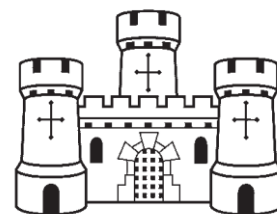


**Date of meeting** Wednesday, 25th September, 2019  
**Time** 7.00 pm  
**Venue** Lancaster Buildings, - Ironmarket, Newcastle, Staffs  
**Contact** Jayne Briscoe 2250



**NEWCASTLE  
UNDER LYME**

**BOROUGH COUNCIL**

Castle House  
Barracks Road  
Newcastle-under-Lyme  
Staffordshire  
ST5 1BL

## **Economy, Environment & Place Scrutiny Committee**

### **AGENDA**

#### **PART 1 – OPEN AGENDA**

- 1 APOLOGIES**
- 2 DECLARATIONS OF INTEREST**
- 3 MINUTES OF LAST MEETING - 20 JUNE 2019** (Pages 3 - 8)  
To consider the minutes of the last meeting of the Committee held on 20 June 2019
- 4 UPDATE FROM CABINET**  
This item provides an opportunity for the Portfolio Holder to update members of the Scrutiny Committee on the response of Cabinet to the suggestions made by the Committee at their last meeting.
- 5 CAR PARKING STRATEGY** (Pages 9 - 48)
- 6 RECYCLING SERVICE UPDATE** (Pages 49 - 52)
- 7 REVIEW OF SINGLE USE PLASTICS REDUCTION STRATEGY** (Pages 53 - 66)
- 8 CLIMATE CHANGE MITIGATION**  
Committee will consider this item at a Special Meeting of the Committee (date to be confirmed)
- 9 WORK PROGRAMME** (Pages 67 - 72)
- 10 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.
- 11 URGENT BUSINESS**

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

**Members:** Councillors Mrs J Cooper, A. Fear, G. Heesom (Vice-Chair), E. Horsfall, D. Jones, M. Olszewski, B. Panter, M. Reddish, A. Rout, J Tagg and G White (Chair)

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

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

### **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:-

Substitute Members:	G. Burnett	A. Parker
	T. Kearon	J. Walklate
	H. Maxfield	P Waring
	K.Owen	

*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

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

**NOTE:** THERE ARE NO FIRE DRILLS PLANNED FOR THIS EVENING SO IF THE FIRE ALARM DOES SOUND, PLEASE LEAVE THE BUILDING IMMEDIATELY THROUGH THE FIRE EXIT DOORS.

ON EXITING THE BUILDING, PLEASE ASSEMBLE AT THE FRONT OF THE BUILDING BY THE STATUE OF QUEEN VICTORIA. DO NOT RE-ENTER THE BUILDING UNTIL ADVISED TO DO SO.

Classification: NULBC **UNCLASSIFIED**

*Economy, Environment & Place Scrutiny Committee - 20/06/19*

## **ECONOMY, ENVIRONMENT & PLACE SCRUTINY COMMITTEE**

Thursday, 20th June, 2019  
Time of Commencement: 7.00 pm

**Present:-** Mayor's Consort - Councillor Gary White – Chair

A. Fear	A. Gardner	G. Heesom
E. Horsfall	M. Reddish	J. Tagg

**Officers:** Guy Benson – Head of Planning and Development  
Andrew Bird – Head of Recycling, Waste and Fleet Services  
Jayne Briscoe – Democratic Services Officer  
Caroline Elwood – Interim Head of Legal/Monitoring Officer  
Rob Foster – Head of Leisure and Cultural Services  
Jo Halliday – Head of Housing, Regeneration and Assets  
Sarah Moore – Partnerships Manager

**Also in attendance:** Councillor T Johnson (Cabinet member for Environment and Recycling)  
Councillor S Sweeney (Cabinet member for Finance and Efficiency)

### **1. APOLOGIES**

Apologies were received from Councillor Olszewski, Councillor Panter and Councillor Rout (who was represented by Councillor A Gardner),

### **2. DECLARATIONS OF INTEREST**

There were no declarations of interest stated.

### **3. MINUTES OF LAST MEETING - 14 MARCH 2019**

**Resolved:** That the minutes of the meeting held on 14 March 2019 be agreed as a correct record.

### **4. UPDATE FROM CABINET**

The Deputy Leader, Councillor Sweeney provided an update report in response to the recommendations made by the Scrutiny Committee to Cabinet on 14 March. This included the Economic Development Year 1 Action Plan, the conversion of Council owned town centre properties to residential accommodation, the relocation and display of exhibits at the Guildhall and car parking charges. Information concerning a visit to Nantwich Town Centre by the Cabinet member on June 19 for the purpose of benchmarking was also circulated at the meeting.

