

Members: Councillors Allport, Hailstones, Mrs Johnson (Vice-Chair), Miss Mancey, Plant, Miss Reddish, Robinson, Mrs Simpson, Tagg, Wemyss and Mrs Williams (Chair)

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

Meeting Quorums :- 16+= 5 Members; 10-15=4 Members; 5-9=3 Members; 5 or less = 2 Members.

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

CLEANER GREENER AND SAFER COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

Wednesday, 5th June, 2013

| | |
|------------------|--|
| Present:- | Councillor Mrs Gillian Williams – in the Chair |
| Councillors | Councillor David Allport, Councillor Mrs Hilda Johnson, Councillor Miss Chloe Mancey, Councillor Glyn Plant, Councillor Miss Marion Reddish, Councillor Kyle Robinson, Councillor Mrs Sandra Simpson and Councillor Simon Tagg |
| Officers | Dave Adams (Operational Director – Executive Services) Andrew Bird (Recycling Strategy and Commissioning Manager) Trevor Smith (Community Safety Officer – Alcohol Lead) Natalie Snell (Community Safety Officer) Martin Stevens (Democratic Services Officer) |

1. APOLOGIES

It was reported that an apology for absence had been received from Cllr Andrew Wemyss.

2. DECLARATIONS OF INTEREST

There were no declarations of Interest.

3. MINUTES OF THE PREVIOUS MEETING

RESOLVED: That the minutes of the previous meeting be confirmed as a correct record subject to Councillors Miss Mancey and Miss Reddish being added to the list of those present.

4. THE ALCOHOL ACTION PLAN

The Community Safety Officer (Alcohol Lead) presented a report on the Alcohol Action Plan. A meeting had taken place on the 23rd April for the schools which had been unable to attend the initial workshop meeting on the 1st February. Clough Hall, Cedars PRU, St. John Fisher and Clayton Hall had all sent representatives. The work shop had been received positively. Clough Hall had signed up to the comprehensive prevention and education programme at the end of the workshop. The other schools had been unwilling to do so at that point in time, but had promised to take the proposals back to their respective schools. Unfortunately they had yet to come back to the Council with a response. He was however pleased to report that he would be attending a Heads' Forum meeting on the 3 July where he had been assured there would be an opportunity to speak to the schools.

A Member suggested that good use could be made of the local media. The schools which had signed up to the programme could be praised publicly which could act as encouragement for other schools to join the programme. The Community Safety Officer in response agreed that the media could be utilised, but the Council would not

publicise the schools that had not signed up to the programme. Presently only one school had signed to date.

A Member expressed disappointment that more schools had not signed up to the programme as it was an important part of the overall strategy. Members suggested that Chairs of Governors and parent forms could potentially be contacted to stimulate interest from schools. It was evident that alcohol was more of a problem in certain areas. They also suggested that Councillors could talk to the schools should other approaches prove unsuccessful.

The Community Safety Officer stated that the project was entirely voluntary and not a compulsory requirement for schools. The programme did however have considerable flexibility and could be tailor made to suit the requirements of schools.

A Member suggested that Officers' could speak to the Kidsgrove Youth Parliament on the subject of alcohol prevention. He would be happy to email the dates of the forthcoming meetings should Officers' wish to pursue the idea.

5. ANTI-SOCIAL BEHAVIOUR

The Community Safety Officer presented a report on anti social behaviour in Newcastle Borough. She reported that she had spoken to the Committee at the last meeting and therefore intended to give a status report on the work undertaken since that time. The Council had adopted a zero tolerance multi-agency approach to anti social behaviour with a focus on victims. The Council hoped to resolve any anti social behaviour issues through early intervention and prevention measures for offenders whilst recognising that in some circumstances enforcement measures had to be taken.

The Community Safety Officer stated that recently a service level agreement had been implemented between Staffordshire Young Peoples Service and Newcastle Borough Council. The agreement provided a framework for the Council working in partnership with the service to resolve anti social behaviour caused by younger people in and around youth clubs. There had been discussions with supported housing scheme providers and landlords about entering into Service Level Agreements to help resolve complaints. The Building Resilient Families and Communities initiative aimed to give support to the families of individuals who were being monitored by the Council and the Police. The Newcastle Community Safety Partnership had referred over 100 families.

The Community Safety Officer informed the Committee about the work taking place on the CRM. This would improve the Customer Services approach to dealing with calls at the first point of contact. Complainants would receive a risk assessment which would help to identify vulnerability and therefore the priority of the case. The Let's Work Together training, which had been successful earlier in the year, would be presented again to other services. She was pleased to report that the Partnership Team dealing with anti social behaviour had met with the Local Support Teams from Families First to discuss optimising the service.

The Community Safety Action Officer described a number of current local anti social behaviour projects as listed in the report. She also informed the Committee of new

legislation that would require some of the policies and procedures to be implemented. There intended to be an official launch of the new Anti Social Behaviour Policy and she was pleased to inform Members about the Neighbourhood Resolution Panels which could be a useful way of preventing the escalation of local disputes.

