be provided by the Business Improvement Manager.</p> <p>The Committee requested a copy of the slides that were being shown to staff at the training sessions.</p>
Performance Management Review	<p>Presentation from Head of Business</p>	<p>That a working Group be set up including</p>

	<p>Improvement and Partnerships at meeting on 25th January 2012.</p> <p>Review ongoing and a more detailed report would be provided at the next meeting of the Committee.</p> <p>Additional meeting to be held on 23rd April 2012</p>	<p>Cllr Mrs Beech, Cllr Fear, Cllr Mrs Shenton and Cllr Snell,</p> <p>Working Group set up and progressing well.</p>
<p>The Committee requested that Scrutiny Briefs or reports where appropriate on the following be brought to a future meeting of the Committee:</p> <ul style="list-style-type: none"> • Corporate Complaints, Comments and Compliments Policy (update) 		

HEALTH SCRUTINY

Title	Action	Method of Scrutiny and Way Forward
Consultation on Mental Health Services	<p>Response submitted to Staffordshire County Council Health Scrutiny Committee – Still concerns that clear pathways were not in place and that proposals had not been thought through adequately.</p>	The Committee considered an update issued by the North Staffordshire combined Health Care Trust outlining progress made on the public consultation for
Fit For the Future and move of the Accident and Emergency Centre	<p>Visit to new A & E now taken place</p> <p>Phased transfer to the new hospital was proceeding to plan.</p>	The Chair requested that should any risks or problems materialise then the Committee be informed at an early stage and that this would remove the requirement for regular updates regarding

	<p>There was still concern regarding the reduction in beds which would need to be monitored by the Committee.</p> <p>There was still concern regarding the bus routes to Bradwell Hospital and it was agreed to write to the County Council regarding these concerns.</p> <p>Updates required regarding progress of the New A&E</p>	<p>the move.</p> <p>The Committee discussed that best time to visit the new site of the A&E department and decided to aim for January when the building had been handed over, the visit would also be open to colleagues from the County Council Health Scrutiny Committee.</p>
<p>Review of Major Trauma Services</p>	<p>Recommendation accepted and Trauma Service to remain at North Staffs</p>	<p>Recommendation submitted to the County Council.</p>
<p>SCC Health Scrutiny Committee to seek involvement in work on excess seasonal winter mortality in their area and Newcastle Borough Council Health Scrutiny Committee to seek scrutiny involvement in work on infant mortality in their area.</p> <p>Report to be provided to the next meeting of the Committee and project brief. Project brief to be completed.</p> <p>PRIORITY</p> <p>A set of questions had been sent to the Director of Public Health for consideration at the next meeting prior to the setting up of a possible working group. Awaiting Responses.</p> <p>The Committee had been requested by the County Council Health Scrutiny Committee to look into infant mortality rates in Newcastle under Lyme.</p> <p>Partial response received from the Director of Public Health but further information required as a matter of urgency. A Joint Committee has been set up to look into the issue and the Borough Council will have a representative on this. The Scrutiny Committee will write to this Joint Committee requesting progress reports and results were expected by the 2nd Scrutiny meeting following the elections. The Director of Public Health would be requested to answer the remaining questions on the Scrutiny Brief.</p>		
<p>Cardiac Rehabilitation Response to County Council Health Scrutiny</p>	<p>Work being undertaken by the Executive Director for Operational Services regarding Phase 3 and 4</p>	<p>Concern that the PCT were taking too long and that if the pace was not</p>

Report regarding phase IV Cardiac Rehabilitation	Cardiac rehab being carried out at the new J2. Publicity would be circulated regarding the walk for life programme.	increased Jubilee 2 would not be able to accommodate the cardiac rehabilitation customers.
Closure of High Street Practice Newcastle under Lyme	The Committee received a presentation from representatives of the PCT at its meeting on 7 th November 2011. FINISHED	That the PCT be asked to provide regular updates on the progress made on the dispersal of patients from the High Street Practice. That the PCT be asked to keep the Committee advised of any proposals to run clinical services from the High Street premises.+
Services Provided by GPs and Publicity	At its meeting on 7 th November 2011 the Committee questioned representatives from the PCT regarding concerns expressed at a previous meeting relating to arrangements that were in place to enable patients to access phlebotomy services other than at the University Hospital of North Staffordshire. FINISHED	That the PCT be asked to look at updating current information on the availability of services in the community and providing improved information on how to contact NHS Direct.
Neuroradiology Review Final Report	Question regarding this were referred to the accountability session which was held at the Civic Offices on 10 th November 2011. The Committee discussed the responses received from the UHNS and it was agreed that further clarification be sought regarding some of the answers and a further report on this matter be brought to a subsequent meeting.	The Committee would continue to monitor the situation.
Health and Wellbeing Strategy PRIORITY	During consideration of this matter the Chairman expressed the view that the Borough Council should have two representatives on the County Council's Health and Wellbeing Board and that	It was hoped that a first draft of the Strategy would be available in the New Year.