The Cabinet member felt that Nantwich was a 'destination' town and a place that Newcastle could aspire to become. Parking in the Town was half the cost of Newcastle.

**Agreed** That the Cabinet member be asked to undertake 3 further visits, (to include a visit to Leek to view the Totally Local market), prior to the next meeting of the Committee.

St Georges Chambers were being investigated as to suitability for conversion to residential accommodation.

A part of the Burgess exhibition would be relocated to the Guildhall to illustrate the history of the Borough.

Councillor Sweeney would continue to press the BID for recent car parking/footfall data. The car parking strategy was expected in September. Members went on to discuss the replacement of car parking machines and concluded that a combination of a cash/cashless facility at the most frequently used car parks was preferable.

**Agreed:** That the car parking strategy be reported to the September meeting of this Committee

Councillor Sweeney also updated members in respect to the request for an electricity supply to be installed for use by the market stallholders and stated that this would be carried out within the near future. The cost of the removal of surplus stalls was £1200 per stall and in this respect the Antiques Forum had indicated that their members would be able to fill all the stalls.

## 5. **ALLOCATION AND HOMELESSNESS POLICY**

In response to a request from the Committee (14 March 2019) the Head of Housing, Regeneration and Assets submitted a report which reviewed the situation regarding rough sleepers together with the provision which is available to those people who are sleeping rough on the streets. The report also considered the options available to assist and deter individuals begging in the Town Centre who are perceived to be rough sleepers.

Addressing rough sleeping and begging was a priority for the Borough. Together with partners the Borough had co-commissioned a Rough Sleepers Outreach Service with Stoke on Trent City Council and run by Brighter Futures and was working to co-ordinate services to ensure that anyone on the streets or at risk of rough sleeping was able to access advice and support.

The Rough Sleeper Outreach Team had verified a total of 53 people sleeping rough between 2 April 2018 and 31 March 2019, and around 4 rough sleepers per day in 2018. During the past year 14 new rough sleepers had been helped off the streets before they slept out for a second night; however there was a group of 16 entrenched rough sleepers who remained on a regular basis either in Newcastle or Stoke on Trent.

Continuing, the report set out the range of support available to a person sleeping rough. Homelessness was a complex issue and entrenched homelessness presented particular difficulties including addictions and criminal and offending behaviour. There was a range of powers available to both the Council and the Police to tackle these activities when outreach and engagement opportunities had either been exhausted or intelligence demonstrated that individuals were not legitimate rough sleepers were set out.

Officers encouraged members of the public to contact the Rough Sleepers Outreach telephone number with knowledge of rough sleepers so that help could be given.

Members discussed the Make it Count Scheme and, whilst it was acknowledge that publicity should be very sensitive, the profile and aims of the Scheme should continue to be raised with business, the public and rough sleepers.

The Government was committed to halving rough sleeping by 2022 and ending it by 2027 which is supported by funding and in this respect the Council had been successful in bidding for funding and had achieved £45,000 to cover the costs of a Rough Sleeper Co-ordinator post for 19/20.

In general members were supportive of the activities being carried out to help and support rough sleepers although Councillor Fear contrasted the picture with the absence of beggars in Nantwich Town Centre where there was no offer of support services and questioned whether there was a link between homelessness and the provision of services.

**Agreed:** That Cabinet be requested to support further sensitive PR work and comprehensive communications work around the Make it Count Scheme.

## **6. UPDATE OF PLANNING AND ENFORCEMENT RECRUITMENT**

Following on from a previous report (4 July 2018) the Head of Planning and Development submitted a report which updated members on the Planning Service. The report included a review of case load, percentage compliance with required completion of workload, a review of the number of staff vacancies within the department and the current action plan to meet the need identified.

It was reported that out of 339 District Councils the Borough Council, on the basis of the most recently available figures, ranked 313rd for the speed of determination of applications for major development, 303rd for speed of determination in relation to applications for non-major developments, ranked 227th in relation to appeals for major development decisions and 62nd in relation to appeals for non-major development decisions.

The Chair noted that the Authority was in the bottom quartile in a number of areas and questioned further on specific measures to help address the difficulties. In response the officer explained that a shortage of qualified planning officers contributed to the poor performance issues and the ability of the Authority to attract suitable qualified applicants within a financially competitive market.

**Agreed:** Cabinet be requested to review the circumstances leading to the shortage of qualified officers within the planning department and to put in place an effective recruitment and retention policy.

Specifically, Cabinet is requested to review the reasons for the Councils planning performance to be in the lower quartile across the country and to provide recommendations as to what is required to support the function to ensure substantive improvements.

