

Economy, Environment & Place Scrutiny Committee



Date Thursday, 14th March, 2019
Time 7.00 pm
Venue Astley Room - Castle House
Contact Jayne Briscoe 2250

Castle House
Barracks Road
Newcastle
Staffs
ST5 1BL

AGENDA

PART 1- OPEN AGENDA

- 1 APOLOGIES
- 2 DECLARATIONS OF INTEREST
- 3 MINUTES OF LAST MEETING - 13 DECEMBER 2018 (Pages 3 - 6)
To consider the minutes of the last meeting of the Committee held on
- 4 ECONOMIC DEVELOPMENT YEAR 1 ACTION PLAN (NEWCASTLE TOWN CENTRE) (Pages 7 - 12)
- 5 TOWN CENTRE MARKET (Pages 13 - 44)
- 6 CONSIDERATION OF CAR PARKING ISSUES (Pages 45 - 50)
- 7 REVIEW OF HOUSING ALLOCATIONS POLICY (Pages 51 - 54)
- 8 RECYCLING AND WASTE SERVICE (Pages 55 - 66)
- 9 PROGRESS REPORT ON TREE MANAGEMENT OPERATIONS (Pages 67 - 70)
- 10 WORK PROGRAMME (Pages 71 - 74)
- 11 PUBLIC QUESTION TIME
Any member of the public wishing to submit a question must serve two clear days' notice, in writing, of any such question to the Borough Council.
- 12 URGENT BUSINESS
To consider any business which is urgent within the meaning of Section 100B (4) of the Local Government Act 1972.
- 13 DATE OF NEXT MEETING - 20 JUNE 2019

Members: Councillors S. Burgess, J Cooper, A Gardner, D. Harrison, A. Lawley, M. Olszewski, B. Panter, M. Reddish (Vice Chair), J. Tagg, G. White (Chair) and J. Williams.

SUBSTITUTE MEMBER SCHEME (Appendix 9, Section 4 of Constitution)

The Constitution provides for the appointment of Substitute members to attend Committees. The named Substitutes for this meeting are listed below:-

- T. Kearon
- A. Parker
- Mrs A Rout
- M. Stubbs
- P. Waring
- S. White
- I. Wilkes

If you are unable to attend this meeting and wish to appoint a Substitute to attend in your place you need go:

- Identify a Substitute member from the list above who is able to attend on your behalf
- Notify the Chairman of the Committee (at least 24 hours before the meeting is due to take place) NB Only 2 Substitutes per political group are allowed for each meeting and your Chairman will advise you on whether that number has been reached

Classification: NULBC **UNCLASSIFIED**

Economy, Environment & Place Scrutiny Committee - 13/12/18

ECONOMY, ENVIRONMENT & PLACE SCRUTINY COMMITTEE

Thursday, 13th December, 2018
Time of Commencement: 7.00 pm

Present:- Councillor Gary White – in the Chair

Councillors:

S. Burgess

A. Gardner

D. Harrison

A. Lawley

M. Olszewski

B. Panter

J Tagg

J Williams

Officers

Executive Director Operational Services-
David Adams, Andrew Bird - Head of
Recycling, Waste and Fleet Services,
Jayne Briscoe - Democratic Services
Officer, Jo Halliday - Head of Housing,
Regeneration and Assets and Karen
Hollinshead

Also in attendance Councillor Johnson
Portfolio Holder for Environment and
Recycling and Councillor Stephen
Sweeney Portfolio Holder for Finance
and Efficiency.

1. **APOLOGIES**

Apologies were received from the Vice Chair (Councillor Reddish) and from Councillor John Cooper.

2. **DECLARATIONS OF INTEREST**

There were no declarations of interest.

3. **MINUTES OF LAST MEETING (S)**

Resolved: That the minutes of the meetings held on 26 September and 11 October be agreed as a correct record.

4. **SMART MOTORWAY/M6 - JUNCTIONS 15 AND 16 AND IMPLICATIONS OF HS2**

Representatives from HS2 attended the meeting in response to a request from scrutiny members to examine plans and opportunities for future lobbying to improve the section of the M6 motorway that passes through the Borough Council area.

HS2 representatives made a presentation and described the roads affected by the Hybrid Bill Road including the A51 Stone Road, A53 Newcastle Road and A51 Nantwich Road together with proposals designed to offer permanent improvement at the Hanchurch junction (near j15) through additional junction capacity. As part of

arrangements a highways working group had been established with Staffordshire County Council

Hybrid Bills are used to provide powers to build maintain and operate major infrastructure projects whilst those specifically and directly affected had a right to be heard, change was a natural part of the process.

Members were concerned about the impact of construction traffic on the area the evidential results of the modelling exercise currently being undertaken into traffic flows.

Agreed: That the presentation be noted ????

5. **REVIEW OF TOWN CENTRE CAR PARKS**

Members considered a report on the management and operation of town centre car parks. The report by the Executive Director (Regeneration and Development) followed discussions with the Newcastle BID and with the aim of increasing usage, and increasing footfall to improve the town centre economy and stability of income for the authority.

Cabinet (17/10/2018) approved a number of recommendations in relation to the charging policy on town centre car parks and scrutiny members reviewed the progress made.

Scrutiny members raised the following issues/ area of concern:-

- the availability of spaces/signage for blue badge holders
- clarification needed on the location of Borough car parks which operated a reduced charge
- there was confusion on the division of enforcement responsibilities between on-street parking and Borough car parks
- the introduction of cashless pay be progressed and the facility to Pay by Phone on Borough car parks be highlighted
- further investment was required at the Midway car park including regular cleaning to enhance the customer experience

The Chair highlighted the imperative from the Newcastle BID for action to be taken to encourage footfall within the town centre in advance of the 10 year Parking Strategy which was being developed.

Agreed: That Cabinet be informed of the comments from scrutiny members.

6. **BOROUGH MARKET MANAGEMENT**

Members received a briefing report from the Executive Director (Regeneration and Development) following a Cabinet decision (7/11/2018) to review the operation of the market.

The review process, which was anticipated to be developed by February 2019 would include an analysis of customer facing opinions on the management review, would include an independent opinion from the National Association of British Market Authorities together with work undertaken previously by this Committee.

Agreed: That the report be noted, and Cabinet be requested to continue to consult with this Scrutiny Committee and the reasons for the failure of the previous tender are reported to this Committee.

7. **DISCRETIONARY GRANTS SCHEME**

In response to a request from the Newcastle BID the interim Executive Director of Resources and Support Services submitted a report which outlined the discretionary rate relief fund which operated in the Borough for 4 years from 2017-2018 to support businesses that faced the steepest increase in their business rate bills as a result of the 2017 revaluation.

Under this scheme Newcastle under Lyme had been awarded a total of £468,000 up to 2020/2021. Eligibility criteria were set out together with the amount of relief which would be awarded automatically to qualifying ratepayers.

Agreed: That the report be noted

8. **RECYCLING AND WASTE SERVICE**

In accordance with a request from this Committee the Executive Director of Operational Services submitted an update report on the recycling and waste service which included:-

- Progress on the introduction of Chargeable Garden Waste
- Progress on the planning for changes to the dry recycling and separate food waste service
- A briefing on how the department copes with bad weather and contingency plans for this year
- Staff absence issues affecting the service this year, how the department copes and contingency plans
- Quarter 2 performance (for information)
- The Communications Plan

The Chair commented on the 20% absence rate, which he considered could not be sustained and confirmed that he had requested support from the HR function to help address this issue.

At the time of the report 1,500 residents had subscribed to the green waste recycling scheme, 15,000 subscriptions would ensure the scheme was economically viable.

Information was requested on the number of missed assisted collections as a comparison to the missed collections as a whole.

An alternative to wheelie bins for areas of terraced houses was also requested.

Agreed: That the report be noted

9. **WORK PROGRAMME**

Agreed: (i) That the work programme be amended to reflect that a report on the recycling and waste service will be submitted to every scheduled meeting of this Scrutiny Committee.

(ii) That the issue of single use plastics be considered at the March meeting of this Scrutiny Committee.

(iii) That the Chair, in consultation with the Leader, progress 6 monthly report to this Committee on the Joint Local Plan.

10. **PUBLIC QUESTION TIME**

There were no questions from members of the public.

11. **URGENT BUSINESS**

There were no items of urgent business

COUNCILLOR GARY WHITE
Chair

Meeting concluded at 9.10 pm

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
ECONOMY, ENVIRONMENT AND PLACE SCRUTINY COMMITTEE**

14 March 2019

1. Economic Development Strategy Year 1 Action Plan (Newcastle Town Centre)

Submitted by: Regeneration and Economic Development Manager

Portfolio: Corporate and Service Improvement, People and Partnerships

Ward(s) affected: All

Purpose of the Report

Report on Economic Development Strategy Year 1 Action Plan, specifically actions relating to Newcastle Town Centre.

Recommendations

- **That members consider the town centre projects listed in the report and make any recommendations on the Economic Development Strategy Action Plan**

Reasons

In order to sustain and improve our town centre to increase footfall and support town centre businesses.

Background

1. Following consultation with partners and the local business community, Cabinet March 2018 approved the Economic Development Strategy 2018 – 2023 and authorised work on the Year 1 Action Plan, which was approved at Cabinet 6 June 2018. Whilst work is ongoing against this plan, it should be noted that the Economic Development Plan is due to be refreshed by Cabinet to reflect the new Council Plan adopted in the autumn of 2018.
2. The Action Plan, which is based on the four priorities of Business Intelligence and support, Place and Infrastructure/Sites and Premises, Skills and Innovation is refreshed annually and sets out in more detail how the agreed aims and objectives of the EDS will be delivered.
3. The focus of this report is specifically on the Newcastle Town Centre element of the Year 1 Action Plan. These actions are:
 - a. Work with Newcastle BID to promote the town centre as a place to visit, work and live.
 - b. Work with the developers of the Ryecroft area of town to secure a development that will add to the economic vitality of the town.
 - c. Bring forward proposals for retail and business accommodation in the town centre with priority placed on growing its professional services and a distinctive retail offer.

Issues

4. Town centres across the country are going through unprecedented change with vacancy rates increasing as more people shop on line and visit places where they can enjoy a wider experience rather than just shopping.
5. Newcastle town centre has suffered the same challenges as other towns across the County. Our town centre vacancy rate has increased significantly to over 17% which is higher than the West Mids and national averages.
6. Newcastle has lost some very significant names over the last few years, partly due to mergers, such as Argos moving into Sainsbury's, which has impacted negatively on town centre footfall, changing business models such as Burton's (Arcadia Group), Jessops, Royal Bank of Scotland responding to demand of online banking and the out of town impact of Next at Festival Park and M&S at Wolstanton retail centre.
7. The town's three covered facilities also experience high vacancies and/or turnover of tenants (Roebuck, Astley Walk, and Lymelight Boulevard). And the historic market is in need of refurbishment and rejuvenation.
8. The town's independent sector is reasonably healthy but we have lost several key businesses who were footfall attractors in their own right to the Trentham Gardens Estate.
9. Addressing these issues requires concerted effort across a range of work areas, including the three action areas presented in this report. Work on this area is also captured in the Growth Deal recently agreed with Staffordshire County Council, and under that Deal we will be progressing two linked, but discrete work packages:
 - **Healthy High St** – reflecting the trading conditions, and actions which can be taken to support economic vibrancy;
 - **Diversification** – reflecting the need to re-purpose under-utilised of redundant assets for residential and non-retail employment uses.

Work with Newcastle BID to promote the town centre as a place to visit, work and live

10. Newcastle-under-Lyme Borough Council continues to enjoy a positive relationship with the BID, and works in partnership with the BID to address town centre challenges. Work with the BID has focussed on developing cultural tourism in order to increase footfall in the town centre, support and attract more businesses and to secure external funding from organisations such as Arts Council England and Heritage Lottery to support this area of work.
11. The cultural offer in the town centre has grown almost out of recognition, including the following events which help to raise our profile with diverse audiences, confirming the town centre as a hub of exciting opportunities. We know that when these town centre events take place our footfall is increased and town centre businesses are supported:
 - The Lymelight Festival, led by local businesses and featuring local artists and craftspeople;
 - The Jazz & Blues festival has been revitalised;
 - The Homecoming, celebrating Newcastle's connection to Philip Astley, father of the modern circus.
 - The community led Food Fair

12. In the run up to Christmas 2018, the Council worked with the BID to devise a new programme of parking charges to help improve visits and dwell time in the town. The impact of this is covered elsewhere on the agenda for this meeting.
13. We have also worked with the County Council to improve public realm in Red Lion Square, which resulted in an attractive new square where people gather to enjoy time out from their day and it enabled Newcastle to present its first outdoor photography exhibition, working with Appetite (Creative People and Places Stoke on Trent) to show the history of Circus as part of the Circus 250 national celebrations. The Red Lion Square project also won the Institution of Highway Engineers, Mercia Awards 2018 Small Project of the Year.
14. In addition to work undertaken directly with the BID, the Council is bringing forward a programme of action under the Healthy High Street concept which includes:
 - **Re-invigorating the market:** Health Check has been undertaken by the National Association of British Market Authorities (NABNA), and Cabinet will shortly consider an action plan for the market which involves a significant shift in the current management focus.
 - **Car parking** – review of parking to be undertaken by Summer 2019, with the aim to deliver a Parking Strategy which supports the town centre economy
 - **Football generators** – explore potential for further events/animation activity to enhance distinctiveness of destination, building on past success
 - **Public realm** – Ensuring we continue to have an attractive day & night time environment
 - **CCTV** – review agreed by NBC, to look at modernising the assets and enhancing coverage
 - **Virtual high street** – Explore with businesses and subject experts how to develop and exploit internet and social media capability, to put local businesses in a strong position to address changing trading environment
 - **Promotion/profile raising** – concerted effort to promote Newcastle Under Lyme as a destination

Work with the developers of the Ryecroft area of town to secure a development that will add to the economic vitality of the town:

15. The Ryecroft development has been slowed by the rapid change to retail demand in town centres. However, it remains a key regeneration priority and is reflected in the Growth Deal which Newcastle-under-Lyme Borough Council and Staffordshire County Council have signed up to. Officers are working in partnership with the County Council to promote regeneration of the town centre in order to protect and enhance the existing retail offer, reduce leakage spend and reinstate the town to its rightful place in the retail hierarchy. Ryecroft is at the heart of the partnership and we are determined to pave the way for a comprehensive scheme that provides new anchorage and reinforces local distinctiveness. Talks are currently taking place with the developers HDD to explore options for the way forward.
16. As a temporary measure we are exploring options for large scale events to take place on the site. The most recent example of this is Gandey's Circus, which builds further on our circus theme and encourages more visitors to the town centre.

Bring forward proposals for retail and business accommodation in the town centre with priority placed on growing its professional services and a distinctive retail offer:

17. This action is very much the focus of the “diversification” element of the Growth Deal outlined above, involving the repurposing of underutilised assets.

18. Council assets continue to be marketed to attract both retail and professional services. Talks are currently taking place regarding options for the upper floors of Lancaster Building. Merrial Street ground floor premises are full and upper floors in talks. Fogg Street is currently full.
19. The Guildhall has now been reopened as a Community and Voluntary sector hub, managed by Support Staffordshire to provide community services for the people of Newcastle, and attracting footfall to through the services on offer.
20. Longer term we know we have to regenerate our town centre by facilitating new and different employment opportunities, an improved cultural offer, local services, leisure facilities and housing. In order to progress this, officers are submitting a bid to the Future High Streets Fund, and will also be exploring the opportunities arising from the recently announced Supporting Towns funding which is likely to provide more detail during the summer.
21. Both these funding opportunities recognise the impact of changing retail demands on town centres and our high streets, which local areas are struggling to address.

Options

22. The only option considered is to continue to work with partners to support the town centre as this clearly fits within the corporate priority of a Town Centre for All.

Proposal

- Work with partners to secure external funding (Future High Streets Fund, Supporting Towns Fund, Shared Prosperity Fund and LEP) for the town centre specifically the Ryecroft site
- Work with the BID to secure Arts Council funding for the annual Homecoming event and other cultural events throughout the year (Heritage Lottery)
- Work with County to design new wayfinding that reflects the changes in the town centre such as Castle House and renew town centre road signage to help reduce congestion and improve air quality.
- Continue to work with HDD to find a development solution for Ryecroft
- Promote town centre council assets for retail, office and other uses to increase footfall.

Reasons for Preferred Solution

23. In order to sustain and improve our town centre offer for the benefit of our communities the Council needs to work on the above projects.

Outcomes Linked to Sustainable Community Strategy and Corporate Priorities

24. The actions outlined meet the corporate priority of a 'Town Centre for All'.

Legal and Statutory Implications

25. None

Equality Impact Assessment

26. There are no specific requirements however projects such as the Guildhall for Community and Voluntary use has resulted in improved access to these services right at the heart of our town

centre. Some of these customers will be vulnerable and therefore have benefitted from easy town centre access to services.

Financial and Resource Implications

27. Each project will require its own financial appraisal and allocation of funding taking into account the outcome so external funding bids and partner support.

Major Risks

28. If we do nothing it is likely the town centre will decline even further, which will impact on local job and services for the people of the Borough.

Sustainability and Climate Change Implications

29. The town centre signage scheme seeks to support wider objectives of clean air in the town and reducing cars queuing around the town centre.

Key Decision Information

30. This is not a key decision item.

Earlier Cabinet/Committee Resolutions

31. In March 2018 Cabinet approved the Economic Development Strategy 2018 and a further report on the Action Plan in June 2018.

List of Appendices

32. None.

Background Papers

33. Future High Streets Fund submission criteria.

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
ECONOMIC DEVELOPMENT AND ENTERPRISE
SCRUTINY COMMITTEE COMMITTEE**

Date 14 March 2019

1. **REPORT TITLE** Newcastle-under-Lyme Town Centre Market
- Submitted by:** Markets & Regeneration Officer
- Portfolio:** Finance and Efficiency
- Ward(s) affected:** Town directly (and wider borough indirectly)

Purpose of the Report

To report to the Committee the responses to the market consultations.