A Member reported some issues of anti social behaviour taking place in Chesterton Park which included dogs off leads, smoking in the toilets and general intimidation.

A Member asked how the Council responded to reports of gang nuisance. The Community Safety Action Officer responded that a high visibility presence from the Police and identifying key individuals for monitoring and potentially enforcement action was the usual approach. It was important to have a partnership approach.

A Member asked about whether families gave resistance to the Building Resilient Families and Communities initiative. In response, the Community Safety Action Officer responded that many families had been receptive to the help offered with many of the families having tried themselves to help the individual.

A Member stated there was a problem with loud motorbikes in Radbrook woods. The Police had been informed on a couple of occasions but he was not aware of any significant action having been taken. The Community Action Officer in response stated that she would be pleased to have further information from the Member concerned, so she could investigate the issue further.

The Chairman asked for comparative data of previous anti social behaviour quarter statistics in future in order to be able to see the direction of change. Several Members raised the issue of the noise from Mini Motos causing a nuisance to the local population and wanted to understand the options available to the Council to help resolve the problem. They also stated that the Council should take more enforcement action in the case of derelict pubs. The Community Safety Action Officer stated that there was legislation concerning derelict property and she intended to explore with other Officers how this could be best utilised.

6. JOINT MUNICIPAL WASTE MANAGEMENT STRATEGY FOR STAFFORDSHIRE - DRAFT DOCUMENT FOR CONSULTATION

The Recycling Strategy and Commissioning Manager presented a report on the Joint Municipal Waste Management Strategy for Staffordshire. The strategy had been developed and produced by the Staffordshire Waste Partnership. The strategy had last been refreshed in 2007. Construction of the new energy from waste plant in the south of the county was nearly completed. The Partnership would soon be only using landfill for less than 5% of material collected. He was pleased to report that the Partnership had met all the targets of the 2007 strategy. It was however evident that the Waste Hierarchy needed to be more effectively embedded, with waste prevention being a key focus. Commercial and trade waste needed to be incorporated rather than focusing purely on household waste. The current strategy did not incorporate the strategies and policies adopted by individual authorities within the partnership, it was therefore important that the new strategy rectified this issue.

A Member enquired how progress was to date on incorporating commercial trade waste. In response the Recycling Strategy and Commissioning Manager stated that excellent progress had been made particularly on adopting a common pricing structure across authorities. A major milestone had been achieved in obtaining a decent disposal rate. The next step was to develop a strong marketing and communication plan.

Clarification was requested in respect of the Borough Councils Waste and Recycling Strategy and it was agreed that once the Cabinet Panel had come up with their recommendations for Cabinet on the draft strategy, a report would come before the scrutiny committee in the autumn or early winter, before being received by Cabinet.

7. **WORK PLAN**

Members requested that enforcement in respect of derelict and vacant buildings be added to the work programme. The Hullstone Pub in Crackley was of particular concern but there needed to be a tougher stance across the Borough. The Executive Director for Operational Services agreed that enforcement was an excellent item for scrutiny and added that it was multi-agency issue and as such the respective agencies could be asked to give evidence to the Committee on how they work together to deal with the issues that commonly arise from vacant buildings.

Members asked for Mini Motos to be added to the work programme because of the distress caused by their noise.

Disabled access to pavements in respect of obstructions from 'A' frame advertising boards in Town Centres across the Borough was identified by Members' as a topic for the work plan.

Members agreed that decriminalised car parking should be reported to the Overview and Scrutiny Co-ordinating Committee for determination on how it should be scrutinised in the future.

RESOLVED:

- A) That vacant and derelict buildings enforcement, mini motos and disabled access/'A' frame obstruction to pavements in towns, be added to the work programme.
- B) That the Overview and Scrutiny Co-ordinating committee consider the best approach to scrutinising decriminalised car parking.

8. **ANY OTHER BUSINESS**

There was no urgent business within the meaning of Section 100B(4) of the Local Government Act 1972.

Meeting closed at 8.45pm.

COUNCILLOR MRS GILLIAN WILLIAMS
Chair

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**Update for Cleaner, Greener and Safer Communities
Overview and Scrutiny Committee
3 September 2013**

Purple Flag

What is Purple Flag?

Purple Flag is an accreditation scheme governed by the Association of Town Centre Managers (ATCM) designed to improve the early evening and night time offering in the town centre and beyond.

The scheme is similar to awards given out to the best beaches (Blue Flag) and parks (Green Flag). Purple Flag looks holistically at the Town centre including policing, parking, lighting, entertainment, leisure and retail.

There are over 50 cities and towns who have gained this status and it increases footfall, revenue, inward investment, prestige and is proven to reduce anti-social behaviour and alcohol-related crime.

Background

There was a series of meetings in 2010 to discuss Purple Flag culminating in a Kickstart Workshop facilitated by the ATCM. At that time it was felt that Newcastle was not in a position to successfully obtain the accreditation and plans were put on hold for a later date. In April 2013 we decided to resurrect Purple Flag purely based on where we are at in this moment in time. We now have a Town Centre Partnership and Town Centre Manager who are working very hard to increase the daytime and early evening offering. The Public Realm work has also re-invigorated the town in a variety of ways.