	<p>through the development of our own Strategy document demonstrate that we were making positive steps regarding this issue.</p> <p>Priority</p> <p>A presentation was given to the Committee at its meeting on 3rd April regarding the new Local Public Health agenda</p>	
Health and wellbeing Board	A case for increased local authority representation on the Board would be prepared in consultation with the Chair and forwarded to the County Council's Cabinet Member for Adult Services.	
Phlebotomy Services	Appeared to have improved following a publicity campaign by the PCT but further publicity was required regarding services at Bradwell Hospital.	
UHNS Complaints procedure	<p>UHNS would be requested to provide details of its complains procedures to the committee. Still awaiting documentation.</p> <p>The Committee expressed concerns regarding the length of the procedure and comments would be passed back to the hospital.</p>	

Public Document Pack Agenda Item 6

FORWARD PLAN - **1 APRIL 2012 TO 31 JULY 2012**

This Plan sets out the key decisions which the Executive expect to take over the next four months. The Plan is rolled forward every month and is published by the 15th of each month. It will next be published in mid December and will then contain all key decisions expected to be taken between 1st January 2011 and 30th April 2011. Key decisions are decisions which are likely:

- (a) to result in the Council incurring expenditure or making savings which are significant having regard to the budget for the service concerned, or
- (b) to be significant in terms of its effects on communities living or working in an area comprising two or more wards of the Borough.

Other Decisions

Although it is not a statutory requirement, this Forward Plan also contains details of other matters likely to be considered by the Council's Cabinet or Full Council which are not 'key decisions'.

Reports relevant to key decisions, and any listed background documents, may be viewed at the Civic Offices, Merrial Street, Newcastle-under-Lyme, Staffs, ST5 2AG six days before the decision is to be made. Copies of, or extracts from, these documents may be obtained on the payment of a reasonable fee from the following address:

Member Services Manager,
Civic Offices,
Merrial Street,
Newcastle-under-Lyme,
Staffordshire,
ST5 2AG.

Telephone: 01782 742220

However, it is not possible to make available for viewing or to supply copies of reports or documents the publication of which is restricted due to confidentiality of the information contained therein.

Unless otherwise stated, representations in respect of any proposed decision may be made in writing to the Member Services Manager at the Civic Offices, Merrial Street, Newcastle-under-Lyme, Staffordshire, ST5 2AG not later than two working days prior to the meeting at which the decision will be taken.

A decision notice for each key decision is published within 6 days of it having been made. This is open for public inspection on the Council's website and at the Civic Offices.

The law and the Council's constitution provides for urgent key decisions to be made. A decision notice will be published for these in exactly the same way.

FORWARD PLAN FOR THE PERIOD 1 APRIL 2012
TO 31 JULY 2012

<p>TITLE OF REPORT: BATESWOOD LOCAL NATURE RESERVE - OUTCOME OF PUBLIC CONSULTATION</p>

Portfolio	Cabinet Portfolio Holder- Culture and Active Communities
Brief description of report	Report on outcome of public consultation on community requests for angling and additional bridle route provision in Bateswood Local Nature Reserve
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	19 Apr 2012
Relevant Overview and Scrutiny Committee	Active and Cohesive Communities
Wards affected	Halmer End
Proposed consultation	Consultees listed in the report
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	As per agenda. Consultation plan and analysis of results
Officer contact	Roger Tait, Head of Operations
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	No exemptions

TITLE OF REPORT:

COMMUNITY CENTRES REVIEW

Portfolio	Cabinet Portfolio Holder- Culture and Active Communities
Brief description of report	A strategic review of community centre provision in the Borough
Spend required/saving generated (<i>if applicable</i>)	None at this stage. The report will seek approval to develop invest-to-save proposals
Decision maker	Cabinet
Earliest date of decision	19 Apr 2012
Relevant Overview and Scrutiny Committee	Active and Cohesive Communities
Wards affected	All Wards
Proposed consultation	Community Centre management committees, residents' associations, third sector and partner agencies.
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting
Background documents	As per agenda
Officer contact	Rob Foster, Head of Leisure and Cultural Services
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	No exemptions