Recommendations

- a) That Members consider the consultation responses.
- b) That the view of the Economy, Environment and Place Scrutiny Committee members received at this meeting are reflected in the findings of the review of the town centre market.

Reasons

The Council is committed to improving the market as part of a wider package of support for the town centre. One of the first stages is to consult on what the members of the public and traders think of the market in order to influence the options available for improvements. Scrutiny Committee have asked to review the consultation responses as part of the market review.

1. **Background**

- 1.1 At its meeting of 7 November 2018 Cabinet considered a report on Newcastle market and resolved to undertake a review of its operation in cooperation and consultation with interested local parties. Work to complete the review is underway and two key elements of the consultation are now complete.
- 1.2 The first element was a consultation with the general public, which was conducted by the Council's Communications Team in co-operation with members of the Council's Market Team. This attempted to reach both people who shop on the market currently and also those who use the town centre but do not shop on the market. For those who shop on the market the consultation measured what was valued about the market and also what could be improved. For those who do not shop on the market it evaluated why this was the case and what might attract them as market shoppers. The full report is Annex 1 to this report.
- 1.3 The second element of the review was a consultation with market traders. This element was completed with the support of the National Association of British Market Authorities (NABMA) who attended the market on a Friday and Saturday in February 2019 to conduct semi-structured interviews with a number of market traders. The report is Annex 2 to this report.

2. **Issues**

- 2.1 To develop effective improvements to the market it is important that the Council considers the views of our customers and traders. The Customer consultation was actively promoted via a number of methods which included:
- I. The Council's website;
 - II. Social media;
 - III. Through Newcastle-under-Lyme Business Improvement District;
 - IV. Via QR codes which were displayed on the market and in reception at Castle House and Kidsgrove Customer Service Centre;
 - V. Distribution of paper copies of the survey by market traders and at the Guildhall.
- 2.2 287 customer questionnaires were submitted in the customer consultation period. Responses were received from every ward except for Talke and Butt Lane. A number of responses were also received from residents of Stoke on Trent. Whilst a number of the responses dealt with wider town centre issues the majority of responses concentrated on the market itself.
- 2.3 25 market traders took part in semi-structured interviews. The interviews were used to find out some background on the traders themselves, what it is like to trade on the market and then the opportunity for additional comments was given.
- 2.4 Key emerging themes are:
- i) That some of the general market days are valued more greatly than others and this may provide us with the opportunity to focus the trading days to those that are more popular.
 - ii) Whilst it is generally felt that the market is in the right location in town the stalls are too spread out and do not encourage a sense of enclosure and busyness that is generally associated with market shopping. This will give us the opportunity to consolidate the market over a temporary period to see how customers and traders respond to this.
 - iii) There is an appetite for themed or specialist markets in Newcastle town centre such as the artisan markets which have proved very popular and have encouraged new customers
 - iv) The need to better promote the market both to new market traders and to customers to the market. This may provide us with the opportunity to actively recruit new traders that complement existing ones to provide products and services currently not available such as street food, barbers, fabric, speciality foods such as cheese, homeware and IT services. We can build on past experience to promote the market through branded products such as sustainable bags and use this branding for other products to raise the profile of the market.
- These are described in more detail in the Annexes attached.

3. **Options Considered**

- 3.1 If the town centre market is to be revitalised then officers will need to complete the review as proposed in the November 2018 Cabinet Report with a view to making recommendations on the future of market provision in Newcastle town centre.

4. **Proposal**

4.1 That Members endorse the Council's commitment to improve the markets and as part of this consider the consultation responses in the appendices.

5. **Reasons for Preferred Solution**

5.1 To pursue the revitalisation of markets in Newcastle town centre it is appropriate that Scrutiny Members consider the consultation responses and make any other recommendations as part of the consultation stage of the market review.

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

6.1 It is considered that the future success of markets in Newcastle town centre contributes to the following priorities in the Council Plan 2018-22.

- a) Local Services that Work for Local People
- b) A Town Centre for All

7. **Legal and Statutory Implications**

7.1 The Council has an ancient Charter right to operate a market within Newcastle but no Statutory obligation to run one. The ancient right is supported by provisions within Part III of the Food Act 1984.

7.2 The Council is not obliged to consult on the future of Newcastle market but it is in line with Council corporate priorities to do so in the interests of producing a locally responsive service.

8. **Equality Impact Assessment**

8.1 There is no identified equality issues as the review of the market is intended to seek an improvement of the service to all customers. It could be considered that by retaining a street market in Newcastle town centre the Council is retaining a highly accessible form of retail in the town centre.

8.2 The market consultation was widely promoted and open to all sections of the local community to respond to.

9. **Financial and Resource Implications**

9.1 The market review is being conducted using the existing resources of the Council including the Council's membership of NABMA.

9.2 It is appropriate to consider the financial and resource implications of the market review at a later stage as its findings and recommendations are developed.

10. **Major Risks**

10.1 The major risk at this stage is that if no action is taken to improve the performance of the town centre market then it will continue to face challenges and decline.

10.2 Any significant risks identified as a result of the market review will be recorded in the Council's Corporate Risk Register.

11. **Sustainability and Climate Change Implications**

11.1 Markets remain a sustainable retail option. In particular Newcastle market operates in a town centre location that is accessible by public transport and is within easy walking distance of a number of residential areas. The fresh produce on offer on the market uses less packaging than is commonly used by larger retailers and so offers consumers a less plastic intensive shopping option.

12. **Key Decision Information**

12.1 This is not a key decision item. The town centre market is in the Town Ward; however market customers will be drawn from a wider area of the Borough.

12.2 The market review is on the agreed reporting schedule for the Economy, Environment and Place Scrutiny Committee.

13. **Earlier Cabinet/Committee Resolutions**

13.1 7 November 2018

14. **List of Appendices**

14.1 Newcastle Market Survey

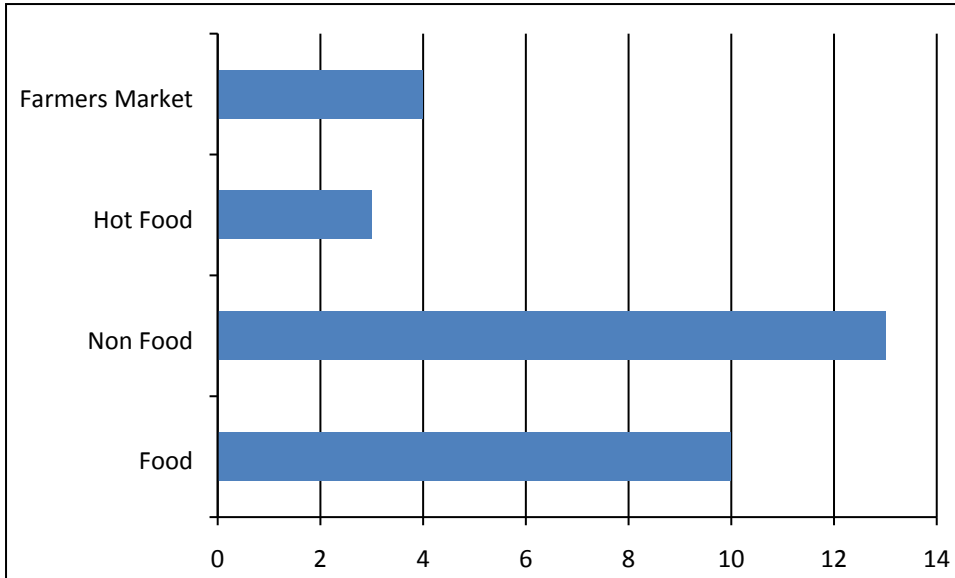
14.2 Newcastle under Lyme Trader Survey

15. **Background Papers**

15.1 None.

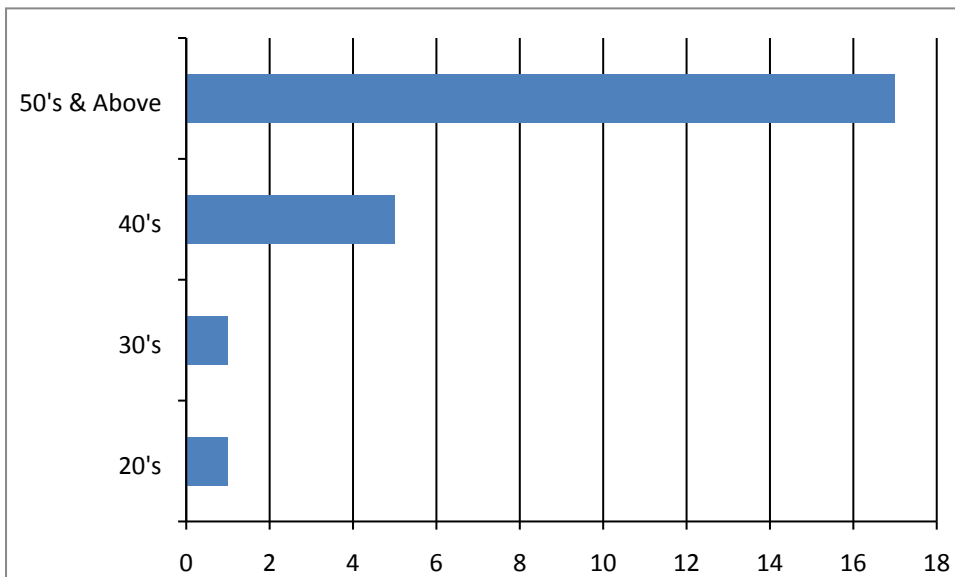
NEWCASTLE UNDER LYME – TRADER SURVEY (15th and 16th February 2019)

1. What do you sell (choose all that apply)?



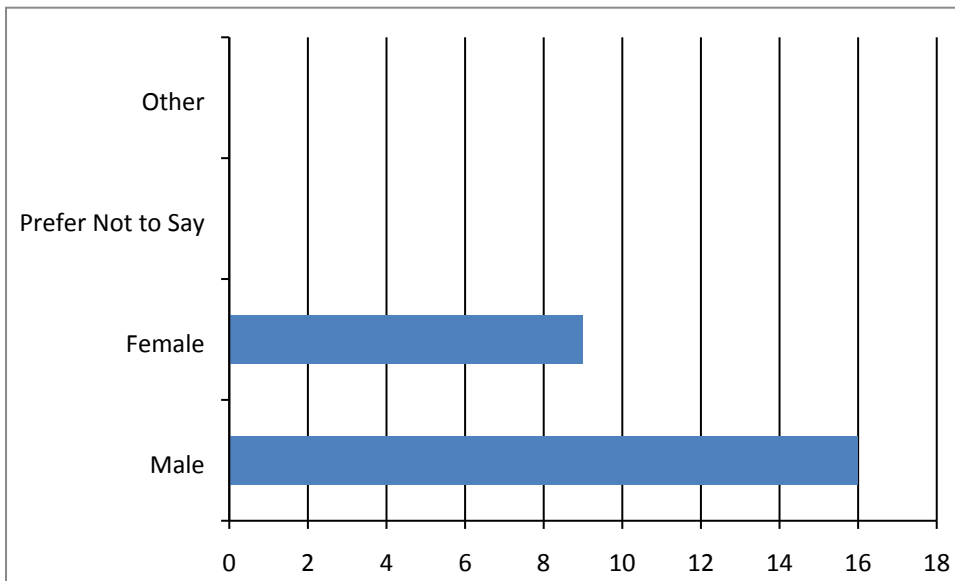
Food	10
Non Food	13
Hot Food	3
Farmers Market	4

Q2. What is your age range?



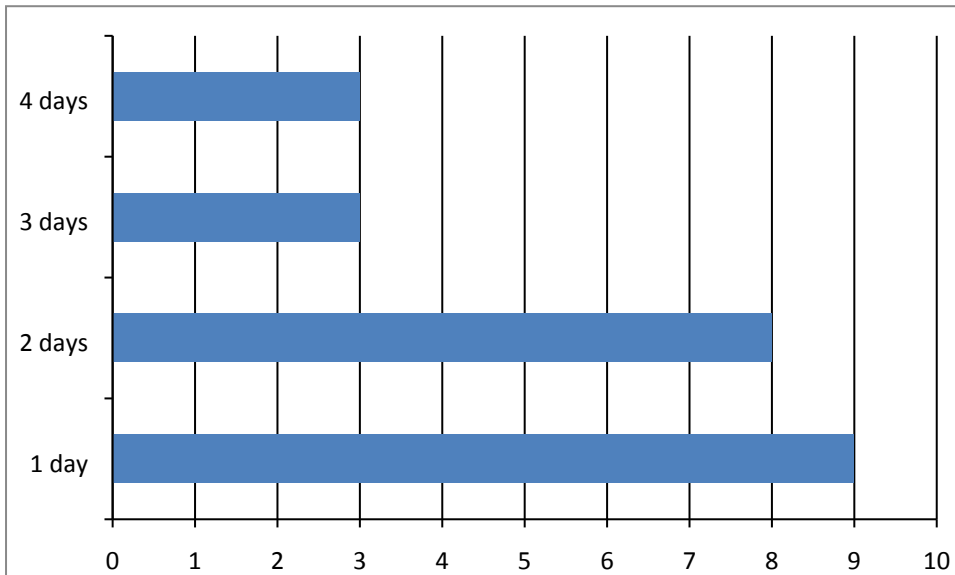
20's	1
30's	1
40's	5

Q3. What gender do you consider yourself to be?



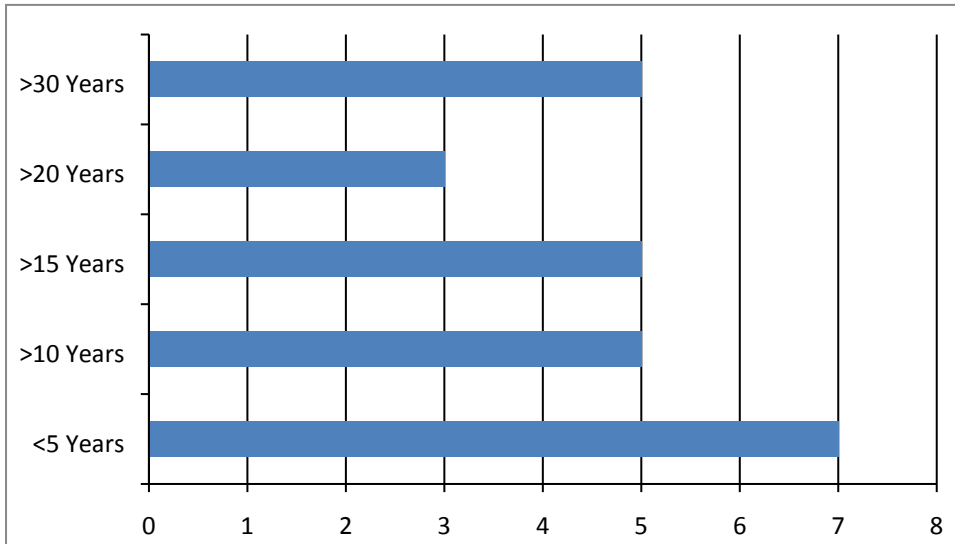
Male	16
Female	9
Prefer Not to Say	0
Other	0

Q4. How many days do you trade on this market?



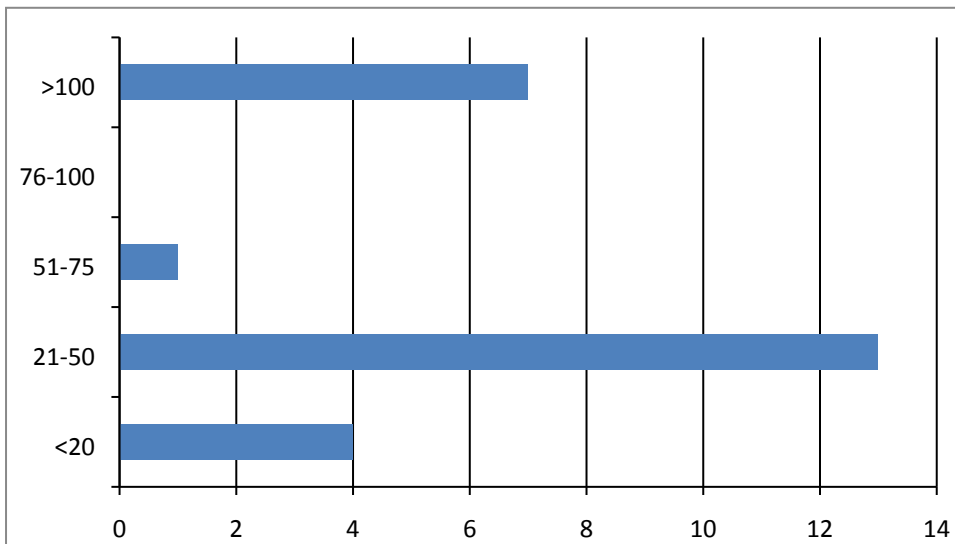
1 day	9
2 days	8
3 days	3
4 days	3

Q5. How many years have you traded on this market?



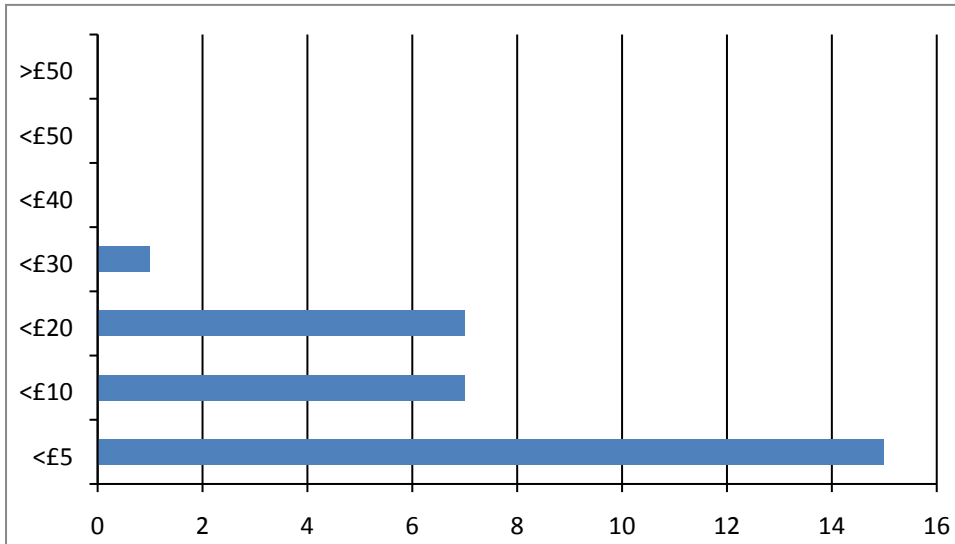
<5 Years	7
>10 Years	5
>15 Years	5
>20 Years	3
>30 Years	5

Q6. On average, how many customers do you serve each day?