## **7. RECYCLING SERVICE UPDATE**

The Head of Recycling and Fleet Services submitted a report which updated members on:-

- Progress on the development for the introduction of the new recycling collection service.
- What the service will look like
- Update briefing on the current absence and sickness levels within the department and progress on the implementation of new policies
- Quarter 4 performance – for information.

The report outlined progress on the development for the introduction of the new recycling collection service. Detailed data capture for existing refuse rounds was complete and this would ensure the effective and realistic modelling of rounds which was now underway. The procurement of wheeled bins and bags to hold cardboard and paper have commenced and the Committee was able to examine samples of these at the meeting. Procurement of vehicles (at least 7 split body RCV and 7 food waste vehicles) to operate the service has also commenced. Branding for the new service was complete and a communications plan approved.

Sickness and absence levels had recently reduced and the Officer thanked the HR Department for their additional support.

Members viewed the proposed recycling containers and engaged in discussions around their ease of use. Concern was expressed at the weight of a full paper/card recycling bag for some residents. It would be possible to request an additional bag and also the existing blue box could be used. Assisted collection would remain in place.

The existing garden waste bins were not suitable for use and all brown bins would be collected in September.

Moving to look at communications on social media and the need to ensure robust timely and correctly informed communication to residents it was noted that the recycling officer within the department was well placed to respond and inform; they concluded that communication was critical to the success of the introduction of the new recycling scheme. Members requested that the paper recycling bag be sufficiently weighted to prevent it blowing away and voted 5 for and 2 against in favour of the new recycling system.

**Agreed:** It was agreed that the communication element of informing residents of the new system is of paramount importance and it was requested that Cabinet ensured that the department prioritised the communications aspect and works closely with Andrew Bird.

**Agreed:** It was also requested that the recycling team, through Andrew Bird, had control of the Councils Facebook page specifically to respond to residents queries.

## 8. **WORK PROGRAMME**

The Chief Executive submitted a report on Work Programme Planning and invited members of the Committee to submit items for consideration.

**Agreed:** That the September meeting would consider a report on single use plastics reduction strategy; climate change mitigation; an update on the development of the Rycroft area; recycling service update.

9. **PUBLIC QUESTION TIME**

There were no members of the public present at the meeting.

10. **URGENT BUSINESS**

There were no items of urgent business.

11. **DATE OF NEXT MEETING - 25 SEPTEMBER 2019**

**MAYOR'S CONSORT - COUNCILLOR GARY WHITE**  
**Chair**

Meeting concluded at 9.40 pm

This page is intentionally left blank



**ECONOMY, ENVIRONMENT AND PLACE SCRUTINY COMMITTEE**  
**25<sup>th</sup> September 2019**

1. **REPORT TITLE** Car Parking Strategy
- Submitted by:** Cllr Sweeney
- Portfolio:** Finance and Efficiency
- Ward(s) affected:** Town Centre

**Purpose of the Report**

To outline the draft Car Parking Strategy and to seek Scrutiny Committee views.

**Recommendations**

**That Members give views on the draft Car Parking Strategy.**

**Reasons**

Car parking is a key asset and it is vital that the Council balances the management of the car parks with the economic development of Newcastle town centre. As part of the development of the draft strategy views of car park users and local businesses have been sought. The Strategy seeks to look forward for the next 10 years, with a proposed action plan to bring key improvements early within the strategy. It is appropriate that the Council seeks views on the proposals prior to the strategy being adopted.

1. **Background**

- 1.1 The Council has a wide range of car parks in Newcastle town centre which are recognised to play an important role in the operation of the town centre for visitors and for businesses. It is important that the Council takes into account a wide range of views alongside the financial aspects of managing these resources. The Council has made a commitment to have a parking strategy to set out the best ways forward for the car parks.

2. **Issues**

- 2.1 Officers have considered a wide range of issues in the development of the strategy:
- Customer views and stakeholder perception
  - the usage of car and capacity of the car parks,
  - financial appraisal of car parks as assets
  - links to the wider strategic transport needs including on street parking and road congestion,
  - longer term national and technologic developments
- 2.2 The strategy seeks to review the current car parking provision and to set out the future options to ensure that the most effective provision is made. The Strategy highlights the key objectives as:
- To provide car parking which meets the current and future needs of the town centre for visitors, businesses and residents that will live in the town centre.
  - Optimise the cost-efficiency of the car park assets
  - Minimise congestion and improve air quality

In order to deliver these objectives the strategy sets out a range of issues and an action plan.