Current Position

Since April we have had four meetings, the last one taking place on 31 July. We have completed the first phase which is to select a coordinator (myself), to establish a working group and complete the initial phase which is to define the boundaries for Purple Flag and to create a Map.

We are now working on collating information and data to incorporate in the Snapshot Chart which essentially is a document detailing where we are at. It also asks us to provide information and data for the four key Core Agenda Themes which are Wellbeing, Movement, Appeal and Place (see presentation attached).

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The next stage is to undertake the Self-Assessment of the town based on the four key themes over three key time bands from 5pm until 3am. This is similar to an internal audit and will take place on Friday 4 October.

Next Steps

Once we have completed the Snapshot and Self-Assessment the ATCM will undertake their own overnight self-assessment to see if their information matches ours. Once this has been done we will use the information to form the heart of our main application.

Timescales and Costs

The date for submitted applications is 10 January 2014. The cost for the submission is £2,250.

Trevor Smith

Community Safety Officer (Alcohol Lead)
Business Improvements and Partnerships
Newcastle-under-Lyme Borough Council

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Purple Flag scheme



Presentation for Newcastle Town Centre Partnership



What is Purple Flag and what does it do?

- Accreditation scheme for the EEE and NTE
- Governed by the ATCM
- Aims to raise the standard and broaden appeal
- Over 30 towns and cities in UK have PF status

Purple Flag

purple flag
for a better night out

Purple Flag Map

HALIFAX
"The Purple flag application process has allowed stronger ties to be forged between partner agencies, and has led to excellent publicity about the safety and future plans for Halifax. This will lead to a stronger night time economy for businesses in Halifax Town Centre and provide a safe environment for families and individuals to enjoy their leisure time."
Dix Hartley, Safety Stronger Communities, Halifax

BRISTOL
"One of the most significant achievements for Bristol is realising Purple Flag's catalytic nature, and its ability to enhance partnership work around the management of the NTE. Multiple self-assessments, using the Purple Flag methodology, are now a permanent feature and have proved invaluable for addressing issues and identifying new opportunities to improve the NTE offer for both residents and visitors. In a time of streamlining public sector funding, this partnership pooling of resources is probably the only sustainable way to ensure that standards in the night-time economy are maintained and developed, and therefore, in many ways, Purple Flag is more relevant than ever."
Nick Carlin, Enforcement & Regulatory Services Manager, Bristol City Council

WINCHESTER
"Winchester City Council and Winchester BID have led local partners through the Purple Flag process. It has been a great opportunity to examine the evening period in Winchester holistically, rather than looking solely at one aspect or another. Colleagues from a number of disciplines within and outside the Council have been brought together and have contributed to an overview of the city centre, and are now working together to drive up standards and create new opportunities for all age groups in the city centre."
Kate Clout, Head of Economy and Arts, Winchester City Council

Purple Flag has strengthened the night time economy, increased partnership working and improved performance on safety, crime reduction and cleanliness

Spirit Marketing Group Survey 2011

Vision – Raise the standard and broaden the appeal

“Our vision is of town centres where everyone should be able to go out at any hour – young & old, families & children”