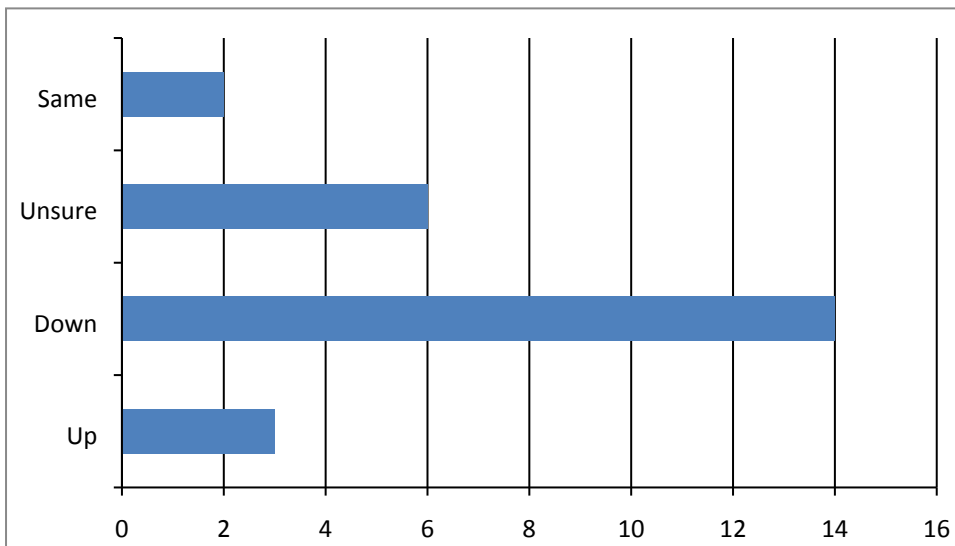
<20	4
21-50	13
51-75	1
76-100	0
>100	7

Q7. What is your average transaction value?



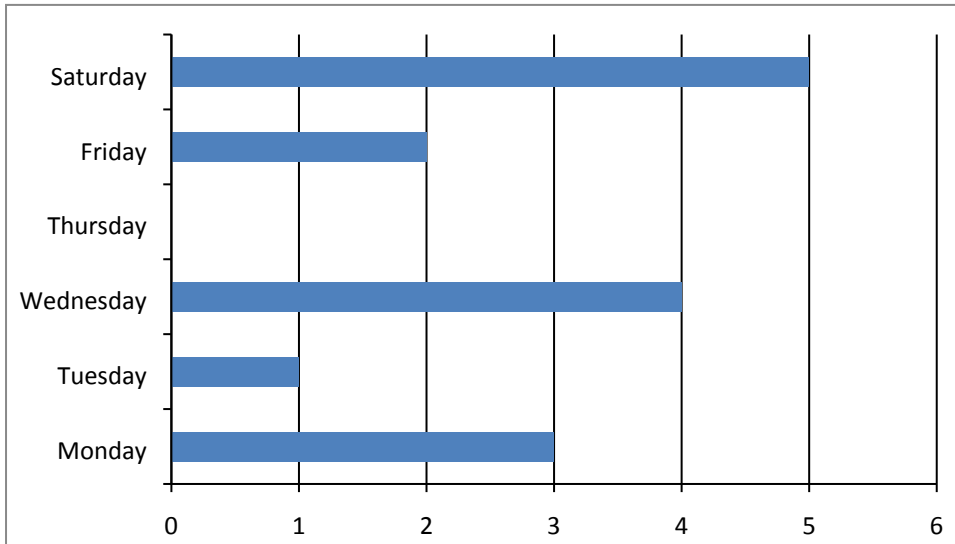
<£5	15
<£10	7
<£20	7
<£30	1
<£40	0
<£50	0
>£50	0

Q8. Has your average transaction value gone up or down in the last 5 years?



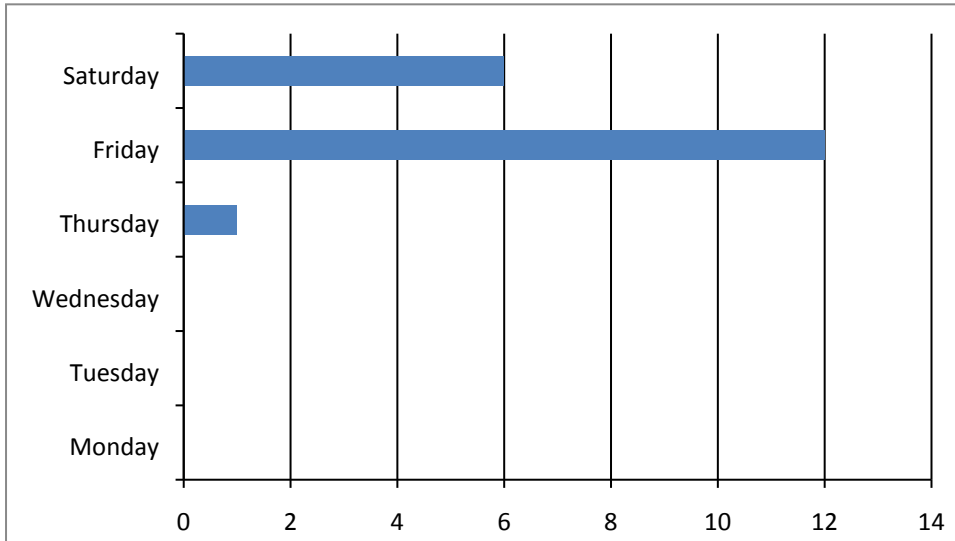
Up	3
Down	14
Unsure	6
Same	2

Q9. What is your LEAST profitable day?



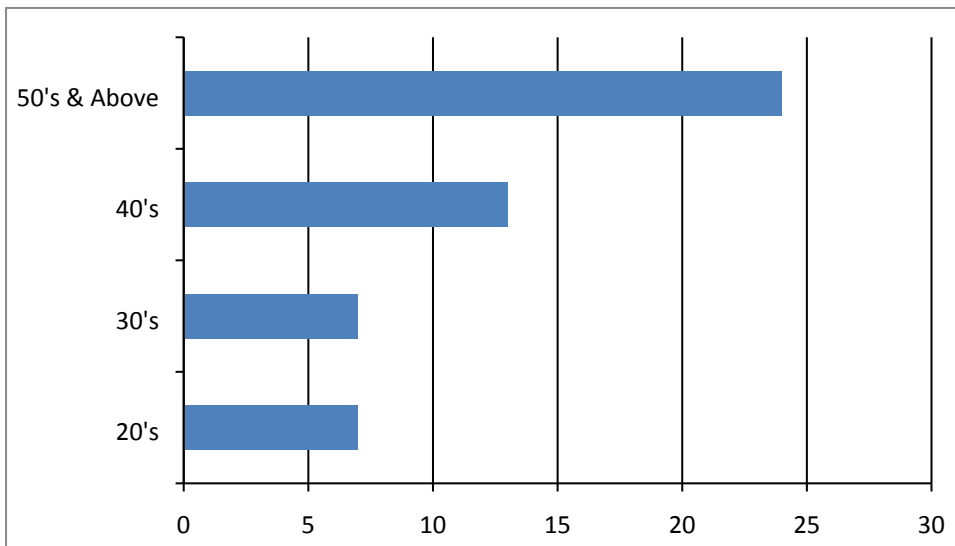
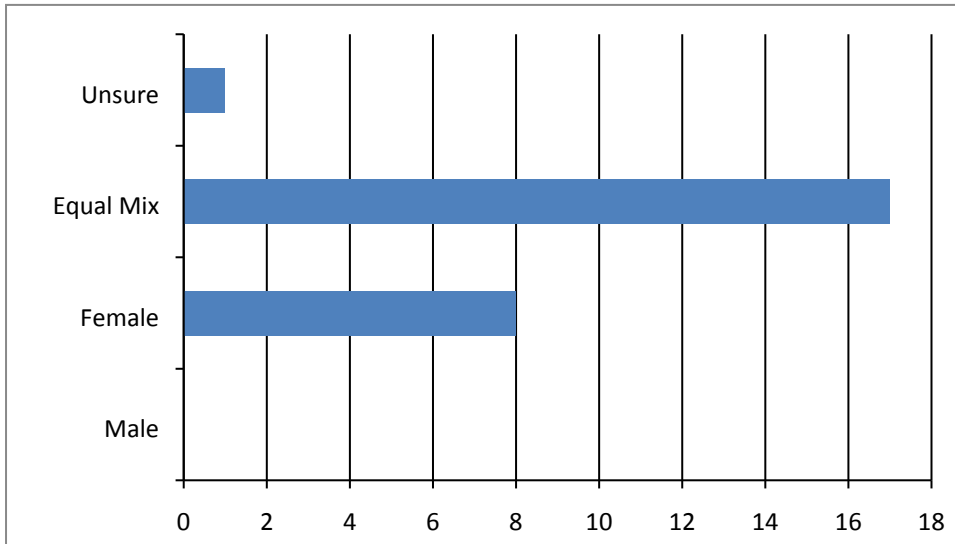
Monday	3
Tuesday	1
Wednesday	4
Thursday	0
Friday	2
Saturday	5

Q10. What is your MOST profitable day?



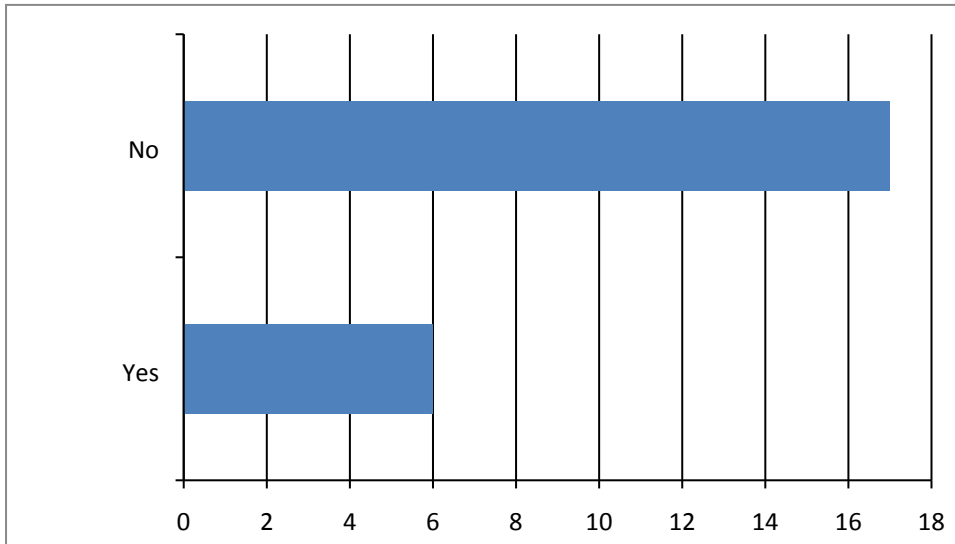
Monday	
Tuesday	
Wednesday	
Thursday	1
Friday	12
Saturday	6

Q11. What gender would you say the majority of your customers are?



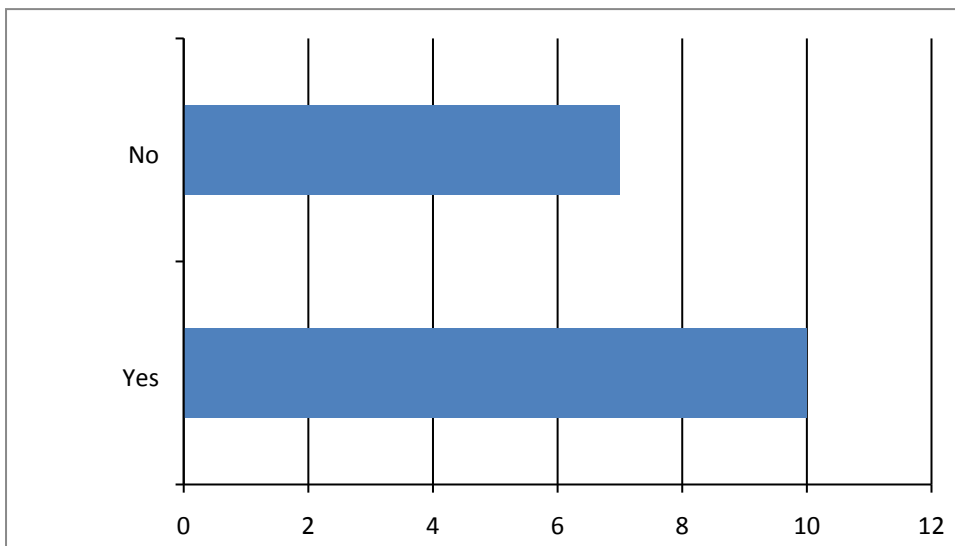
Male	0
Female	8
Equal	
Mix	17
Unsure	1
20's	7
30's	7
40's	13
50's &	
Above	24

Q12. Do you accept card payments?



Yes	6
No	17

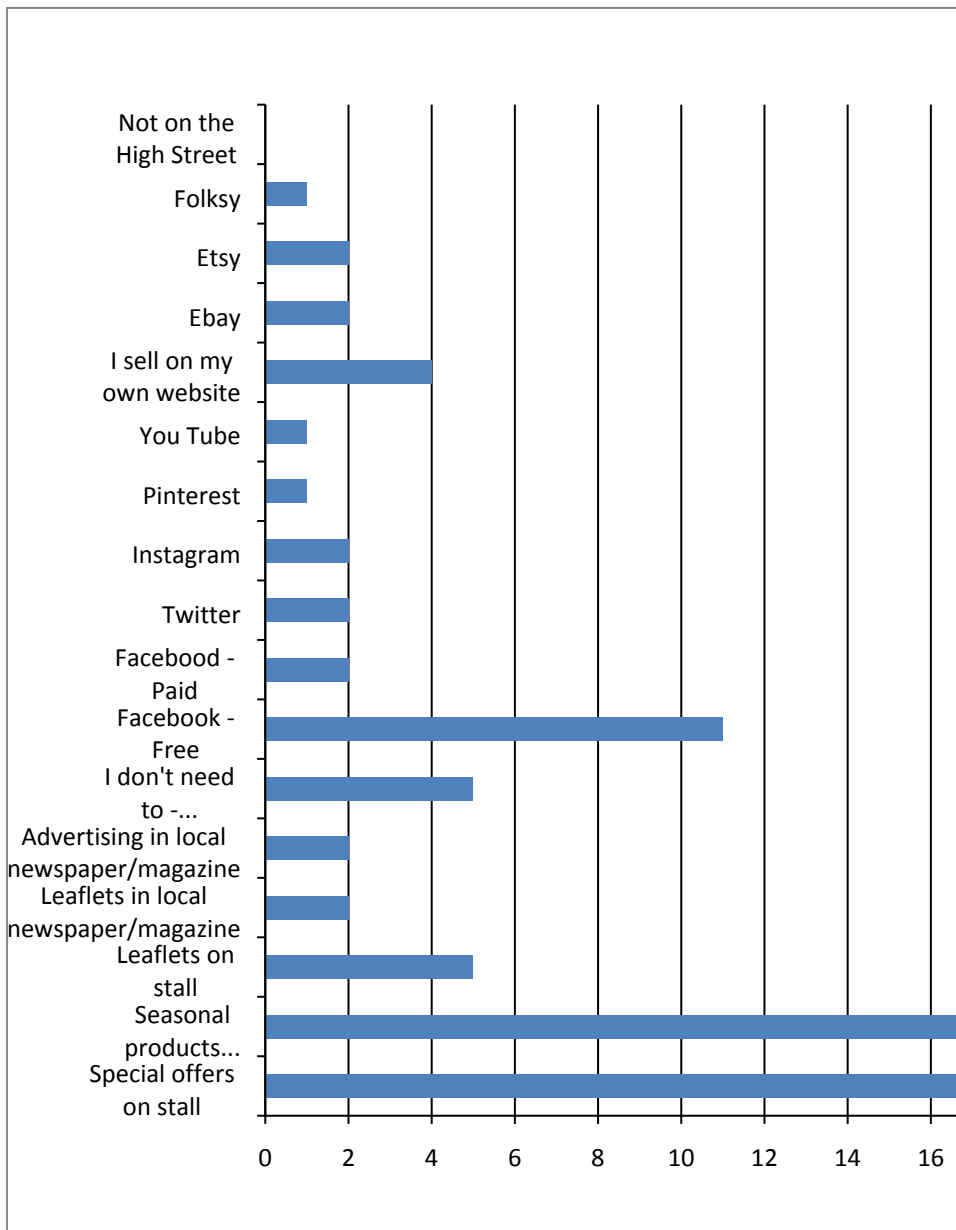
Q13. Would you be willing to accept card payments?



Yes	10
No	7

Comments: Needs to be easy and cheap or not worth it. Customers don't want it – ATM opposite.

Q14. Which of the following apply to your business?