TITLE OF REPORT:

DELIVERY OF HOME IMPROVEMENT AGENCY SERVICES

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	To outline the options for the delivery of the Home Improvement Agency Services and to consider the most appropriate mechanism for delivery including options for competitive tendering.
Spend required/saving generated (<i>if applicable</i>)	Undertaking effective procurement will require officers to dedicate significant time to the process. It is acknowledged that the current investment in the services is not excessive and the outcome of the tendering process is likely to see the annual delivery costs increased. It is therefore key that the service specification is developed to clearly identify an appropriate level of service.
Decision maker	Cabinet
Earliest date of decision	19 Apr 2012
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	All Wards
Proposed consultation	Views will be sought from Foundations; the national agency for Home Improvement Agencies, local providers and other agencies that provide complementary services.
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	As per agenda
Officer contact	Jo Basnett, Housing Strategy Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	No exemptions

TITLE OF REPORT:

PROPOSALS FOR THE REFURBISHMENT AND RE-USE OF THE FORMER ST GILES AND ST GEORGE'S SCHOOL BUILDING

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	To report back to Cabinet on proposals for the refurbishment and re-use of the former St Giles and St George's School building, including the proposed lead tenants of the building, timescales, designs and the financial offer.
Spend required/saving generated (<i>if applicable</i>)	Potentially significant savings on the sums which have previously been envisaged as needing to be spent on the building.
Decision maker	Cabinet
Earliest date of decision	19 Apr 2012
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	Town
Proposed consultation	Not known at this stage
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting
Background documents	As per agenda
Officer contact	Simon Smith, Regeneration and Economic Development Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	No exemptions

TITLE OF REPORT:

**URBAN NORTH STAFFORDSHIRE GREEN SPACE STRATEGY -
PROGRESS REPORT**

Portfolio	Cabinet Portfolio Holder- Culture and Active Communities Cabinet Portfolio Holder- Environment & Recycling
Brief description of report	Report on progress with the delivery of the Action Plan
Spend required/saving generated (<i>if applicable</i>)	To be determined
Decision maker	Cabinet Cabinet
Earliest date of decision	19 Apr 2012 19 Apr 2012
Relevant Overview and Scrutiny Committee	All Relevant O&S Committee
Wards affected	All Wards
Proposed consultation	None
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting
Background documents	As per agenda
Officer contact	Roger Tait, Head of Operations
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	No exemptions

TITLE OF REPORT:

GYPSY AND TRAVELLER POLICY REVIEW

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	To seek approval for amendments to the Gypsy and Traveller Policy following public consultation
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	Not before 16th May 2012
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	All Wards
Proposed consultation	Open consultation will take place from January to 1 st April, the consultation on the revised policy will be advertised on the Council's website
Last date for representations	
Background documents	None.
Officer contact	Jo Basnett, Housing Strategy Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:

**AMENDMENT TO THE CORPORATE COMPLAINTS, COMMENTS
AND COMPLIMENTS POLICY**

Portfolio	Cabinet Portfolio Holder - Customer Service and Transformation
Brief description of report	For Cabinet to approve an amendment to the Corporate Complaints, Comments and Compliments Policy.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	23 May 2012
Relevant Overview and Scrutiny Committee	Transformation and Resources
Wards affected	All Wards
Proposed consultation	
Last date for representations	Representations on public agenda items can be made up to 1 working day before the meeting.
Background documents	None.
Officer contact	Jeanette Hilton, Head of Customer Services
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:

**SITE ALLOCATIONS AND POLICIES DEVELOPMENT PLAN
DOCUMENT (DPD) DRAFT CONSULTATION ISSUES AND OPTIONS
REPORT**

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	The report will present an 'Issues and Options' paper and seek approval to engage the public in the first stage of public consultation on the Site Allocations and Policies DPD.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	18 Jul 2012
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	All Wards
Proposed consultation	The consultation methods are currently the subject of a public consultation exercise. Depending on the outcome this stage of preparation of the DPD could potentially involve a minimum six week period of public consultation.
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Helen Beech, Planning Policy Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:

SITE PROCUREMENT OF THE REPORTER

Portfolio	Cabinet Portfolio Holder - Customer Service and Transformation
Brief description of report	To outline the results of a procurement process for the print and distribution of the Council's newspaper the Reporter and to seek a decision from Cabinet on whether to proceed with the appointment of print and distribution contractors.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	18 Jul 2012
Relevant Overview and Scrutiny Committee	Transformation and Resources
Wards affected	All Wards
Proposed consultation	
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Phil Jones
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:
DRAFT HEALTH AND WELLBEING STRATEGY