Greater safety, accessibility & choice =
increased custom & use

A good mix of clientele = less intimidation &
improved perceptions

Greater choice & diversity = economic viability
long term

Purple Flag – cornerstones

WELLBEING

Welcoming and Safe

MOVEMENT

A secure pattern of arrival, circulation and departure

A BROAD APPEAL

A vibrant choice, a rich mix of entertainment and activity

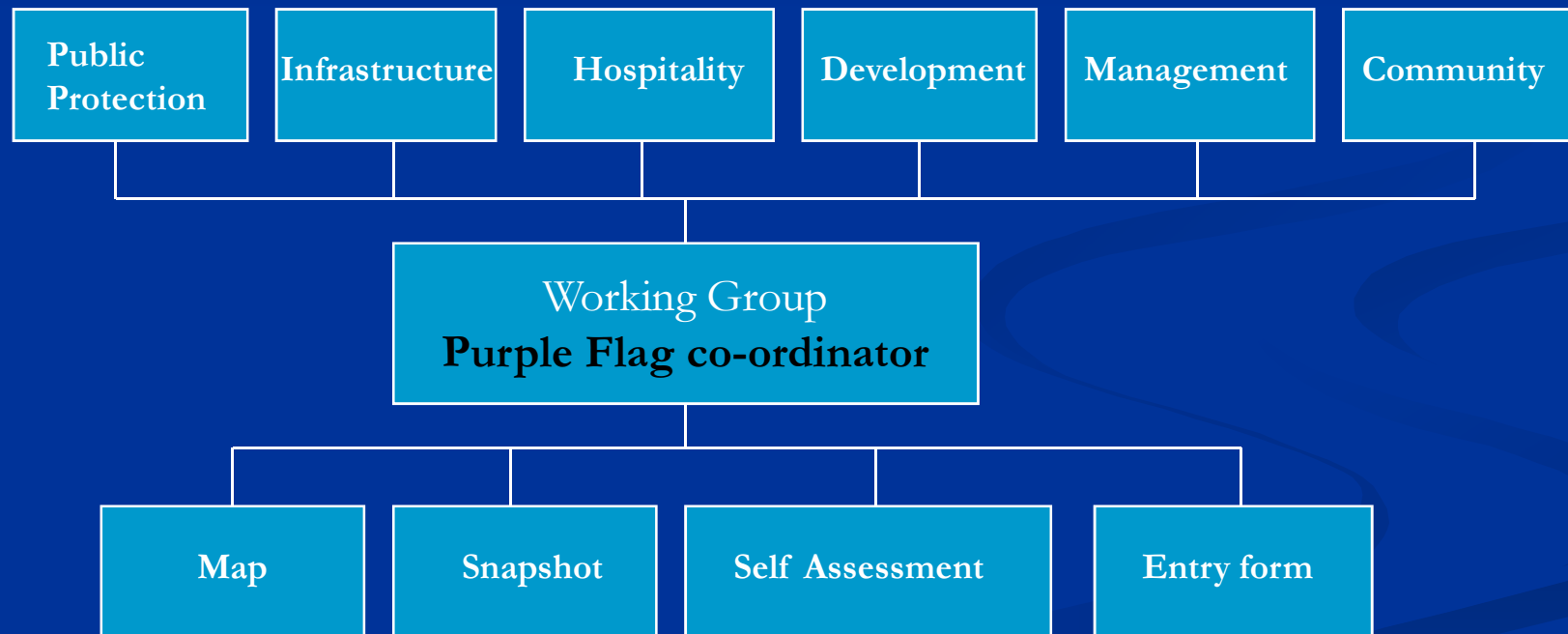
PLACE

A stimulating destination and a vital place

Purple Flag - process

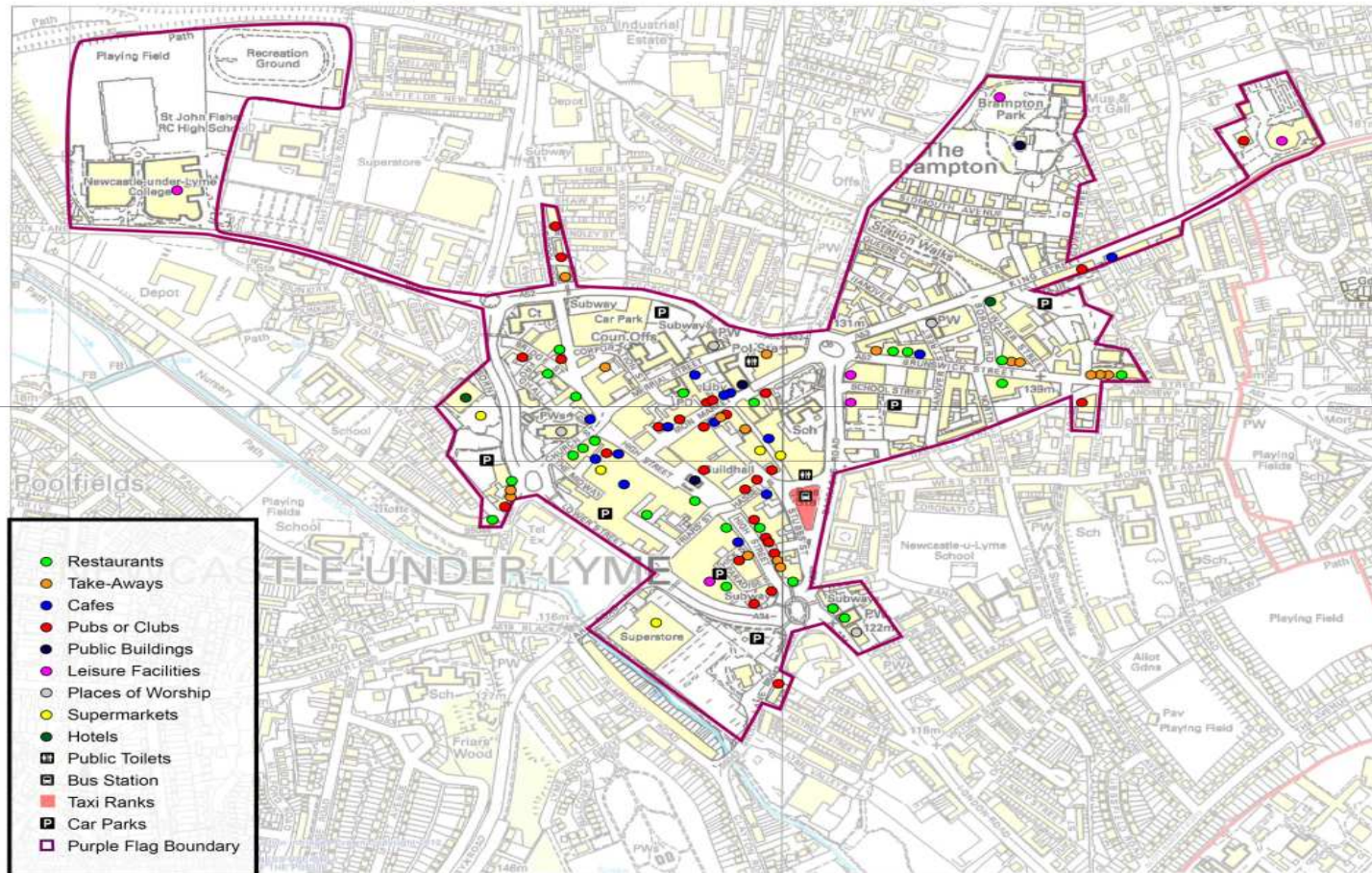
3 key initial elements

Mapping → Snapshot → Self-Assessment



Purple Flag - Mapping

Proposed area for Purple Flag status



NEWCASTLE-UNDER-LYME
BEEHIVE COUNCIL

Plan Produced
6.8.2013
Scale 1:5,900

Purple Flag Snapshot

‘Tells the story of our area, what it offers, who partners are, progress made and how to build on this success in the future’

CORE AGENDA THEME 1. WELLBEING

| DESCRIPTION | SUPPORTING DATA |
|---|--|
| <p><i>How is Minimum Threshold Met?</i></p> <p>The area has a low and reducing level of crime, given the large number of visitors, and is in the top quartile nationally</p> | <p>2003/4: 63,876 crimes 2007/8: 49,849 crimes (<i>British Crime Survey</i>)</p> |
| <p><i>Current Standard of Area</i></p> <p>There are strong systems in place to deliver high standards and positive perceptions of public safety:</p> <ul style="list-style-type: none"> • An innovative Civic Watch programme • 24 hour services, including policing, cleansing and toilets • Risk based regulation of licensed premises. • Late night inspections every Friday/Saturday nights | <p>81% of visitors in 2009 said they never felt unsafe in the city centre (<i>2009 Perception Survey</i>).</p> <p>75% of respondents to the <i>CLG Place Survey</i> in 2008 said the area felt clean and safe</p> |
| <p><i>Key Achievements in Last three Years</i></p> <p>A significant improvement has been made in security, perceptions, lighting and cleansing</p> <ul style="list-style-type: none"> • Operation B Safe launched by the mayor in 2007 with support of TCM, business and industry. | <p>A reduction in crime by 22% (<i>British Crime Survey</i>) An increase in positive perceptions by 10% (<i>Council Perception Survey</i>) 82 CCTV cameras installed in 2007 26 Street Crime Wardens operating in 2009</p> |