Special offers on stall	17
Seasonal products and services	17
Leaflets on stall	5
Leaflets in local newspaper/magazine	2
Advertising in local newspaper/magazine	2
I don't need to - customers recommend me by word of mouth	5
Facebook - Free	11
Facebook - Paid	2
Twitter	2
Instagram	2
Pinterest	1
You Tube	1
I sell on my own website	4
EBay	2
Etsy	2
Folksy	1
Not on the High Street	0

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Newcastle market survey



[Background](#)

[Headline findings](#)

[Location of respondents](#)

[Age profile](#)

[Customer insight data](#)

[Analysis](#)

Background

- 287 questionnaires were submitted between 19 December 2018 and 1 February 2019.
- Responses have been received from every ward except for Talke and Butt Lane.
 - 30 responses from Stoke-on-Trent

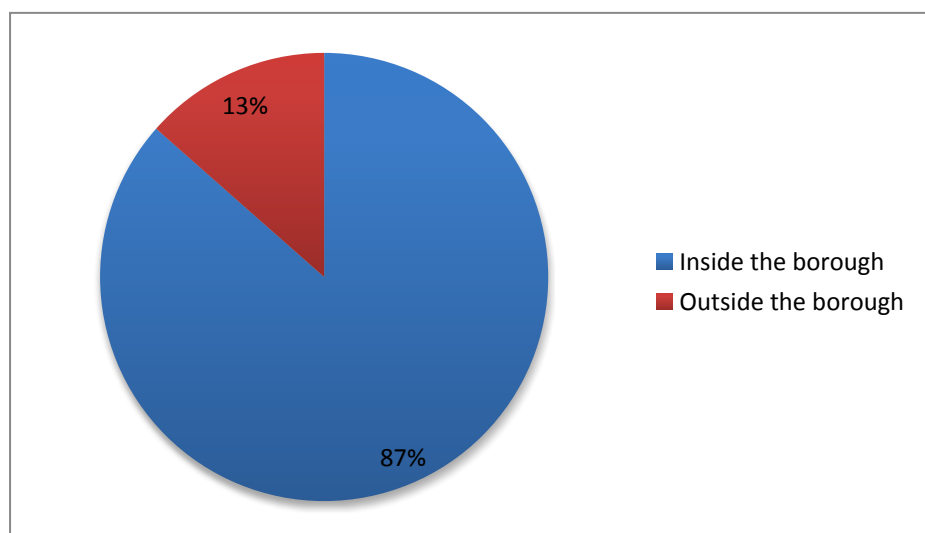
Headline findings

- 59 per cent aged over 50
- 56 per cent shopped at least several times a week
- Food, plants/flowers and bric-a-brac the most popular stalls
- Saturday and Friday the most popular days, followed by Monday
- 87 per cent think the market is in the right location
- Farmers market and general market seem welcoming
 - Antique and bric-a-brac markets not seen as welcoming
- 57 per cent feel the market is too spread out.
 - 64 per cent would look more if they were clustered more closely together
- Themed markets would be popular
 - In particular food, craft and continental
- 42 per cent would visit more if the general market was on fewer days
- 86 per cent who don't shop on the market did so in the past
 - 44 per cent shop on other markets – Leek and Hanley the most popular
- 94 per cent would shop more if they were offering something special
 - Food was the most popular response
- 56 per cent would shop more if card payment was accepted

Location of respondents

Respondents were asked to provide their home postcode – 252 did provide some sort of answer, but unfortunately 43 only put ST5 (40) or ST7 (3). For the purposes of this analysis they have been classed as being in the borough as almost all such postcodes are (though ST7 can cover the Cheshire East towns/villages of Alsager, Rode Heath and Scholar Green).

So 87 per cent of respondents were from the borough, with the remaining 13 per cent from outside – almost completely from Stoke-on-Trent.



There was a reasonable geographical spread – 20 of the borough's 21 wards were represented (all except Talke & Butt Lane), with quite a high number from neighbouring Stoke-on-Trent. It will be of little surprise to see that the most common ward for respondents was Town, where the market is based, with relatively few from wards in the north of the borough like Kidsgrove & Ravenscliffe and Newchapel & Mow Cop or the south such as Loggerheads and Maer & Whitmore.

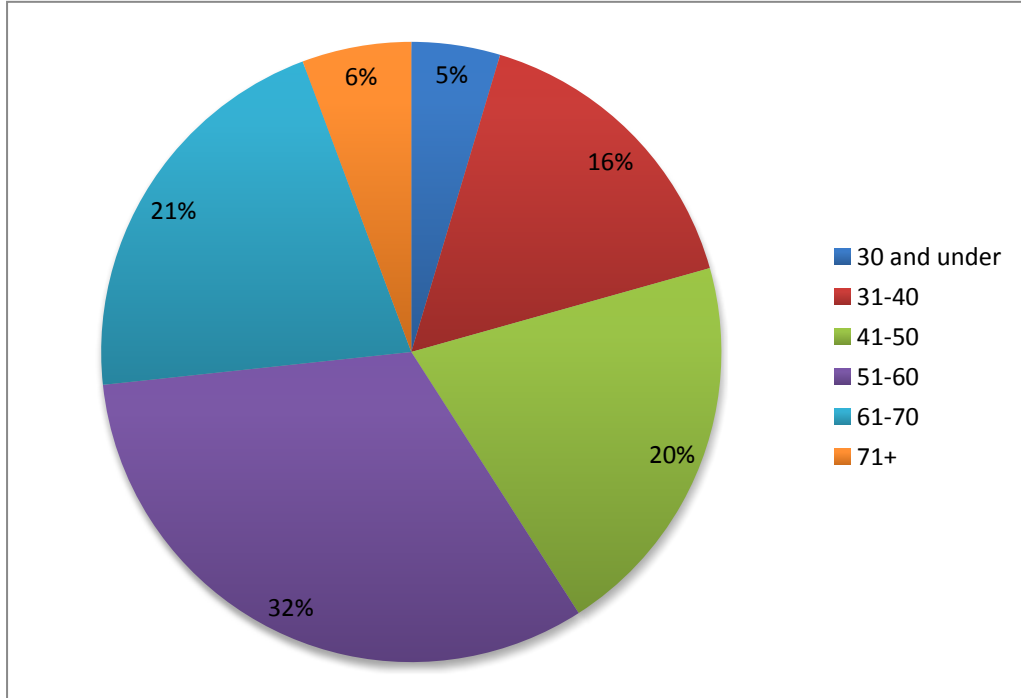
Table 1: Responses by Newcastle-under-Lyme Borough ward or non-borough area. 248 respondents

Audley	9	Newchapel & Mow Cop	2
Bradwell	11	Silverdale	5
Clayton	7	Thistleberry	16
Crackley & Red Street	2	Town	25
Cross Heath	13	Westbury Park & Northwood	12
Holditch & Chesterton	9	Westlands	19
Keele	3	Wolstanton	10
Kidsgrove & Ravenscliffe	1	Unspecified ST5	40
Knutton	5	Unspecified ST7	3
Loggerheads	2	Stoke-on-Trent	30
Madeley & Betley	6	Endon	1
Maer & Whitmore	3	Macclesfield	1
May Bank	15	Preston	1

Age profile of respondents

281 respondents said which age group they were in and this shows that 59 per cent were aged 51 and above. 21 per cent were aged 40 and below, but only 5 per cent were aged 30 and below.

Figure 1: Age group of respondents. 281 respondents



Customer insight data

Experian's Mosaic data suggests that the sample of respondents are largely representative of the borough's population. One group that is massively under-represented is group M, which contains fairly deprived families, normally with young children. Also under-represented is group A, which contains affluent (often retired) rural residents. Over-represented particularly are group N, made up of mostly pensioners who are struggling financially.

Table 2: Socioeconomic groups based on the postcode of 191 respondents

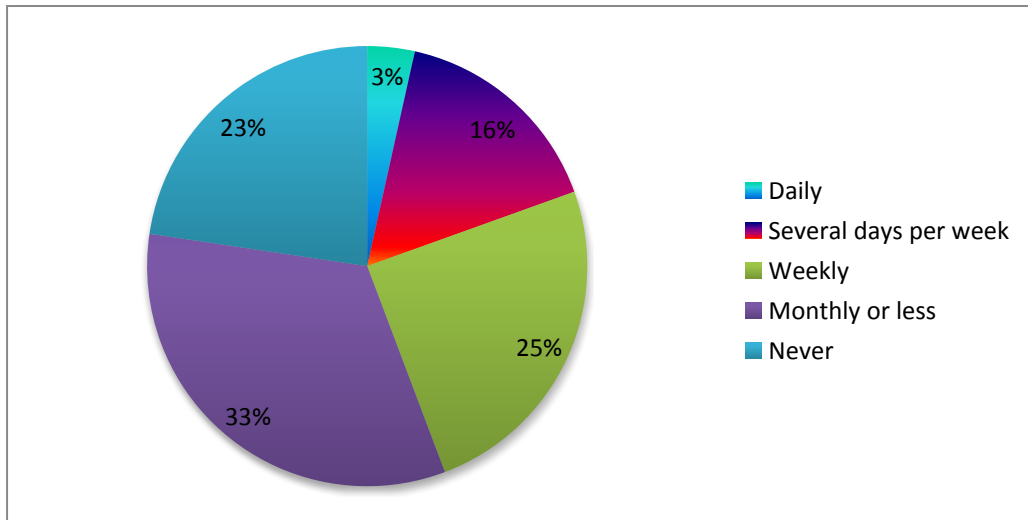
Group name and brief description	% of respondents	% of households
A-Country Living – Well-off residents in rural locations	1.6	5.5
B-Prestige Positions – Upmarket families in large homes	4.2	4.3
City Prosperity – very high-earners	0.0	0.0
D-Domestic Success – Thriving families concerned with careers and their children	6.8	5.4
E-Suburban Stability – Mature suburb-dwellers in mid-range housing	10.5	9.3
F-Senior Security – Elderly people enjoying a comfortable retirement	13.6	13.6
G-Rural Reality – Village communities in inexpensive homes	4.2	4.1
H-Aspiring Homemakers – Younger households in housing priced within their means	13.1	11.1
I-Urban Cohesion – Settled urban communities	1.6	0.2
J-Rental Hubs – Well-educated young renters	2.1	2.5
K-Modest Traditions – Mature homeowners enjoying stable lifestyles	12.0	11.0
L-Transient Renters – Single people, privately renting low-value houses for the short-term	11.0	9.6
M-Family Basics – Families with limited resources struggling to make ends meet	1.6	9.0
N-Vintage Value – Elderly residents relying on support for financial or practical help	11.0	8.8
O- Municipal Challenge – Urban renters in social housing facing many challenges	6.8	5.8

Analysis of data

Q1) How often do you shop on Newcastle-under-Lyme market?

Nearly half of respondents (45 per cent) shopped on the market weekly or more often, with just over half (55 per cent) only shopping monthly or not at all.

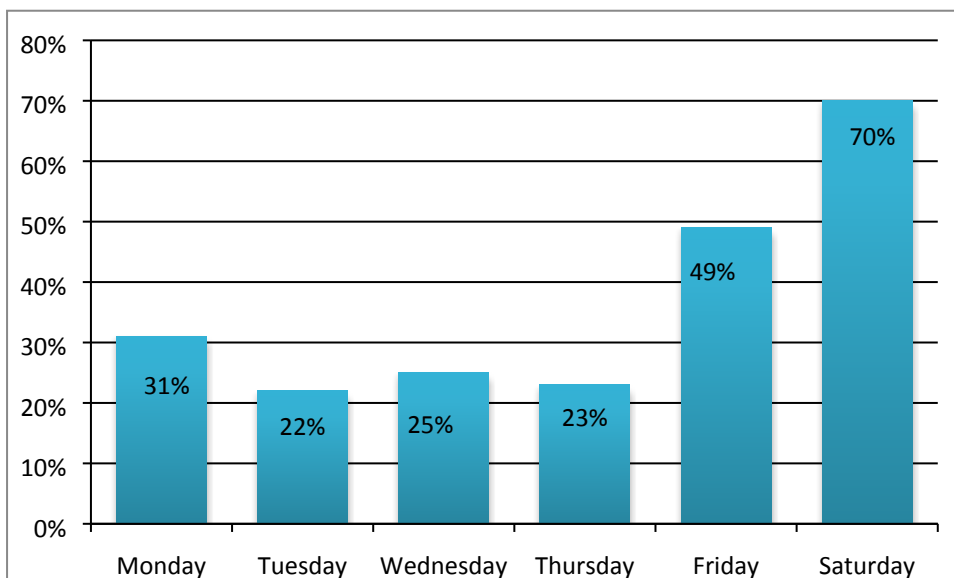
Figure 2: Are you satisfied with the weekly frequency of the service? 287 respondents



Q2) On which days do you shop?

Friday, and especially Saturday, were the most popular days – Friday attracted around double the visitors from Tuesday to Thursday, and Saturday attracted around triple.

Figure 3: On which days do you shop? 287 respondents



Please rate the markets that you shop at in order of preference.

There seems to have been some mis-understanding about how to answer this question, with several respondents rating more than one market as their number one choice. But giving each day an average score from all respondents shows the following order of preference

(the scores are kept in to show how much more popular the top few were than the bottom two – you might expect the scores to be closer to one to seven than they are, but as several respondents gave a choice of 1 to more than one option, and most did not give grades to those markets they did not shop on, this explains the lower numbers):

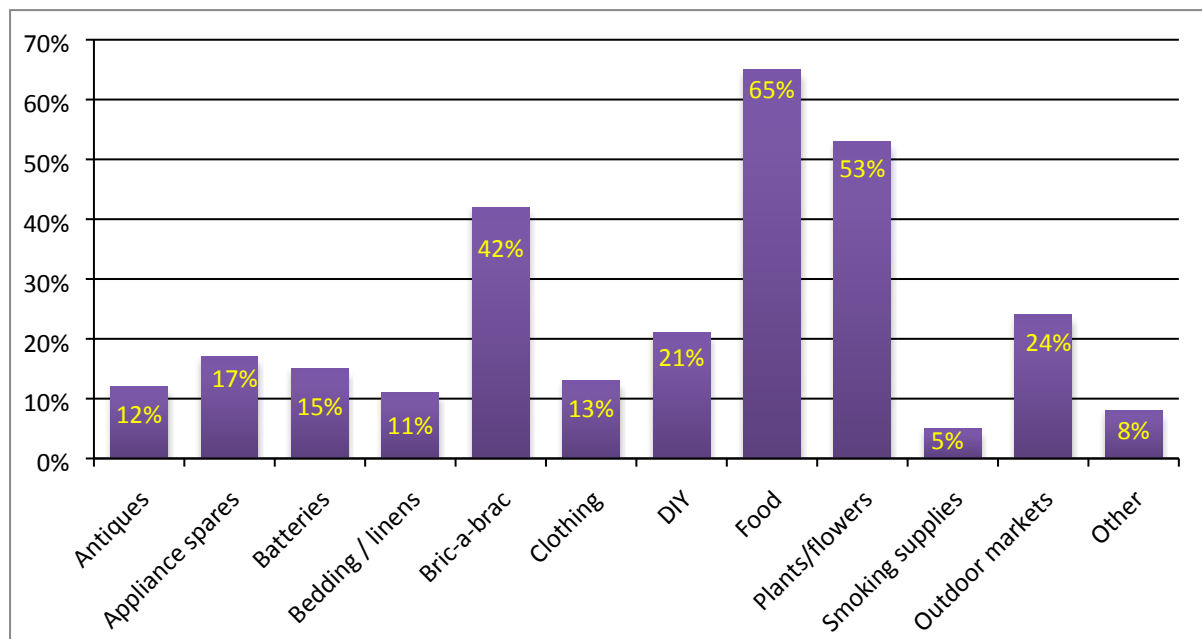
- Friday farmers (average score of 2.50)
- Saturday 2.52
- Friday general 2.7
- Monday 2.8
- Wednesday 3.1
- Tuesday 3.8
- Thursday 4.0

Which stalls do you buy from?

Three stalls were comfortably the most popular:

- Food (65 per cent)
- Plants/flowers (53 per cent)
- Bric-a-brac (42 per cent)

Figure 4: Which stalls do you buy from? 220 respondents



Respondents were also given the chance to say which 'other' stalls they bought from:

- Art Books
- Arts and crafts (2)
- Bryn McDonald
- Coffee stall
- Eggs (2)
- Fish man
- Pet
- Records and CDs (2)

- Toiletries and household goods
- Tool man
- Vacuum Cleaner bags

What else would you like to see on Newcastle-under-Lyme market?

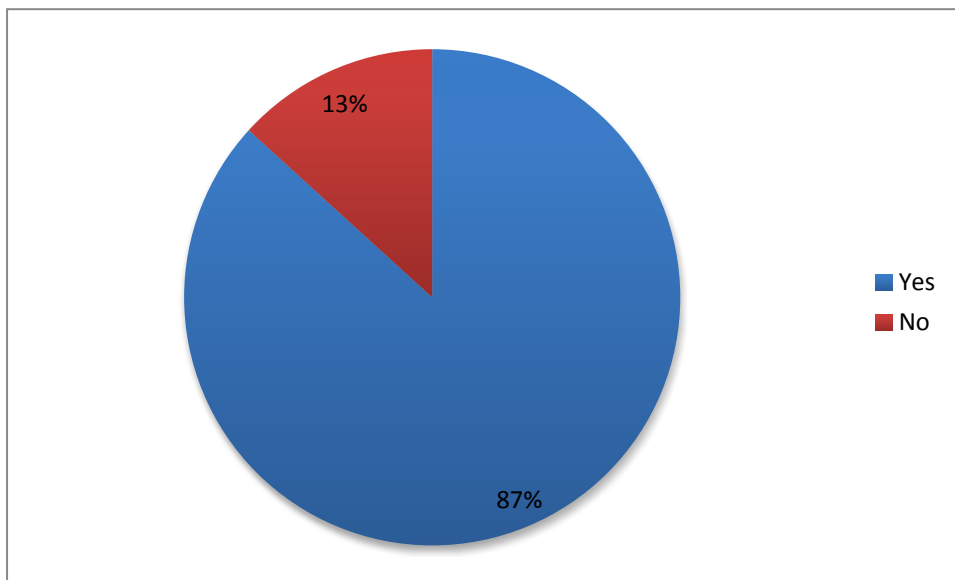
106 comments were left, with three key themes:

- More stalls/wider variety 39 respondents
- Food (artisan, eggs, vegetables) 32
- Clothes 6

Do you think that the market is in the right place in the town centre?