Portfolio	Cabinet Portfolio Holder- Culture and Active Communities
Brief description of report	To develop the Newcastle under Lyme Health and Wellbeing Strategy.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	Not before 19th Sep 2012
Relevant Overview and Scrutiny Committee	Active and Cohesive Communities
Wards affected	All Wards
Proposed consultation	Third Sector and Partner Agencies.
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Rob Foster, Head of Leisure and Cultural Services
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:
REVIEW OF COMMUNITY CENTRE PROVISION

Portfolio	Cabinet Portfolio Holder- Culture and Active Communities
Brief description of report	This second report follows the earlier strategic review to take forward the redevelopment and reprovision of community centres across the Borough.
Spend required/saving generated (<i>if applicable</i>)	Invest to Save
Decision maker	Cabinet
Earliest date of decision	19 Sep 2012
Relevant Overview and Scrutiny Committee	Active and Cohesive Communities
Wards affected	All Wards
Proposed consultation	
Last date for representations	Representations can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Rob Foster, Head of Leisure and Cultural Services
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:

COMMUNITY INFRASTRUCTURE LEVY - DRAFT CHARGING SCHEME

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	To present a draft charging scheme in respect of the Community Infrastructure Levy for public consultation.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	17 Oct 2012
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	All Wards
Proposed consultation	
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Helen Beech, Planning Policy Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:

EMPTY HOMES STRATEGY

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	The current empty homes strategy covers the period 2008 to 2012; therefore it is appropriate that the Cabinet considers a new strategy.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	12 Dec 2012
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	All Wards
Proposed consultation	The draft strategy will be subject to open consultation for 12 weeks. It will be published on the Council's website and direct comments will be sought from partner agencies and discussed at relevant housing forums.
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Jo Basnett, Housing Strategy Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

TITLE OF REPORT:

**SITE ALLOCATIONS AND POLICIES DEVELOPMENT PLAN
DOCUMENT (DPD) DRAFT OPTIONS.**

Portfolio	Cabinet Portfolio Holder- Regeneration and Planning
Brief description of report	To seek approval to engage the public in the second stage of public consultation on the Site Allocations and Policies DPD. Specific site options will be proposed in respect of the location of housing, retail, leisure facilities and employment.
Spend required/saving generated (<i>if applicable</i>)	
Decision maker	Cabinet
Earliest date of decision	6 Mar 2013
Relevant Overview and Scrutiny Committee	Economic Development and Enterprise
Wards affected	All Wards
Proposed consultation	The consultation methods are currently the subject a public consultation exercise. Depending on the outcome, this stage of preparation of the DPD could potentially involve a minimum six week period of public consultation.
Last date for representations	Representations on public agenda items can be made up to one working day before the meeting.
Background documents	None.
Officer contact	Helen Beech, Planning Policy Manager
Reasons for exemptions under the Local Government Act 1972, Schedule 12A (<i>if applicable</i>)	

THE CABINET:	OVERVIEW & SCRUTINY:
<p>Councillor Stephen Sweeney - Leader</p> <p>Portfolio: Safer and Stronger Communities</p>	<p>Cleaner, Greener and Safer Communities:</p> <p>Chair: Councillor John Williams Vice: Councillor Julie Cooper</p>
<p>Councillor Robin Studd – Deputy Leader</p> <p>Portfolio: Regeneration and Planning</p>	<p>Economic Development and Enterprise:</p> <p>Chair: Councillor Mark Olszewski Vice: Councillor Ian Gilmore</p>
<p>Councillor Ashley Howells</p> <p>Portfolio: Resources and Efficiency</p>	<p>Active and Cohesive Communities:</p> <p>Chair: Councillor Mrs. Ann Heames Vice: Councillor Mrs. Gillian Williams</p>
<p>Councillor Miss Marion Reddish</p> <p>Portfolio: Environment and Recycling</p>	<p>Transformation and Resources:</p> <p>Chair: Councillor Mrs. Elizabeth Shenton Vice: Councillor Ann Beech</p>
<p>Councillor Nigel Jones</p> <p>Portfolio: Customer Service and Transformation</p>	<p>Health Scrutiny</p> <p>Chair: Councillor David Becket Vice: Councillor Julie Cooper</p>
<p>Councillor James Bannister</p> <p>Portfolio: Culture and Active Communities</p>	