Purple Flag – Self Assessment

- Venues and management
- Policing and security
- Public realm and operation
- Transport and management
- Four time bands:
 - 5-8pm Early Evening
 - 8-11pm Late Evening
 - 11pm-2am Night
 - 2-5am Late Night



| | |
|-----------------------|--|
| 5-8pm - Early Evening | Observe late night shopping, patterns of arrival for a night out, early or pre-theatre dining, street events, entertainment, the condition of the public realm |
| 8-11pm – Late Evening | See the arrival of the late crowd, the opening of late night venues, departure of diners and theatre-goers, behaviour on the streets, degree of inebriation, CCTV coverage, policing and customer care |
| 11pm-2am - Night | Observe people leaving venues, crowd behaviour, queue management, the journey home, public transport, policing, customer advice and care, overnight/late night cleansing, health care and triage |
| 2am-5am – Late Night | See the venues that are still open, the movement between venues, late night takeaways, cleansing, transport, policing, health care, customer care. |

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Self Assessment Conclusion Chart

| | Core Agenda and Attributes | Your Conclusions | Significantly Below Standard | Below Standard | Met Standard | Above Standard | Excellent/Outstand'g |
|---|--|------------------|------------------------------|----------------|--------------|----------------|----------------------|
| | WELLBEING. (Welcoming, Clean and Safe) Threshold Standard. Per capita crime and anti- social behaviour rates that are at least average and show an improving trend – taking both residents and visitors into account (See KPIs). | | | | | | |
| 1 | Safety. Visible, effective policing and active surveillance | | | | | | |
| 2 | Care. Responsible guardianship, customer care and concern for community health | | | | | | |
| 3 | Regulation. Positive and proactive licensing and regulation | | | | | | |
| 4 | Services. Appropriate levels of public utility | | | | | | |
| 5 | Partnership. The active involvement of in driving up standards | | | | | | |
| 6 | Perceptions. A valid and positive presence in the area to customers | | | | | | |