A clear majority (87 per cent) did think that the market was indeed in the right place.

Figure 5: Do you think that the market is in the right place in the town centre? 219 respondents



From the 13 per cent who did not think it was in the right place, some suggestions came through:

- Around the Guildhall 13 responses
- Ironmarket 8 responses
- The old Sainsbury's/Ryecroft 3 responses

Does the market feel welcoming when you walk around it?

There was a significant difference in responses here – whereas more people answered negatively than positively for the antique market and the bric-a-brac market, responses for the general market and, especially, the farmers market, were far more positive.

Table 3: Does the market feel welcoming when you walk around it? 182 respondents

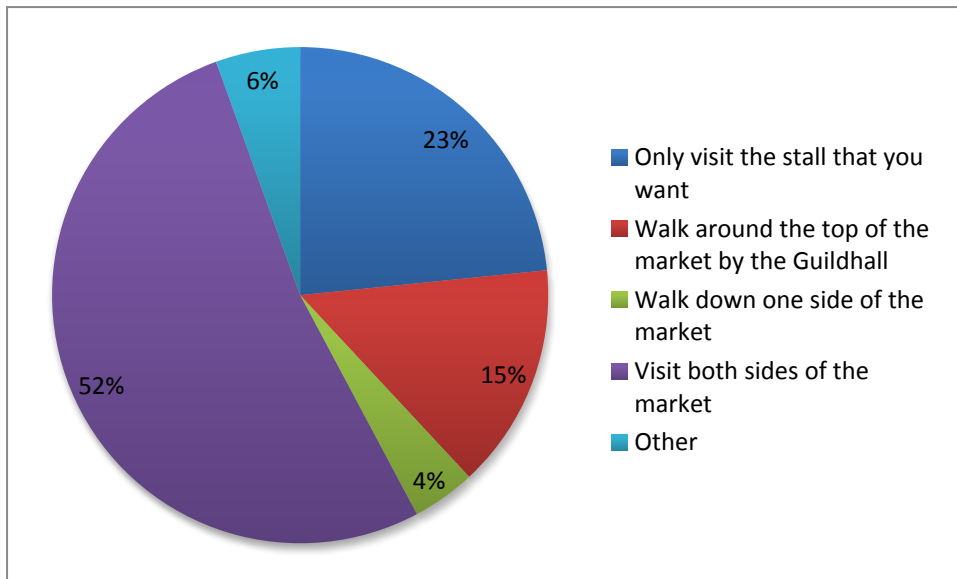
	Yes	No	Don't know
Antique market	37%	39%	23%
Bric-a-brac market	36%	40%	25%
General market	58%	34%	9%
Farmers market	69%	18%	14%

When you visit the market do you....

Respondents were asked what they did when they visited the market.

- Slightly more than half (52 per cent) said that they visited both sides of the market
- Around one-quarter (23 per cent) only visited the stall that they wanted
- 15 per cent walked around the top of the market, by the Guildhall
- Four per cent walked down one side of the market
- The remaining six per cent chose 'other' and their comments are listed here
 - Varies depending on where else I'm going.
 - The market has been ruined because some fool at the council decided to change the layout of the market. The market stalls have always been back to back so why did you think it would be a good idea to separate them?
 - I usually visit all the stalls when it's the antique or bric-a-brac markets, otherwise just go to the stall I want.
 - There are so few stalls these days I never bother looking. I remember when the market was the 'go to' place for fabric, haberdashery, men's shirts, fruit and veg. Everything looks second rate these days.
 - I aim for stalls I know but also take a look around.
 - would browse if there were more stalls
 - Visit stalls I want on general market. Walk around all on Tues & Thurs market.
 - No stalls left to walk around
 - Would visit more stalls if they were there and need to stay til at least 3:30pm
 - Depends on time of year e.g. look for Xmas wreaths on visits to stalls in December.
 - Newcastle is not welcoming nothing worth a visit for

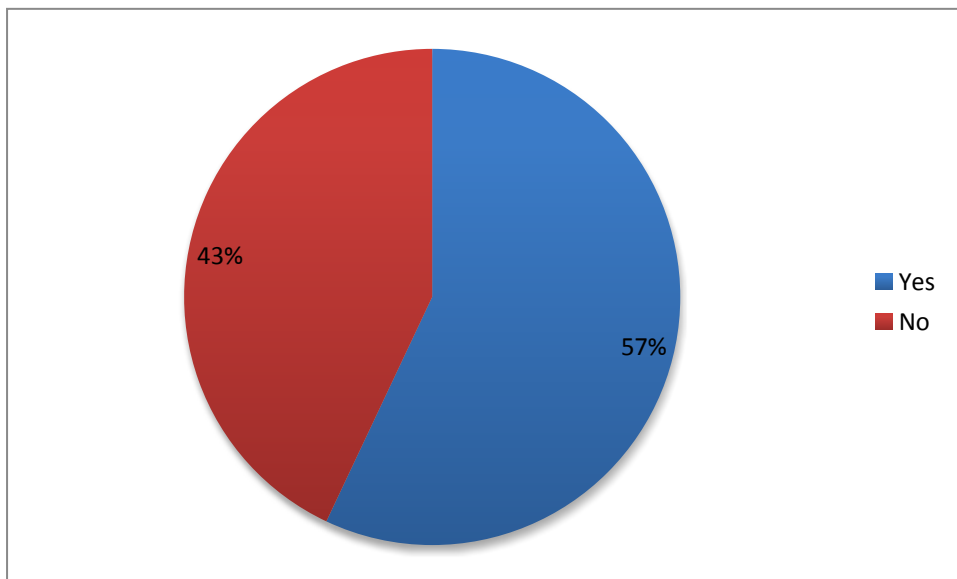
Figure 6: When you visit the market do you.... 218 respondents



Do you feel that the stalls are too spread out?

Nearly three-fifths of respondents (57 per cent) thought that the stalls were too spread out, with the remaining 43 per cent thinking that they were not.

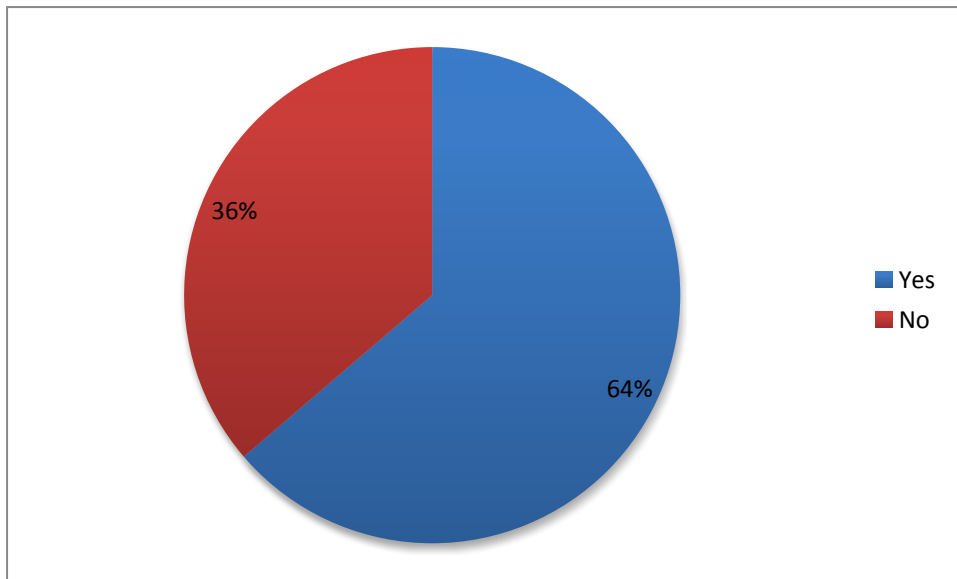
Figure 7: Do you feel that the stalls are too spread out? 221 respondents



Would you be likely to look at more of the stalls if they were clustered more closely together?

Almost two-thirds of respondents said that they would be likely to look at more stalls, with a little over one-third (36 per cent) saying that they would not.

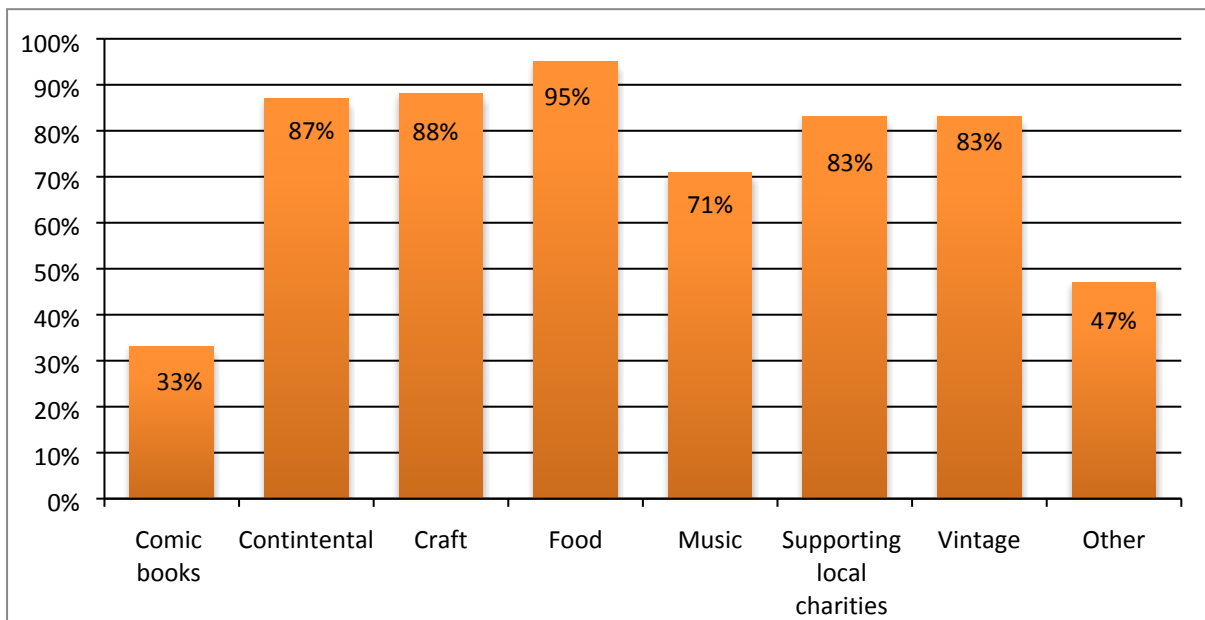
Figure 8: Would you be likely to look at more of the stalls if they were clustered more closely together? 215 respondents



If occasional themed markets were held in the town centre would you be likely to visit these?

Most of the ideas seemed to be popular – with the exception of comic books where only one in three respondents seemed keen. Five options were chosen by more than 80 per cent, as the following chart shows.

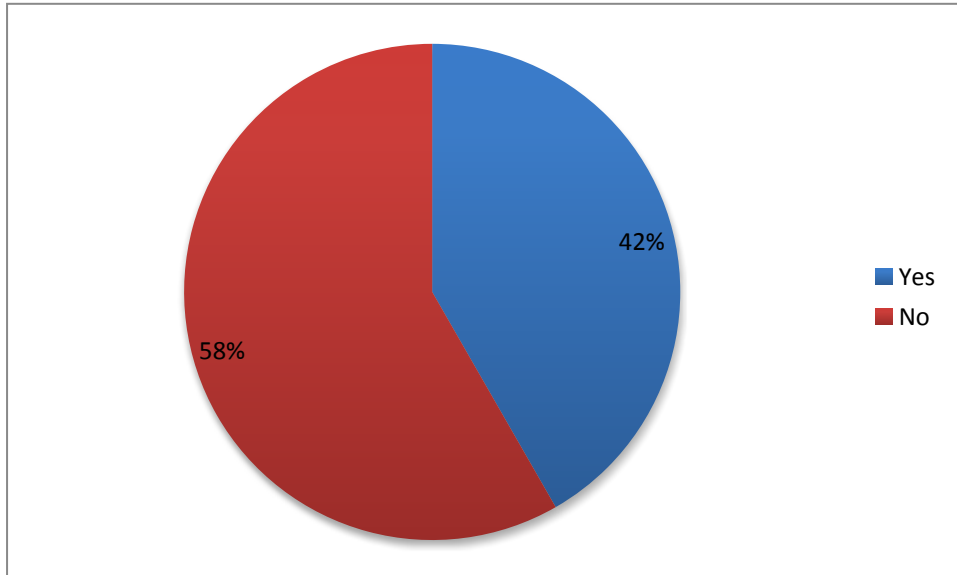
Figure 9: If occasional themed markets were held in the town centre would you be likely to visit these? 195 respondents



If the general market was held on fewer days a week would you be more likely to visit the town on a market day?

42 per cent of respondents said that they would be more likely, with 58 per cent therefore saying that they would not.

Figure 10: If the general market was held on fewer days a week would you be more likely to visit the town on a market day? 211 respondents

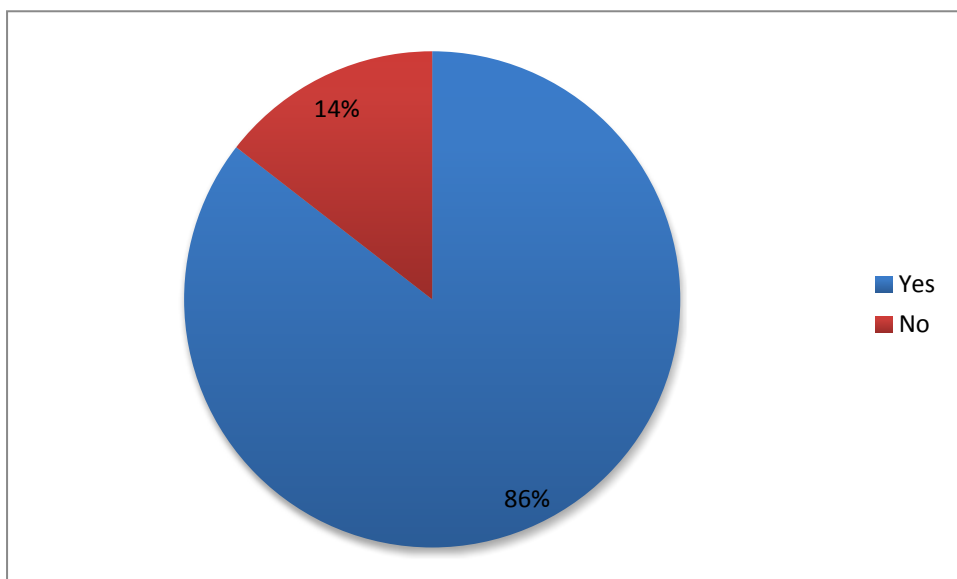


There was then a section of questions aimed at respondents who no longer visited the market.

Have you shopped on Newcastle market in the past?

A clear majority (86 per cent) had done so, with the remaining 14 per cent saying that they had not.

Figure 11: Have you shopped on Newcastle market in the past? 69 respondents



A follow-up question then asked why they don't shop at the market anymore and several comments were left. There were a few key themes:

- Nothing that appeals to me / poor quality products 25 responses
- Not enough stalls 14
- Poor selection of other shops nearby / unattractive town 6
- Inconvenient times 4

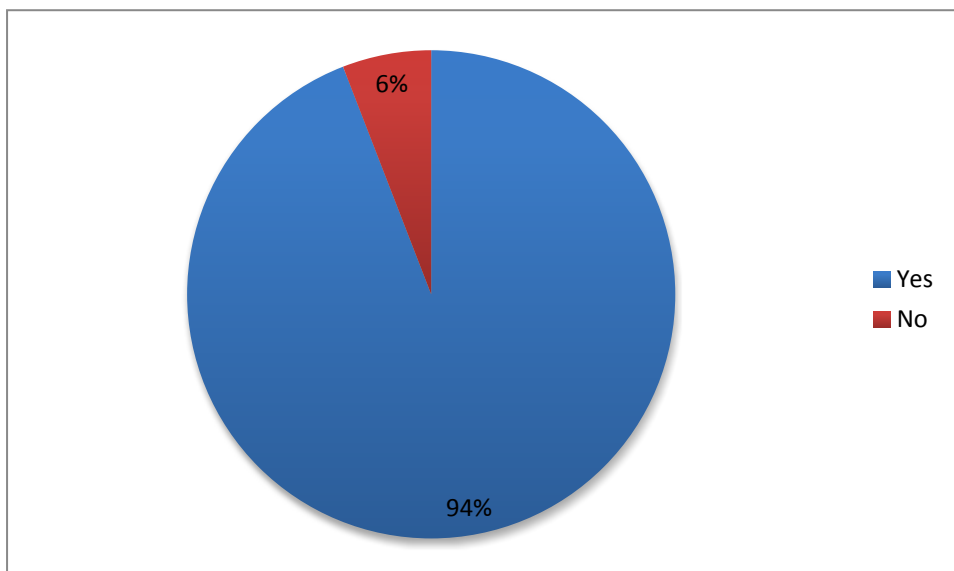
Do you shop on other markets?

- Just over half (56 per cent) said that they did not
- 44 per cent said that they did (the following were chosen by more than one)
 - Hanley 7
 - Leek 7
 - Famers markets 3
 - Macclesfield 3
 - Nantwich 3
 - Altrincham 2
 - Christmas markets 2
 - Sandbach 2
 - Shrewsbury 2
 - Stoke-upon-Trent 2
 - This might be of interest – 30 respondents were from Stoke-on-Trent and therefore visited Newcastle market, but only 9 said they visited the markets in Hanley or Stoke-upon-Trent
 - Stone 2

Would you be more likely to shop on a market if you felt that it was offering something special or different?

There was a high level on enthusiasm here, with 94 per cent saying that they would be more likely and only six per cent saying they would not be.

Figure 12: Would you be more likely to shop on a market if you felt that it was offering something special or different? 68 respondents



Respondents were asked to specify what would make them more likely to shop there and there were a few key themes

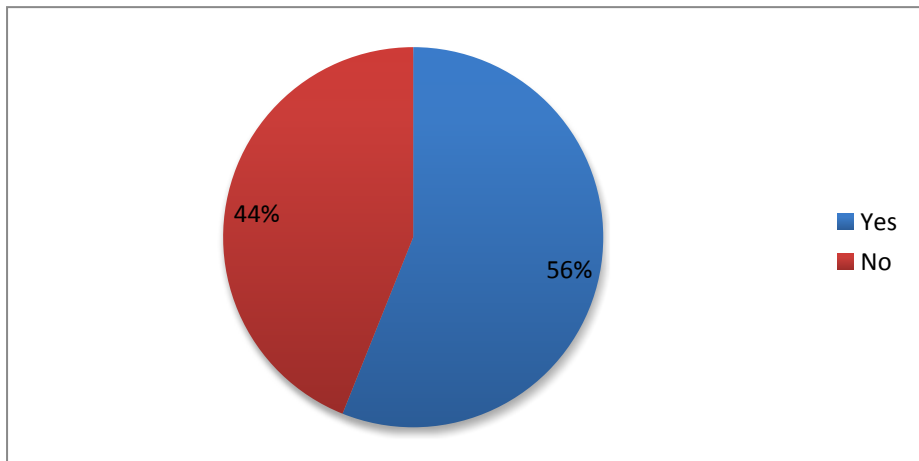
- Food/drink (artisan, local, specialist) 14 respondents
- Craft/handmade items 5 respondents

- More/different stalls 5 respondents
- Stalls where you can eat/drink 4 respondents

Would you be more likely to shop on a market if you could pay by contactless / card?

This was quite a popular idea, with a majority of respondents (56 per cent) saying that they would be more likely to shop with this option.

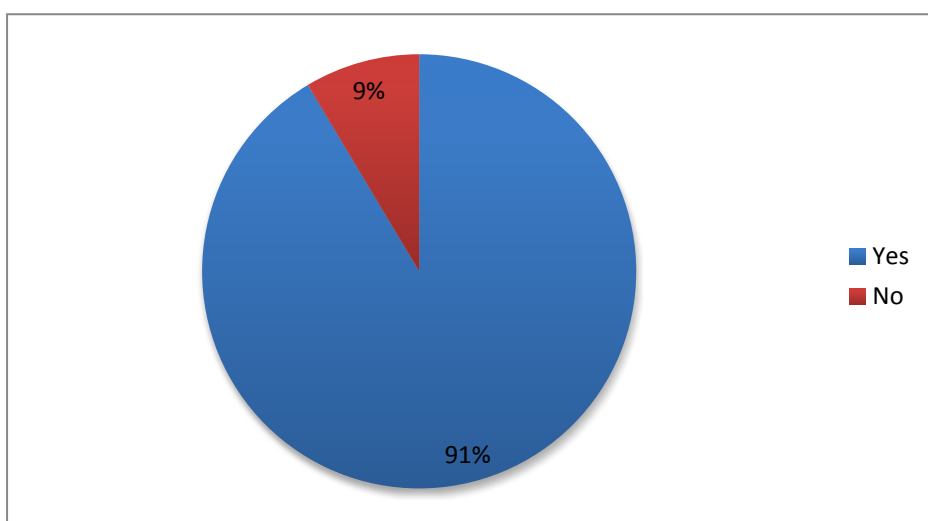
Figure 13: Would you be more likely to shop on a market if you could pay by contactless / card? 66 respondents



If occasional themed markets were held in the town centre would you be more likely to visit these?

Again, this idea was popular – 91 per cent of respondents said that they would be more likely.

Figure 14: If occasional themed markets were held in the town centre would you be more likely to visit these? 70 respondents



There was a lot of variance in the popularity of the suggested themed market, with food, craft and continental being far more popular than the rest:

Table 4: Which markets would you be likely to visit?

Type of market	% of respondents who were interested
Comic book	12%
Continental	65%
Craft	68%
Food	85%
Music	32%
Supporting local charities	32%
Vintage	50%
Other	10%

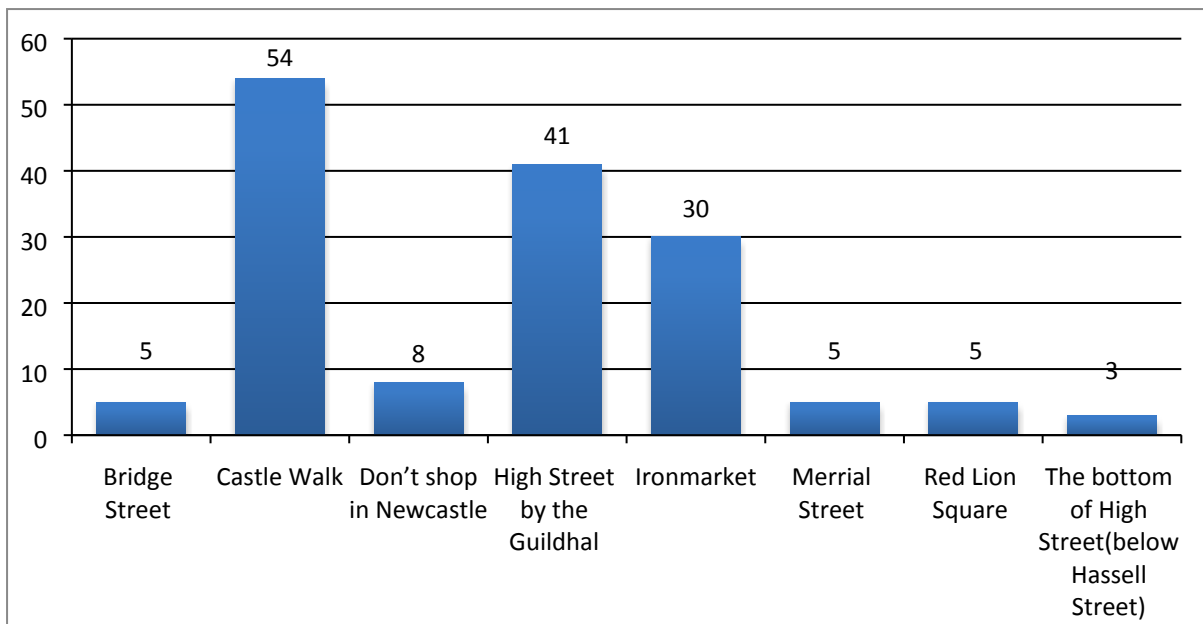
Respondents were asked to specify what they meant by other – due to the small number they are included as written here:

- various workshops, participant events
- Christmas markets
- Artisan food of all descriptions - bread, olives, free-range and outdoor-bred meat products.
- computer
- European Xmas market. My kids might like comics/music
- Regarding the charity stalls, I would prefer if the proceeds were kept local and not National
- Books
- I think you need to get the general market strong before you start jazzing it up.
- Baby. Home design (not craft or regular homewares). Art and artists.

When you visit Newcastle town centre which are you most likely to visit:

Castle Walk, the High Street and Ironmarket were chosen significantly more than the other options. {note the last option which does not show up is *The bottom of High Street (below Hassell Street)*}

Figure 15: When you visit Newcastle town centre which are you most likely to visit:



Are there any other comments that you would like to make on Newcastle Market?

This was an open comments box that elicited several responses which are themed below.

- Support for the idea of specialist markets in the town.
- The opening hours of the market not being convenient for people who work full time.
- A recognition that the market is facing the same challenges as other retail outlets due to the change in consumer shopping habits.
- The need to attract a variety of different traders linked to a desire to see different things on the market and a perception that some of the traders sell lower quality items.
- An appreciation for some of the stallholders who were considered to be helpful.
- Some comments made about the wider appeal of the town, transport and car parking which are not the focus of this survey.

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NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
ECONOMY, ENVIRONMENT AND PLACE SCRUTINY COMMITTEE**

Date 14th March 2019

1. **REPORT TITLE** **Consideration of Car Parking Issues**
- Submitted by:** **Head of Housing, Regeneration and Assets**
- Portfolio:** **Finance and Efficiency**
- Ward(s) affected:** **Town**

Purpose of the Report

To review the changes made to the car parking charges implemented prior to the Christmas retail period and to consider the views of the traders.

Recommendations

To consider the effect of the £1 after 3pm town centre car parking charge and the other Christmas car parking concessions.

Reasons

Scrutiny Committee has asked to review the car parking charges in particular in line with the views of the Newcastle Business Improvement District (BID) Retailers Forum.

1. **Background**

- 1.1 In October 2018 Cabinet considered a report on the management and operation of the Council's town centre car parks with the aim of increasing utilisation thereby increasing footfall to improve the town centre economy and stabilising income for the Council. The Scrutiny Committee reviewed these alongside car parking financial information at the December meeting. At this time there was limited information available as the new charges had only just been implemented.
- 1.2 The car parking charges seek to achieve a reasonable balance between the Council's ongoing need for income generation (noting the responsibility for management, maintenance and repair) and making the town centre more accessible and affordable thereby supporting the town centre economy.

2. **Issues**

- 2.1 The alterations made to the town centre car parking charges were primarily:
- To facilitate free parking on all town centre car parks from noon to 8pm on the 2018 Christmas lights switch-on.
 - To give free parking on all town centre car parks from 3pm to 8pm on up to five late night pre-Christmas shopping events.
 - That officers be authorised to take all the necessary steps to introduce a flat rate charge of £1 for all town centre car parks after 3pm.

- To open the Merrial Street car park which was for Civic Office users to members of the public as a pay and display car park.
- To offer discounted town centre parking from noon on special events (on up to five occasions in any financial year with the choice of days at the BID's discretion). The BID have asked for the following event days to be supported:
 1. Lymelight - Saturday 4th May
 2. Easter – Saturday 21st April
 3. Homecoming (TBC) – Saturday 29th June
 4. Jazz and Blues – Saturday 25th May
 5. One other date to be agreedOn these days customers will be able to purchase a one hours parking ticket to cover parking from noon until the following morning.

3. **Options Considered**

- 3.1 Car parking income and ticket sales are appended to this report. At a high level they show that that income has decreased but there has been a slight increase in ticket sales.
- For the week of the Christmas Lights Switch On the ticket sales dropped from 8,642 in 2017 to 7,766 in 2018. In terms of income this dropped from £14,212 in 2017 to £13,055 in 2018.
 - Week 36 to 39 are the December weeks where the majority of the Christmas concessions were taking place. In week 36 there was a peak sale of car parking tickets at 12,395, compared to an average week selling approximately 9,000.
 - Looking at the effect of the £1 after 3pm from January onwards it has shown that ticket sales have increased from 82,326 in 2018 to 83,901 in 2019. Over this same time period income dropped 7.29% (£127,012 in 2017 to £117,751 in 2018).
- 3.2 The Portfolio Holder for Finance and Efficiency attended the BID Retailers Forum to hear first-hand what the local Newcastle businesses thought of the car parking concessions. They asked:
- That the Council continue to be more proactive with the promotion of car parking offers including the £1 after 3pm and discounted parking for 5 BID event days;
 - Promotion to include the installation of a banner on the railings of the Ryecroft car park,
 - Promotion to include regular feeds on Facebook and Twitter.
 - To revisit the BID led refund of 1 hours parking charge when you shop in the town centre.
 - Greater discount for BID members on the agreed Ryecroft permit scheme.
 - Consideration to bringing the £1 evening charge to start at 1pm.

4. **Proposal**

- 4.1 The Council to continue promotion of the parking offers so that members of the public are aware that some of the offers like the £1 after 3pm operate all year. This will include Facebook and Twitter. Equally the BID can also use these communication methods to promote the offers especially the 1 hours parking charge for town centre events. Discussions are taking place to see where banners can be used so that they do not impact on Highway safety.
- 4.2 A few years ago the Town Centre Partnership established a scheme whereby town centre customers could claim 1 hours free parking back from the shops when they spent a minimum amount. The shops set their own minimum amount to reflect the level of profit in

their products. In most areas where car parking is refunded it is normal that the business benefiting from the sale of the goods makes a financial contribution to the cost of the scheme. This was not discussed in detail at the Retailers Forum therefore further discussions are required with the BID.

- 4.3 The BID members subsidised parking permit scheme was established based on the Council offering 25% discount in line with that offered to large businesses buying significant numbers of permits, then the BID were subsidising a further 25% discount, thus giving local BID members a 50% discount. A meeting is arranged with the BID manager to discuss what further support the BID wish to see offered to their members. A verbal update will be given to the meeting on the progress with this item.
- 4.3 Prior to the changes implemented from the October Cabinet decisions the evening charge was 8pm onwards. This was brought forward to 3pm to support the town centre which traditionally goes quieter in the later afternoon. 3pm ties into the time when carers collect their children from school and may wish to come into the town centre. Further changes to this would need an appraisal of the potential impact both in terms of the benefit of increasing trading and the financial cost to the Council. Should Members wish to consider this it would be appropriate to ask the traders to provide information as to how their trading income has improved following the £1 commencing at 3pm. In line with this it would also be recommended to review the charges for 4 plus hours parking. Subject to Scrutiny members views it would be recommended that this is considered as part of the 10 year parking strategy.
- 4.4 Overall Scrutiny may wish to consider the impact of the car parking charges on:
- Council income / finances
 - Ticket sales
 - Footfall in the town
 - Business trading both day and evening, plus week days and weekends
- Scrutiny member views can then be fed into the development of the 10 year parking strategy.

5. **Reasons for Preferred Solution**

- 5.1 Scrutiny Committee have previously recognised that car parking is a valuable asset to the town centre and as such the Council should review how the car parks support the operation of the town centre.

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

- 6.1 Delivery of effective car parking is key to the delivery of the Council's corporate priority of a Town Centre For All.

7. **Legal and Statutory Implications**

- 7.1 The Council operates the car parks in line with the Traffic Regulation Order.

8. **Equality Impact Assessment**

- 8.1 Providing car parks that are accessible to all members of the community is important.

9. **Financial and Resource Implications**

9.1 Subject to Scrutiny Committee views all potential future changes to car parking charging would need to be fully costed and appraised.

10. **Major Risks**

10.1 The Council's budget includes expected income from the car parks. Should income not be generated this would need to be considered carefully in line with other Council expenditure.

11. **Sustainability and Climate Change Implications**

11.1 The Council will need to review the options to install electric charging points to support the growth of electric cars as part of the national drive to reduce carbon emissions. It would be appropriate that the car parks are considered so that cars can be charged whilst the drivers are in the town centre.