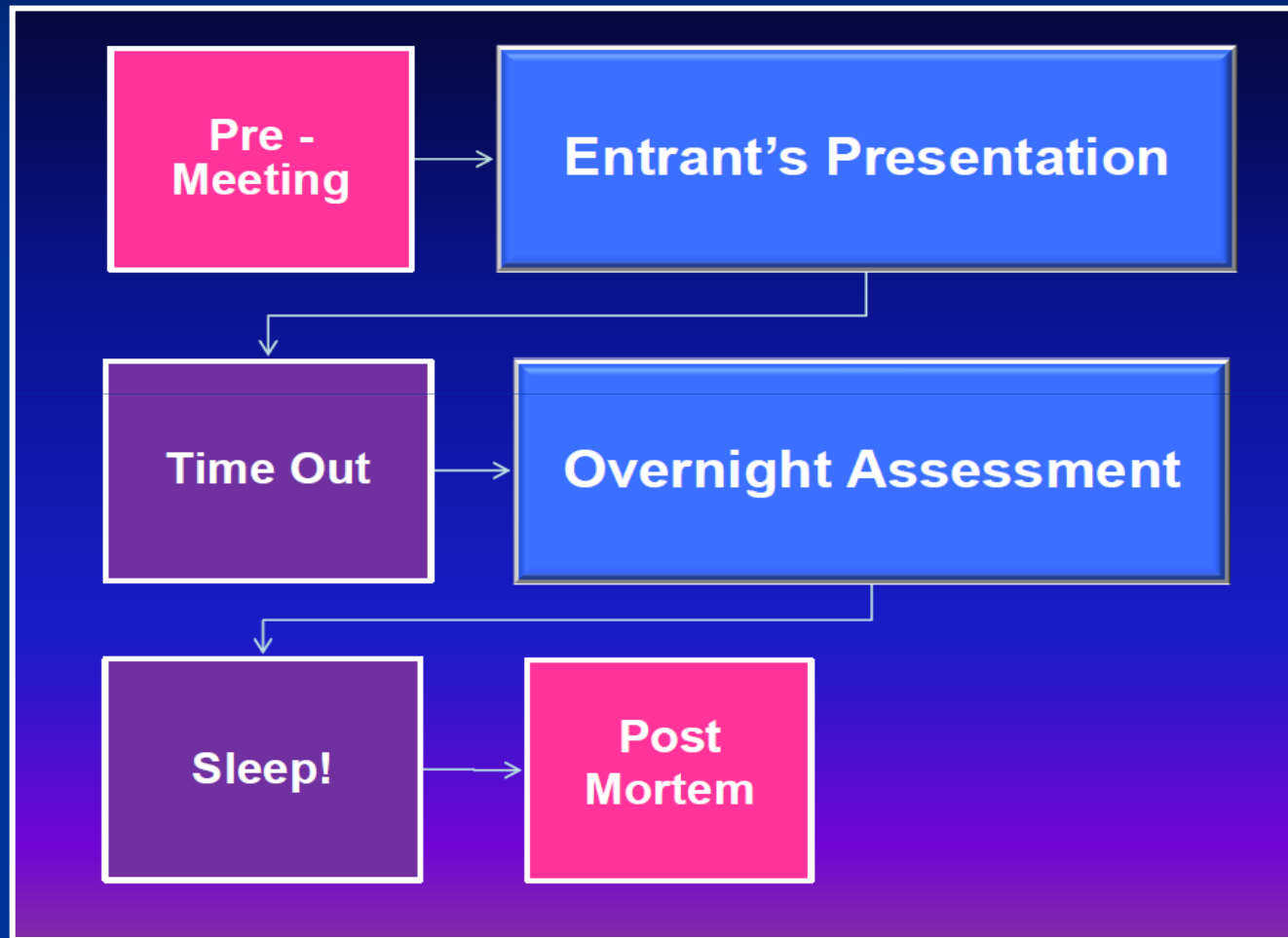
Conclusions on the performance of your centre