12. **Key Decision Information**

12.1 This is not a key decision item.

13. **Earlier Cabinet/Committee Resolutions**

13.1 Scrutiny Committee considered the issues on 13th December 2018 following the Cabinet decision on 17th October 2018.

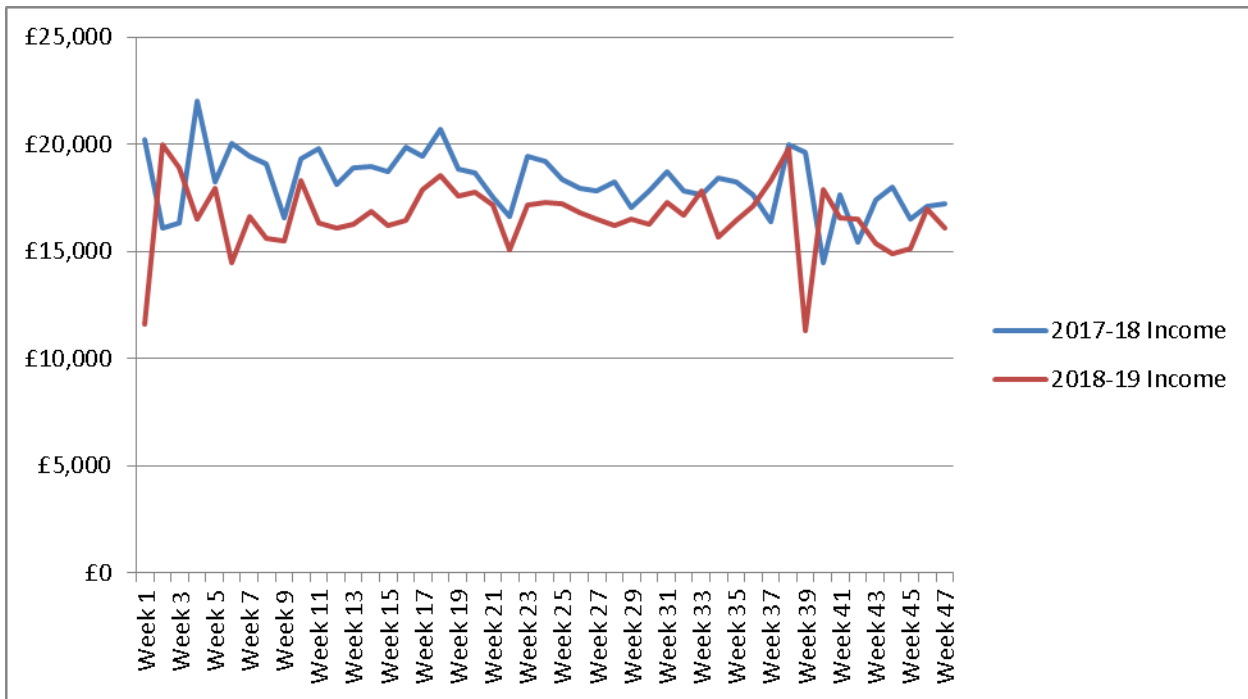
14. **List of Appendices**

14.1 Car Parking income and ticket sales.

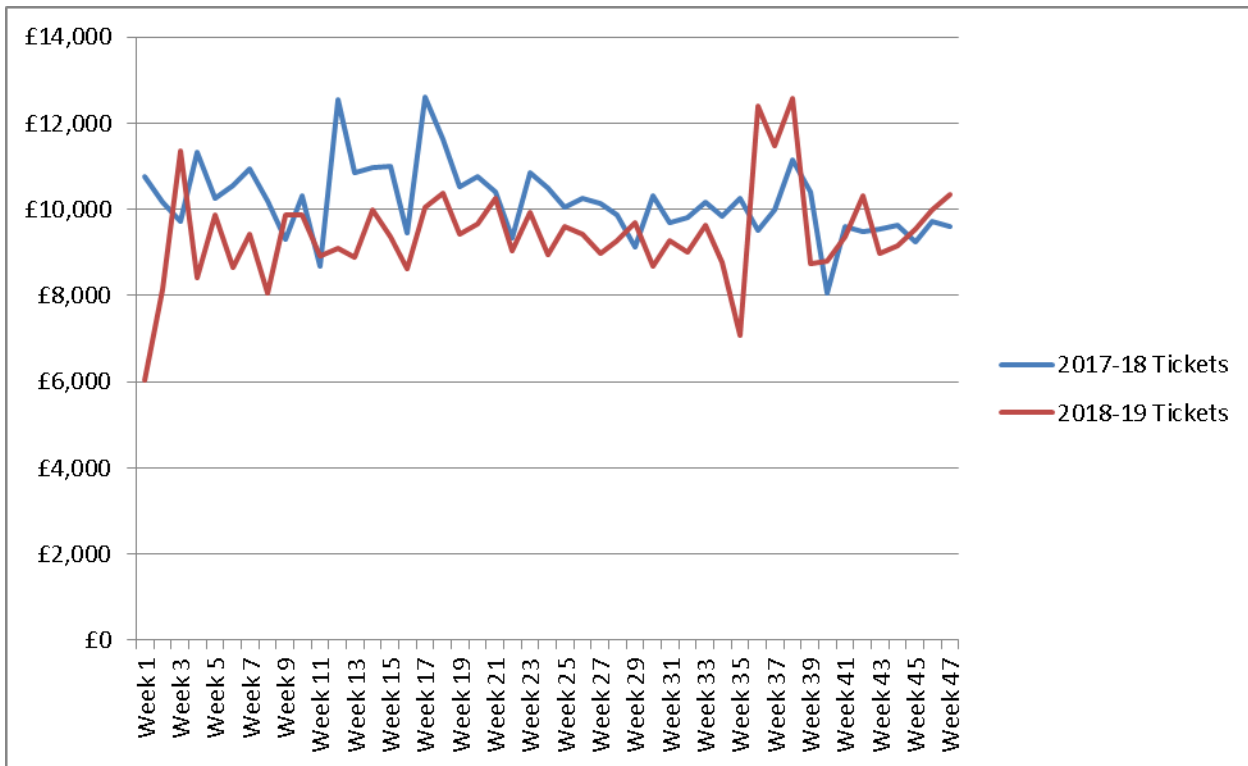
15. **Background Papers**

15.1 None.

Car Parking Income for 2017/18 and 2018/19



Ticket sales for 2017/18 and 2018/19



NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
ECONOMY, ENVIRONMENT AND PLACE COMMITTEE**

Date 14TH March 2019

1. **REPORT TITLE** **Review of the Housing Allocations Policy**
- Submitted by:** **Head of Housing, Regeneration and Assets – Joanne Halliday**
- Portfolio:** **Well Being and Community Safety**
- Ward(s) affected:** **All**

Purpose of the Report

For Scrutiny to consider the consultation on the Housing Allocations Policy.

Recommendations

For Scrutiny to endorse the approach set out to the consultation.

For Scrutiny to give any feedback on the draft amendments to the Allocations Policy.

Reasons

The Council is now expected to provide accommodation and support to a wider range of individuals for longer periods in line with the Homelessness Reduction Act 2017 (HRA). The Allocations Policy needs to underpin the HRA and support the authority's new duties in order to give adequate priority to those cases at risk of becoming homeless.

1. **Background**

- 1.1 As a Strategic Housing Authority the Council has a duty to comply with all relevant Homelessness legislation. In line with this the Council has a range of strategies and policies.
- 1.2 The delivery of the Council's responsibilities for the Housing Advice, Homelessness and Housing Allocations are fulfilled through the Newcastle Housing Advice (NHA) contract

2. **Issues**

- 1.1 The Homelessness Reduction Act 2017 (HRA) became law in April 2017 and all local authorities in England have been subject to the duties brought about by the HRA from April 2018. The Council is now expected to provide accommodation and support to a wider range of individuals for longer periods. This is mainly to households who would previously been non-priority homeless and/or intentionally homeless. The Allocations Policy needs to underpin the HRA and support the authority's new duties in order to give adequate priority to those cases at risk of becoming homeless
- 1.2 Minor changes were made to the policy prior to HRA to make it compliant with legislation. Housing and NHA have been continuing to consult with partners in relation to the policy and areas of improvement. We also continue to reflect on comments, compliments and complaints through internal systems as well as information received through professional networks. Therefore there has been a need to review the policy and associated procedures and working practices in place that support the policy. These include the nomination service agreements with our Private Registered Providers.

3. **Options**

- 3.1 The Council should not proceed to implement changes to our policy without consultation, therefore the only proposal is to consider feedback from partner organisations and the proposed consultation.

4. **Proposal**

- 4.1 The review to date has identified areas within the existing policy, which require changes to be made to adjust the policy with learning from changes to recent legislation and local requirements. The allocations review was slightly amended prior to HRA to make it compliant with the homeless legislation amendments. Since April, we have learned that there was a need to review these changes and the wider implications of welfare reform.
- 4.2 The review has allowed for our Private Register Providers and wider stakeholders including specialist supported accommodation providers to also reflect on the recent legislative changes and changes to welfare reform to which have impacted on their services.
- 4.3 The review has built in a period of wider public engagement for our customers to allow them to comment on how we can make any further service improvements. For example most of our RP partners now insist on four weeks rent up front when starting a new tenancy. We need to make it very clear to our customers how these changes will affect them and how we may be able to support and better prepare them. The public consultation is planned for 6 weeks and subject to Scrutiny comments will commence Monday March 18th. The consultation will inform an on line survey on the Council's website and on the Choice Based Letting system Homesdirect. This will allow existing customers and the wider public an opportunity to comment on the proposed changes
- 4.4 A final draft document of the allocation policy amendments will be placed on the forward plan for approval by full cabinet scheduled for June 2019. Amendments to the policy will then be made by Abritas, the housing register software provider. Further information for when the policy will become live will be known following negotiations between Midland Heart (the operator of NHA) and the Council.
- 4.5 Following formal consultation with our Private Registered Providers the proposed amendments are intended to be made;
- a. Reduced the Banding currently 1-7 to 1-6 to align with the Homelessness Reduction Act and the pathway for which customers can have fair access to social housing. The banding will have priority for 1-5 and reduced preference would then be Band 6.
 - b. Investigating types of tenancies offered to young people and clarity to those who may be housed
 - c. Review the End of fixed term tenancies to determine whether this will be required to support Registered Providers to make better use of their housing stock – eg is downsizing a better option.
 - d. Remove Preference System as this is no longer required due to housing providers providing direct lets to customers when it is a requirement to find a property quickly for a customer.
 - e. Review move on protocol, to include all provider referral from non SP funded providers and to have reciprocal requirements for referrals from NHA.

- f, Review policy relating to families in flats with young children under the age of 5 years in 2nd Floor flats and consider how good practice with social providers and the allocations policy allows families to move to more appropriate housing (proposal to remove this banding and for Registered Providers to support tenants into more appropriate homes within their existing stock)
- g, Review of the equity protocol, currently the amount an applicant can have in assets equals £60,000 before they are considered to be able to rent or buy privately.
- h. To review the information on the request for appeals from customers on the register and examine if there is a need to clarify information or support further information.
- i. To look at all good practice which has been learned from the policy including the local connection requirement for households moving on from supported accommodation eg Domestic Violence.
- j, Review exclusion and eligibility criteria for those customers who may have former tenancy arrears or have had notice served upon them for inappropriate tenancy conduct.

These will be considered further in line with the responses from the wider consultation.

5. **Reasons for Preferred Solution**

- 5.1 It is recommended that Scrutiny support the draft proposed amendments to the allocations policy as failure to update the policy to comply with learning from recent changes to legislation will leave the council liable to challenge.
- 5.2 It is a statutory requirement that Local Authorities have an Allocations Policy in place under Part VI of the Housing Act 1996. The Policy needs to reflect changes in legislation and Government Guidance as well as local requirements.
- 5.3 It is also important that the Policy is regularly reviewed to ensure that it remains fit for purpose and continues to ensure that the limited resource of social housing is allocated fairly, in line with legislation and with local and national priorities. .

6. **Outcomes Linked to Corporate Priorities**

- 6.1 Providing good housing advice and access to appropriate housing supports the Council's corporate priorities of:
 - Local services that work for local people.
 - Growing our people and places.

7. **Legal and Statutory Implications**

- 7.1 Under Part VI of the Housing Act 1996 it is a statutory requirement that a Local Authority has an allocation scheme for determining priorities, and for defining the procedures to be followed in allocating housing accommodation; and allocations must be made in accordance with that scheme.
- 7.2 The Act requires authorities, before adopting an allocation scheme, or altering a scheme to reflect a major change of policy, to: send a copy of the draft scheme, or proposed alteration, to every Private Registered Provider with which they have nomination arrangements, and ensure they have a reasonable opportunity to comment on the proposals. The time line for the review has incorporated a reasonable consultation period of six weeks, along with workshops to engage with all stakeholders and customers who are fundamental to the process.

8. **Equality Impact Assessment**

8.1 The Allocations Policy is intended to support vulnerable households to access appropriate housing.

9. **Financial and Resource Implications**

9.1 Changes to the banding system and the priorities awarded would require amendments to the ICT system. Local Authorities have been allocated grant funding for ICT provision in relation to the implementation of the Homelessness Reduction Act (£9,000). The review and associated costs will be met from this funding.

10. **Major Risks**

10.1 The policy review is considering alterations to an existing policy therefore the risks are minimised. Following the policy review discussions will take place with the IT provider to ensure that the correct changes can be made to the system and that households are effectively prioritised in line with the revised policy.

11. **Sustainability and Climate Change Implications**

11.1 The Housing Allocation Policy has no direct impact on sustainability or climate change. Clearly accommodating households in the appropriately sized house makes good use of the housing stock and supports vulnerable households to live in homes that they can afford.

12. **Key Decision Information**

12.1 The policy affects all wards in the Borough and when considered by Cabinet this will be a key decision item.

13. **Earlier Cabinet/Committee Resolutions**

13.1 The current Allocations Policy was approved by Cabinet March 2015. There were minor amendments made in March 2018 that were approved by delegated authority.

14. **List of Appendices**

14.1 None.

15. **Background Papers**

15.1 The current Allocations Policy is available from the Council's website.
<https://www.newcastle-staffs.gov.uk/sites/default/files/IMCE/Housing/Housing%20Allocations%20Policy%202018%20Final.pdf>

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

**EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
Economy Environment & Place Overview and Scrutiny Committee**

Date 14th March 2019

REPORT TITLE: Recycling & Waste Service

Submitted by: Head of Recycling & Fleet Services - Andrew Bird

Portfolio: Environment & Recycling

Ward(s) affected: All

Purpose of the Report

This report has been prepared for members to consider following requests from the Chair for updates and statements on the following issues:-

- Progress on the development for the introduction of the new recycling collection service.
- Capital requirements for the new recycling collection service.
- The number of times comingled collections have taken place over the last quarter.
- Briefing on how the department coped with the recent bad weather, and any lessons learnt to be taken contingency plans for this year
- Briefing on governments recently announced consultation for their Resource and Waste Strategy.
- Quarter 3 performance – for information

Recommendations

That the report be noted.

1. Background

- 1.1 At its meeting on 17th October 2018, Cabinet resolved that the Economy, Environment and Place Scrutiny Committee receive regular updates from the Cabinet Member on the detailed planning and modelling of the new recycling service including timescales and costs in the run up to its implementation to help shape its design and direction and report back into the Cabinets decision making process.

1.2 In addition to these updates this report details some of the continuing challenges faced by the Recycling and waste service, and measures put in place to manage them effectively will be provided to the committee.

2. **Issues**

2.1 **Progress on the development for the introduction of the new recycling collection service.**

A high level timeline for projects has been produced to bring the new recycling service into operation on a phased approach over the next 12 to 18 months. The main project areas are detailed in the high level project document attached to this report at appendix 1.

2.2 **Capital requirements for the new recycling collection service.**

Capital requirements so far have indicated that £3.7million will be required in 2020/21 financial year. This figure excludes recharges and is subject to the outcome of detailed service modelling and costing to confirm the number of rounds, vehicles, and staffing resources required.

Currently the predicted capital spend is as follows-

Capital requirement	Cost
Procurement of Wheelie Bins and distribution	£913,000
Procurement of suitable receptacle for paper and card (if an existing box is not utilised)	£154,000
Procurement of vehicles – 7 x 26t twin pack RCV’c + 1 x 16t twin pack RCV for dry recycling 7 x 7.5t collection vehicles for food collections	£2,133,000
Modifications to Knutton Lane Depot Transfer Station	£500,000 - TBC

Options for contract hire or leasing of vehicles is currently being investigated as an alternative to Capital funding.

2.3 **The number of times comingled collections have taken place over the last quarter.**

Recycling and Waste services have been running small vehicle collecting comingled recycling on a trial basis since July 2018. This has been used predominantly in terraced streets with tight access and cars parked on either side of the road where collections using the ‘normal’ recycling collection vehicles are difficult due to the side loading, and takes a considerable amount of time.

The trial has demonstrated that collection times have been vastly improved with average collections being more efficient than using the standard recycling vehicles. Studies of the existing service and trial have shown, that based on the current service the average pass rate is 821 Properties over the course of a 7:24 Shift, this equates to 55 seconds per property. Based on the New Service Trial we are passing an average of 1050 properties in a 4 hour period, this equates to 23 seconds per property.

Comingled collections have also taken place when issues with bad weather have occurred and when we have had to take a standard recycling vehicle off the road due to faults or breakdowns.

Over the last three months this has occurred on 30 occasions.

All material collected comingled has been taken to Stoke-on-Trent City Councils bulking station, from where it then goes to a MRF for processing and recycling.

2.4 **Briefing on how the department coped with the recent bad weather, and any lessons learnt to be taken contingency plans for this year.**

Recycling and Waste Services were forced to suspend collections on Wednesday 30th January. The department was able to catch up, although recycling collections took a week to recover fully. As always the department takes the opportunity to examine success and any failures in order to provide valuable lessons for the future.

A decision was made to start Thursday's collections as normal, rather than trying to recover Wednesday's collections first, and schedule overtime and Saturday working to recover Wednesday's work. This was to avoid impacting on additional days collections, and worked well.

Areas which didn't work so well, was on communications, although the website was regularly updated and messages were sent via social media, residents didn't take much notice, or didn't read them. This is an area we are now working with the Councils media team to resolve.

The bad weather protocol, has now been updated following this last spell of bad weather, and is attached to this report at appendix 2 for information.

2.5 **Briefing on governments recently announced consultation for their Resource and Waste Strategy.**

DEFRA released its Resources and Waste Strategy on 18th December 2018 along with details of the consultations on the main policy areas that will be coming out in early 2019. Many the policies that are contained in the Strategy are subject to consultations that will determine either whether they will happen and/or the detail of how they might happen.

There are some significant changes in waste policy across the UK that will have some fundamental impacts on local authority operations contained within the strategy. It also looks to enact some of the requirements of the EU Circular Economy Package that the UK has signed up to and agreed to implement in full.

Consultations were released on 18th February, and focus on four main areas -

- Consistency in Recycling Collections (across England)
- Extended Producer Responsibility (EPR) for packaging and the concept of full net cost recovery for local authorities
- Deposit Return Schemes (DRS) for the UK
- Taxing plastic packaging with less than 30% recycled content

All four consultations run for 12 weeks with a closing date of 12 May for the plastic packaging tax one and 13 May for the other three.

A large proportion of the consultations are applicable across the UK and not just to England, despite the devolved nature of waste policy across the UK.

The Council will be responding formally to the consultations.

2.6 Quarter 3 performance – for information

The following table details the performance for recycling and composting, together with missed bin statistics for quarter 2 of this financial year.

Recycling Performance

	Quarter 2 – July to September 18	Quarter 3 – October to December 18.
Overall Recycling Rate	51.2%	45.99
Dry Recycling Rate	19.39%	19.28%
Garden Composting	26.57%	16.69% (No collections in December)
Food Waste AD Composting	5.59%	5.26%
Residual Waste Kg's per household (low figure is good)	103.66 kg's	97.85 kg's

Reported Missed Bins

	October 18	November 18	December 18
Recycling	150	155	149
Residual	62	128	35
Garden	48	80	N/A
Total	260	363	184
% of successful collections	99.94%	99.914%	99.95%

3. **Options Considered** (if any)

Not applicable to this report

4. **Proposal**

Not applicable to this report

5. **Reasons for Preferred Solution**

Not applicable to this report

6. **Outcomes Linked to Sustainable Community Strategy and Corporate Priorities**

6.1 Development of a new recycling service is a key Corporate Priority.

7. **Legal and Statutory Implications**

7.1 The Council has a legal duty under the Waste Framework Directive 2012, to provide collection services for non-recyclable waste, and to collect separately four streams of recycling, namely, paper/card (fibre), metal, plastic, and glass all free of charge.

8. **Equality Impact Assessment**

All recycling and waste collection services, both current and proposed are subject to the department undertaking a Equality Impact Assessment.

9. **Financial and Resource Implications**

9.1 This report details financial implications as detailed in section 2.2 above.

10. **Major Risks**

Not applicable to this report

11. **Sustainability and Climate Change Implications**

Not applicable to this report

12. **Key Decision Information**

Not applicable to this report

13. **Earlier Cabinet/Committee Resolutions**

Not applicable to this report

14. **List of Appendices**

Appendix 1 – High Level Project Plan for the new Recycling Collection Service.

Appendix 2 – Revised bad weather protocol.

15. **Background Papers**

None

Appendix 1.

2020 New Recycling service – High Level Project Implementation Plan.

Task	Estimated Start	Estimated Finish	Notes	Support from other departments / authorities
Route Modelling				
Analysis of existing rounds	February 2019	30 th April 2019	Use of 'Routesmart' – 'Tracksmart' system to monitor and plot existing refuse bin collections upon which new recycling service will be based	ICT
Modelling different round / working patterns	1 st March 2019	30 th April 2019	Required to scope the most efficient way of collecting recycling, looking at different shift / working patterns. Necessary to inform on exact number of vehicles required and operational workforce numbers.	ICT HR Finance
Transfer Station requirements				
Existing site at Knutton Lane – options appraisal	1 st March 2019	30 th April 2019	Options to fit in with other Staffordshire Authorities, try to avoid Capital requirements at Knutton Lane	FM Procurement Planning Finance
Potential option for interim site	April 2019	31 st May 2019	Need to consider service change operations and changes to TFS	FM Procurement Planning Finance

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Procurement				
MRF processing – interim and long term arrangements.	April 2019	30 th June 2019	Option for Staffordshire wide solution being formulated with Staffs waste partnership (SWP) Look to go out to tender for interim solution for 2 years with 2 x 1 year extensions	Procurement Staffordshire Waste Partnership Finance
Investigate use of redundant garden bins for recycling service	February 2019	31 st March 2019	Speak to Daventry who have done something similar. Risk asses issues Decision by Informal Cabinet.	
Procurement of Bins for Recycling service	May 2019	31 st August 2019	Need to agree numbers required, potential use of redundant garden bins, plus receptor for paper / card.	Procurement Finance
Manufacture of 55,000 bins and distribution	January 2020	30 th September 2020	Manufacture up to 6 months Rollout of 50k bins will take up to 3months	
Vehicles – Type, how many linked to service modelling 7 working patterns. Finance options	April 2019	30 th June 2019	Identify exactly what is required, type and quantity, linked to route modelling above. Typical build time for vehicles = 9 months	Procurement Finance
Vehicle Procurement	April 2019	April 2020	Procurement – order and manufacture could take up to 12 months.	Procurement Finance

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Service staff and resource structure				
Options for different working patterns, linked to route modelling above.	April 2019	August 2019	Staff and operative working group to be initiated to work through options	HR Finance
Agree new structure and working patterns	June 2019	October 2019	12 weeks consultation, need positive union engagement	HR Finance
Budget				
Build new budget from base up.	April 2019	September 2019	Base budget to be built up & confirmed following confirmation of MRF gate fee, number of vehicles and staff required to operate service.	Finance
Service policy				
Revise Service policy for new service	1 st February 2019	31 st March 2019	Approval of New Service Policy by portfolio Holder and Informal Cabinet.	
Service Communication				
Media journey	2018	September / October 2020	Already started, drip feeding as the new service develops. Press releases and media interviews as and when necessary	Coms
Branding design	September 2019	January 2020		Coms
Website	September 2019	January 2020		Coms / ICT
Service Leaflets / adverts	September 2019	January 2020		Coms
Members Briefing / Scrutiny	2018	December 2020	Updates given to each meeting of the ECONOMY, ENVIRONMENT AND PLACE SCRUTINY COMMITTEE	Coms / DS
Parish / LAP briefing	September 2019	April 2020		
Talks / Roadshows?	April 2020	October 2020		
Service Calendrers -	October 2019	April 2019	Decision required as to	ICT / Coms / CCS

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digital			whether this should be all on line. Or leaflet with new bin rollout	
New Service Operation				
New Service Phasing in	May / June 2020.	September / October 2020	Phased introduction	

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Appendix 2 - Newcastle-under-Lyme Borough Council - Operational Services Directorate

Operational Protocol for Recycling Collections in Bad Weather / Snowy Conditions

Recycling and Fleet Services.

Measures to deal with recycling and waste in extreme weather and snowy conditions:

Measures to help deal with operations in extreme weather and snowy conditions, and to recover the service if suspended.	Action Required	Lead Officer (s)
Monitor weather forecast / updates from met office and Staffs CCU. Advise residents to hold off putting recycling boxes out when snow is forecast	Communications through Website / Social Media and service leaflets.	Development Officer / Recycling Officer – Recycling & Fleet Services. Councils Coms Team
If snow falls, or there is heavy ice. Risk assess rounds / streets to decide if safe enough to operate / part operate or suspend collection services. If services are deemed to be safe to operate, collection crews undertake dynamic risk assessments as they progress their round. Need to recognise, productivity could be affected, leading to missed streets, therefore consider and plan for recovery of the service.	On site checks of streets and rounds by Assistant Collection Manager and relevant Trade Union Representative. Decision on what to do by Operations Manager Continue to monitor throughout the day. Updates to be given to Customer services and coms at 8am, 10am, and 12 noon.	Head of Recycling & Fleet services Operations Manager / Collection Managers Recycling & Fleet
Recovery Plan following snow / heavy ice. If whole service is suspended, Garden Waste will not be recovered and residents will have to wait until the next scheduled collection. Refuse & Recycling collections will be prioritised , the aim being to get materials off the streets, particularly recycling materials presented in boxes. This will be achieved as follows:- <ul style="list-style-type: none"> Food waste will be collected with Refuse if refuse is presented, otherwise residents will need to hold until the next scheduled 	Planning and monitoring of collection operations. Use of in-cab technology 'Bartec' to monitor collections and rate of completion. Adjust recovery plan as necessary to complete outstanding collections as safely and quickly as possible.	Operations Manager / Collection Managers Recycling & Fleet Development Officer / Recycling Officer – Recycling & Fleet Services.

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<p>collection.</p> <ul style="list-style-type: none"> Recycling will be collected using Garden waste RCV's. Materials in boxes emptied into slave wheelie bins and comingled in vehicle. This will allow more speed in collections, therefore reducing the time materials are left on the streets. All materials collected in this way will be recycled. Additional crews sent out when available. Use of streetscene staff if they are unable carry out their normal operations. <p>If operations can commence 'as normal' the following day, then that day's work will be prioritised, to minimise further disruption. Account shall be taken, however, that collection operations could be slower, due to any remaining snow / ice. Recovery of the previous day will be undertaken as detailed above utilising additional resources which otherwise would be collecting garden waste.</p>	<p>Ongoing communication through focused campaigns through resident talks, Website / social Media.</p>	<p>Councils Coms Team</p>
<p>Recovery Plan – Dealing with Materials for Recycling at Depot TFS</p> <ul style="list-style-type: none"> Existing material bays at Depot TFS to be utilised for comingled material. Vehicles will tip in bay entrances and material pushed into bay utilising site JCB Loadall's. Transfer of material using bulk vehicles to take material to an MRF for separation and recycling. Use of Stoke-on-Trent City Councils bulking facility as a backup. Commitment to residents that all materials collected for recycling will be recycled. 	<p>Agreement with an MRF in place to take material for recycling. Monitoring of tonnages and vehicle movements & storage capacity. Plan / arrange adequate number of bulkers to take material to MRF. Communication through focused via Website / social Media</p>	<p>Operations Manager Technical Officers TFS supervisor Development Officer – Recycling & Fleet Services. - Coms</p>

Additional measures being considered	Action Required	Lead Officer (s)
<p>New Recycling Collection service, based on a bin system to come into operation 2020.</p>	<p>Build into programme of cabinet and scrutiny meetings</p>	<p>Head of Recycling & Fleet services</p>
<p>Increased communications on messages/options in above table</p>	<p>Annual Communications plan – 'Smarter Communications'</p>	<p>Development Officer – Recycling & Fleet Services. - Coms</p>

Classification: NULBC **UNCLASSIFIED** Organisational

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL

EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE ECONOMY, ENVIRONMENT AND PLACE SCRUTINY COMMITTEE

Date 14TH March 2019

1. **REPORT TITLE** **Progress Report on Tree Management Operations**

Submitted by: **Head of Operations – Roger Tait**

Portfolio: **Environment and Recycling**

Ward(s) affected: **All**

Purpose of the Report

To update the committee on progress with the Council's tree work programme

Recommendations

- *That the report be received and progress noted*
- *That it be confirmed that provision of £30,000 has been made in the general fund revenue budget for 2019/20 to continue with the tree work contract*
- *That the current contract will be extended for a further 12 months to allow further progress to be made*
- *That the contract will be reviewed in February 2020 to determine whether work needs to continue to redress the backlog*

Reasons

To make progress with the current backlog of required tree work in relation to the Council's tree stock

1. **Background**

At the meeting of 4th July 2018, the Economy, Environment and Place Scrutiny Committee received a report on the Council's tree management operations which reviewed the workload and resource available in this area, and discussed plans for additional support.

2. **Issues**

At the July 2018 meeting, it was reported that a review of the Streetscene service had generated significant savings which allowed the provision of an additional £30,000 to be made in the general fund revenue budget for 2018/19 for tree work to assist in addressing the backlog.

This funding was used to compile a tender package, and following a competitive tendering exercise, a contract was awarded to Glendale Managed Services in December 2018. The contract was on a 1+1+1 basis, to allow it to continue into future financial years if resources were available and the need for additional tree work continued.

The contractor is now nearing completion of the first year of the contract and progress has been good.

This, coupled with continuing work by the Council's in-house tree team in the Streetscene service, has resulted in 469 trees being addressed this financial year, these works include a variety of urgent interventions including tree fells, crown lifts, crown reductions, limb removals etc. This compares to an average of 130 tasks per year in the previous 3 years.

At the start of the 2018 season there were 1,145 trees identified as in need of urgent or emergency intervention. Due to ongoing surveys of our largely mature tree stock and responsive requests from residents there are now an estimated 2,000 trees identified as requiring urgent attention. We have approximately 55,000 trees in our ownership that have been surveyed and around 75% of these require varying levels of attention, in addition to which there are 200 outstanding requests for service which are yet to be surveyed.

At the meeting of full Council on 20th February 2019, the general fund revenue budget for 2019/20 was approved, including £30,000 for additional tree work. This will allow the contract to be extended for a further 12 months, and it is intended to programme in the following works for winter 209/20:

The value of works will remain the same as the 2018/19 season with approximately 650 trees receiving essential work, 195 of these being on the Glendale contract utilising the £30,000 contract sum. At the end of February 2019 £26,500 had been expended, this has enabled 63 trees to be felled and 96 tree pruning operations. A further £3,500 is committed for further works during March utilising the full budget allocation.

Furthermore, approval has been granted to purchase a Mobile Elevated Work Platform (MEWP) to assist the in-house tree team in progressing scheduled work and to mitigate the risk of time consuming, inefficient climbing operations for operatives. This funding has been achieved by a rationalisation of the operational fleet, and has not resulted in any additional pressure on the capital programme. The number of trees receiving attention this financial year has increased from previous years due to a MEWP being on hire for approximately 10 weeks.

The in-house tree team capacity is also being reviewed, with a view to improve succession planning.

Also, provision of £20,000 has been made in the capital programme for 2019/20 to assist in updating the Tree Management System (TMS) to ensure that the Council's tree stock is correctly plotted, surveyed and updated to mitigate the risk of claims for injury or damage relating to the tree stock, and to identify and prioritise the appropriate tree work programme. An updated system will also allow a more efficient and reliable interrogation of data for accurate numbers of trees pruned etc.

To assist in progressing service requests from residents for low priority tasks, the Council has also now adopted a procedure where residents can opt to pay for work, to enable it to be carried out more quickly. This work will be undertaken by the Council's appointed contractors to ensure competence and safety.

3. **Options Considered**

Option 1

Continue with the additional resource to assist in addressing the backlog in required tree work and updating the TMS

Option 2

Do not continue to address the backlog in tree work nor update the TMS

4. **Proposal**

- *It is proposed to continue to address the backlog of required tree work in 2019/20 using the financial resource provided and extending the current contract by one year. It is also proposed to continue to update the TMS using the financial resource provided*
- *A report will be provided on outputs in spring 2020. The intended outcome is that the Council's tree stock will be safely managed.*
- *The tree work programme will take place over winter 2019/20 with survey work on the TMS running concurrently.*

5. **Reasons for Preferred Solution**

To make progress with the current backlog of required tree work in relation to the Council's tree stock

6. **Outcomes Linked to Corporate Priorities**

- *Local services that work for local people*
- *A healthy, active and safe Borough*

7. **Legal and Statutory Implications**

The Council has a statutory duty to ensure public safety in relation to managing its tree stock.

8. **Equality Impact Assessment**

- *No adverse impact has been identified in relation to the Council's equality duties*

9. **Financial and Resource Implications**

- *The revenue cost of the additional tree work contract is £30,000 for 2019/20 and this has been included in the approved general fund revenue budget*
- *The capital cost of the updating of the Tree Management System is £20,000 for 2019/20 and this has been included in the approved general fund capital programme*
- *The cost of the purchase of a Mobile Elevated Work Platform (MEWP) is estimated to be £77,000 and this has been included in the approved general fund capital programme for 2018/19 by rationalising fleet replacement to ensure that no additional financial pressure results*
- *The cost of the in-house tree team is included in the approved general fund revenue budget for 2019/20 as part of the Streetscene staffing and equipment budgets*

10. **Major Risks**

There are a number of major and minor risks relating to managing the Council's tree stock, ranging from the risk of fatalities or serious injury should a tree fail, to damage to property from tree encroachment, to minor nuisance/casual annoyance such as shading and leaf drop. It is therefore critical that the Council's tree stock is managed safely through an up to date Tree Management System including an appropriate inspection regime and a scheduled programme of prioritised works.

11. **Sustainability and Climate Change Implications**

The Council's tree stock makes a positive impact on mitigating the effects of climate change.

12. **Key Decision Information**

This report is not a key decision as defined in the Council's Constitution and therefore is not included in the Forward Plan.

13. **Earlier Cabinet/Committee Resolutions**

Economy, Environment and Place Scrutiny Committee – 4 July 2018

14. **List of Appendices**

None

15. **Background Papers**

None

HEALTH, WELLBEING AND PARTNERSHIPS SCRUTINY COMMITTEE

Work Programme 2018/19

Chair: Councillor Ian Wilkes

Vice-Chair: Councillor Ruth Wright

Members: Gardner, Horsfall, Jones, Kearon, Julie Cooper, Heesom, Maxfield, Panter and Parker

Portfolio Holders covering the Committee's remit:

Councillor Jill Waring - Cabinet Member – Community Safety and Well Being

Councillor Mark Holland - Cabinet Member - Leisure and Culture



The following services fall within the remit of this Scrutiny Committee:

Health and Wellbeing	Leisure Facilities (Leisure Centers etc.)
Anti-Social Behavior	Museum and Art Gallery
CCTV	Community Recreation
Homelessness	Community Centers
Civil Contingencies / Emergency Planning	Parks and Gardens – Recreation and Leisure
Community Safety(inch Police and Crime Panel and Safer and Stronger Board (Crime and Disorder Reduction Partnership)	Britain in Bloom
Domestic Violence Reduction	
Business Crime Reduction	

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The core Work Programme is determined at the beginning of the municipal year. Issues can be added throughout the year with the Chair's approval or where a new priority area comes to the Committee's attention.

For more information on the Committee or its work Programme please contact Jayne Briscoe on 01782 742250 or at jayne.briscoe@newcastle-staffs.gov.uk

DATE OF MEETING	ITEM	BACKGROUND/OBJECTIVES
Monday 10 th September 2018	Newcastle Town Centre	To consider the Councils responsibilities, strategies, initiatives and involvement with partner agencies and including: <ul style="list-style-type: none"> • The Purple Flag Scheme • Update on the Review of the Public Space Protection Order (PSPO) • 'Make in Count' Scheme • Homelessness
	Emergency Planning	Scrutiny of the Boroughs preparations for the impact of Winter on the Provision of, and demand for, services. NB The remit for this Committee includes Civil Contingencies/Emergency Planning.
	Britain in Bloom	Evaluation report on the Boroughs involvement and participation in the 2018 Scheme.
	Update on Mental Health Challenge	
	Work Programme	To discuss the work programme and progress of scrutiny activity and to consider any amendment/additions to the Programme.
Monday 3 rd December 2018	Leisure Provision	<ul style="list-style-type: none"> • Community Recreation and Leisure Strategy • Evaluation of impact and effectiveness of Educational Programmes

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		<ul style="list-style-type: none"> Kidsgrove Sports Centre – Community Group Business Plan
	SPACE Scheme	Evaluation report on effectiveness of 2018 Scheme.
	Parkinsons Disease Feedback	Support and advice service for people with diabetes and Parkinsons Disease. From Councillors Panter and Maxfield on their review.
	Work Programme	To discuss the work programme and progress of scrutiny activity and to consider any amendment/additions to the Programme.
	CCTV Report on options to enhance the current CCTV provision within the Borough	
	Britain in Bloom (from 10 th September meeting)	Evaluation report on the Borough's involvement and participation in the 2018 scheme
Monday 4 th March 2019	Consultation on the Future of Local Health Services in Northern Staffordshire	NSCGG invited to attend
	Work being done to address the issue of monkey dust	
	Opportunities for adult learning at Brampton Museum	
	Feedback to officers on the Active Lives surveys	
	Safeguarding	
	Work Programme	To evaluate and review the work undertaken during 2018/19.
Monday 3 rd June 2019	Safeguarding	

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	Work Programme	Review of the Impact of the Committee's Work. To discuss the work programme and potential topics that Committee members would like to scrutinise over the forthcoming year.
<p>Suggestions for potential future items:</p> <ol style="list-style-type: none"> 1. Feedback/Monitoring reports from bodies on which the Borough Council has member representation: <ul style="list-style-type: none"> • Healthy Staffordshire Select Committee -District and Borough Digest – summary of work of Committee • Staffordshire Police and Crime Panel – summary of Panel discussions 2. Review of SPACE provision 3. NHS Provision in North Staffordshire (consultation exercise anticipated in Autumn 2018) 4. Mental Health Challenge 5. Dementia 6. Safeguarding 7. Child Sexual Exploitation (CSE) 8. Domestic Violence 9. Counter Terrorism 10. Purple Flag 		

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