Assess standard for each Attribute

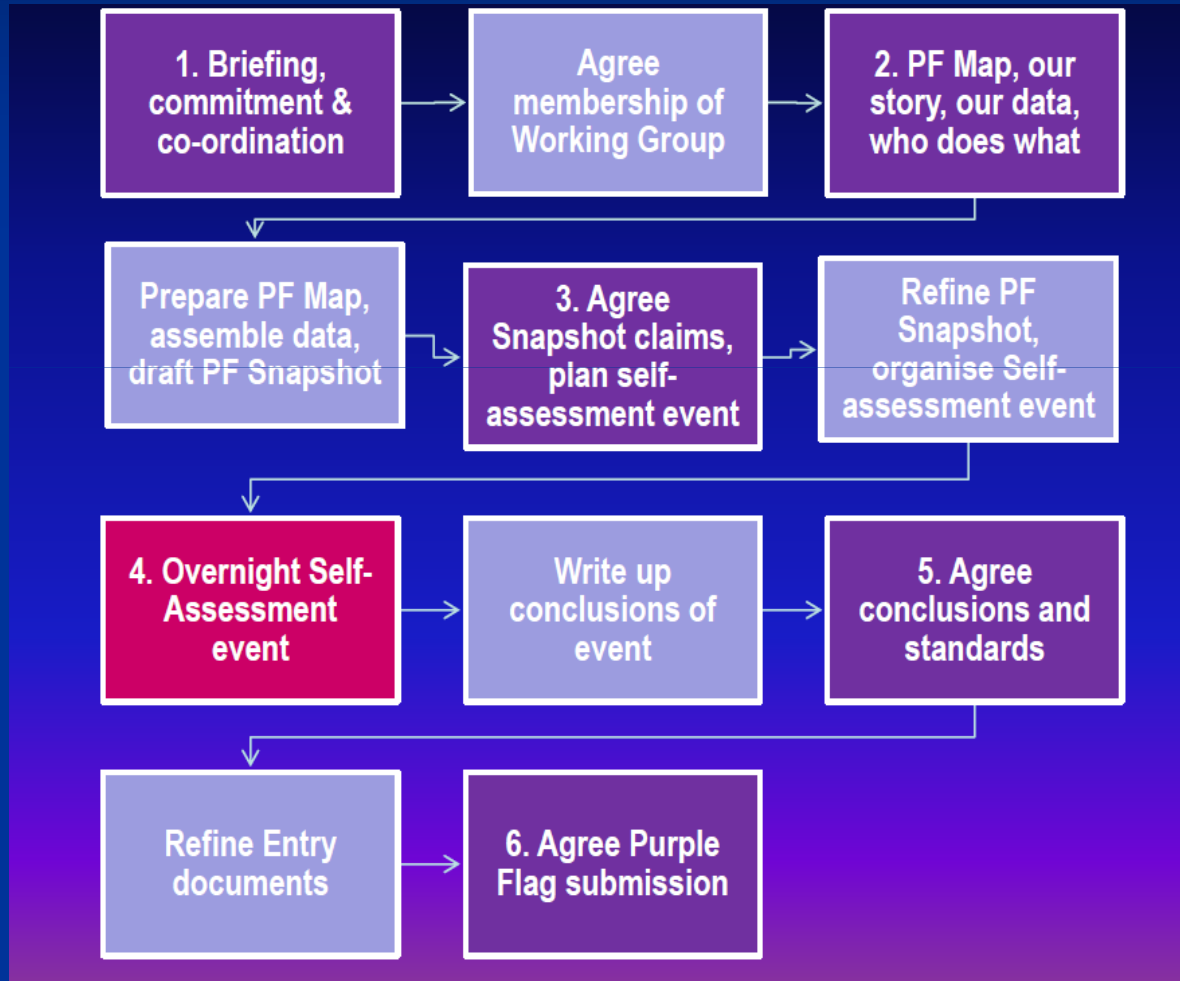
Tips

- Its *your* overall conclusion on performance
- Based on *both* snapshot & overnight assessment
- A starting point for assessors
- leave the detail for the snapshot
- A *consensus* view

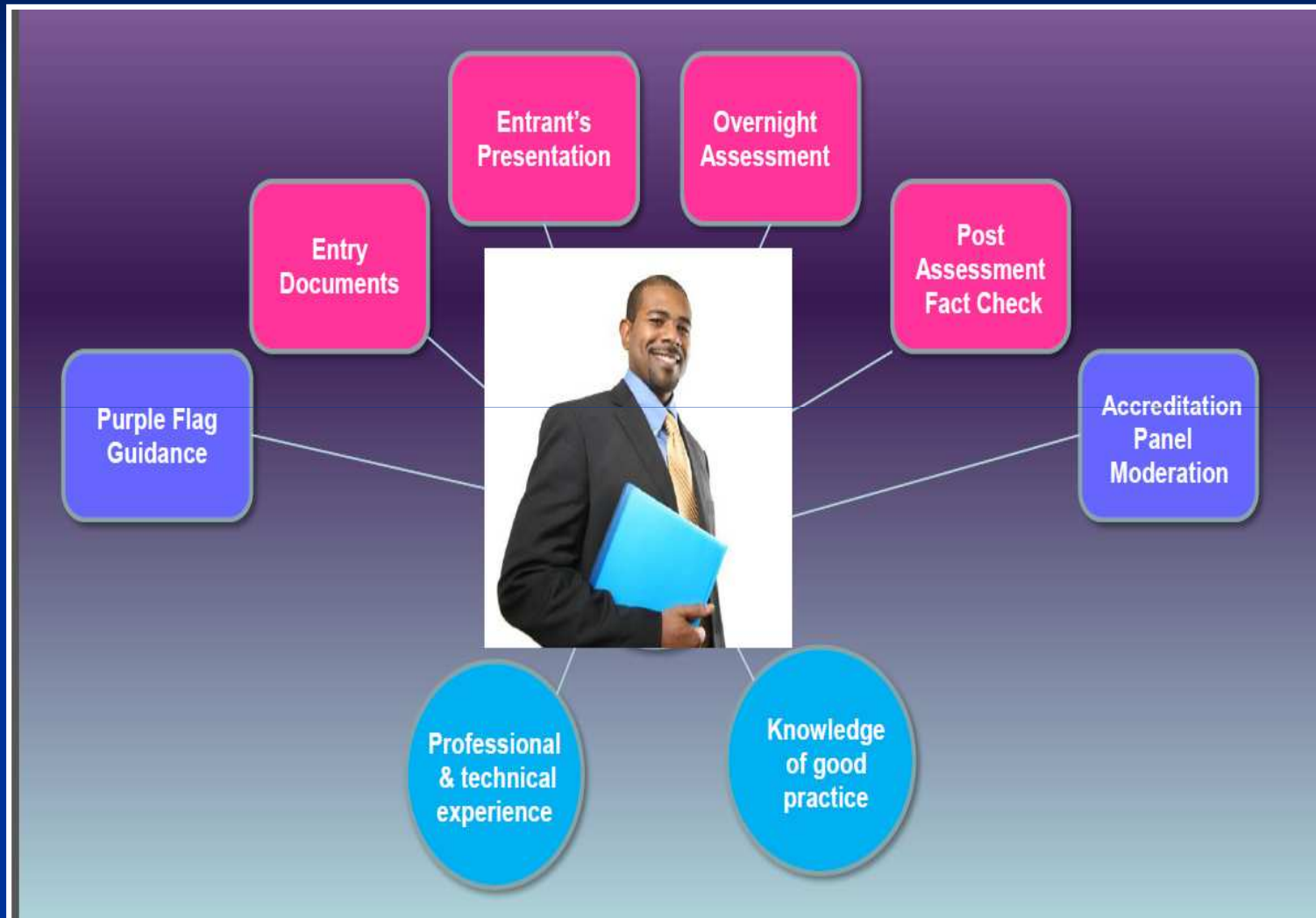
Assessors visit



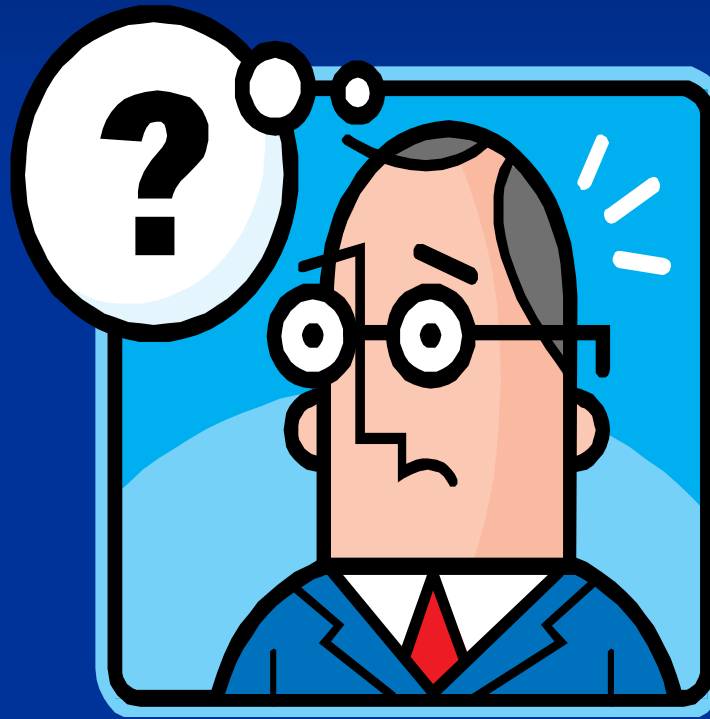
Bringing it all together



Assessors Visit



Questions



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Cleaner, Greener and Safer Communities Overview and Scrutiny Committee

Work Plan – As at 23 August 2013

| Date of Meeting | Item | Reason for Undertaking |
|---|---|--|
| 4 September 2013 (Agenda dispatch 23 August 2013) | Portfolio Holder(s) Question Time | An opportunity for the Committee to question the Portfolio Holder(s) on their priorities and work objectives for the next six months and an opportunity to address any issues or concerns that they may currently be facing. It's also an opportunity for the Portfolio Holder to flag up areas within their remit that may benefit from scrutiny in the future i.e. policy development. |
| | Mini Motos | To address the anti-social element of mini motos in the borough, in particular the effect of noise on borough residents. |
| | Purple Flag Scheme | Officer request for the committee to consider an update regarding the Purple Flag Scheme |
| 4 December 2013 (Agenda dispatch 22 November 2013) | Waste and Recycling Strategy | To consider the recommendations of the Cabinet Panel with reference to the Borough Council's Waste and Recycling Strategy before being received by Cabinet. |
| | Decriminalised Car Parking | As requested by the Committee, to address issues that have become apparent within the Borough. |
| | Vacant and derelict buildings enforcement | To ascertain what the Council's current powers are in relation to vacant and derelict buildings enforcement, and whether best use is being made of these powers. |

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| | Police and Crime Commissioner | To question and discuss policing priorities within the Borough and actions being taken to address crime. |
| 24 March 2014 (Agenda dispatch 14 March 2014) | Annual Review of the Scrutiny Committee's Work | To evaluate and review the work undertaken during 2013/14. |
| | Disabled Access / 'A'Frame Obstruction to Pavements in towns | To ensure equal access to the Borough's town centres for disabled people. |
| | Alcohol Strategy | To look at the Alcohol Strategy Action Plan and the effectiveness of the actions. |

Task and Finish Groups

Magistrates Courts Move – progress review meeting July 2013

Future Task and Finish Groups

Suggestions for Potential Future Items:

Warm Zone Delivery of Green Deal (potentially email to Committee)

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