**Objective 1 -To provide good quality car parks**

Short Term Actions

- Implement regular inspections of all car parks to enable prompt reporting of defects;
- Commit to a responsive maintenance programme funded through the revenue budget;
- Establish provision in the Capital Programme for larger investments with initial priorities being resurfacing of Hassall Street car park, rear of High Street car park and Frog Hall access road; and
- To minimise the costs of the operation of the car parks the Council will seek to undertake a review of the business rates and take any appropriate action.

Medium Term Actions

- Establish a strategy for the Midway Car Park – our largest and the most significant town centre car park, which requires significant renovation including cathodic protection for the long term structure of the building, new drainage, internal decoration, lighting and improved cleanliness; and
- Review development options for the least used and least economically viable car parks.

Long Term Actions

- Deliver rolling programme of refurbishment.

**Objective 2 - To improve the customer experience of parking in Newcastle**

Short Term Actions

- Commence programme of Pay&Display machine replacement, with chip and pin and / or contactless options (consultation highlighted that in terms of card payment businesses preferred contactless payment whereas customers preferred chip and pin);
- Procure modern pay by phone service with App technology;
- Actively promote cashless payment methods;
- Continue to offer free parking to Blue Badge holders;
- Ensure proportionate and effective parking enforcement, to balance the need to enforce with appropriate flexibility;
- Invest in a modern CCTV in the Midway which is able to meet the expected monitoring and surveillance requirements; and
- Support the County Council's implementation of the new street signing as part of the Wayfinding Strategy.

Medium Term Actions

- As the ticket machine upgrade programme rolls out over the next 5 years the Council will review take up of the two card payment mechanisms and future years will focus on the most popular payment methods;
- In response to the business and customer consultation review the provision of Disabled and parent parking.

Long Term Actions

- Over the next 10 years there is also likely to be further enhancements in payment methods and the Council will need to review developments as they arise.

**Objective 3 - To support the economic development of Newcastle Town Centre**

## **Supporting Visitors**

### Short term

- Trial a shoppers discount of £1.00 after 1pm for 8 months, this will be reviewed for the financial implications;
- Establish business engagement programme to promote discounted parking;
- Establish a mechanism to evaluate the BUSINESS impact of the “1 after 1” initiative;
- Work with businesses including the Business Improvement District to develop the town centre offer;
- Offer free parking for 5 event days per year where there is a clear business engagement plan to demonstrate economic impact;
- Support Christmas retail and town centre shoppers in the run up to Christmas with free parking from 5pm for Christmas late night shopping; and

### Medium Term

- Work with SCC to review charges for on-street and off street on Corporation Street and Merrial Street (SCC operated Bridge Street);
- Evaluate potential for a shoppers permit for residents;
- Explore with BID willingness for it to control charging in Goose Street as a dedicated “Shoppers Carpark”.

### Long Term

- Evaluate the impact of any Clean Air actions on car park charging; and
- Establish a mechanism for differential charging to reward the greenest vehicles.

## **Supporting Businesses**

### Short term

- To prioritise and market Fogg Street, High Street and Well Street as Business Permit car parks for adjacent businesses;
- To support business owners and workers in the town centre the Council will simplify the quarterly permit scheme based on £2.00 per day for all day parking. This equates to £130 (excl. VAT) per quarter. This one permit will replace all existing permits bands, with the only variation being a £20 discount for those businesses that purchase more than 20 permits (£110 / quarter). Based on the income currently generated by the existing permits, this simplified charging scheme will achieve the same level of income as the current scheme;
- A provision will be introduced for a Small Business Permit which allows businesses to purchase the £130 permit on a monthly scheme, at £43.50 / month. The aim of this payment option is to make the permit system more approachable to smaller business owners;
- To implement a marketing programme to increase the take-up of business permits;

### Medium Term

- Maintain ongoing dialogue with the business community to ensure understanding of their business parking needs remains current;
- Maintain a programme of specialist events on car parks to encourage visitors to the town and to maximise the utilisation of the asset; and

### Long Term

- Evaluate the opportunities for the car parks to support diversification and specialist events;
- Continue to work with the Business Improvement District to ensure that parking supports local trade; and

- Evaluate the take up of permits and technological developments to improve the purchase of permits.

**Objective 4 - To ensure that car parks meet the future demands of car users**

Short Term

- Implement Electric Charging points for taxi's as part of the Clean Air projects;

Medium Term

- Research demand for Electrical Charging Points and establish funding model;
- Review parking bay sizes to accommodate larger vehicles; and
- To review the technology developments for directed parking App's.

Long term

- Provide Electrical Charging Points in all council car parks;
- To review in car charging technology and the links to parking accounts;
- Introduce solar canopies in the car parks in line with the Council's carbon emission reduction commitments; and
- To review the implications of automated vehicles.

3. **Options Considered**

- 3.1 The Council could decide to adopt the draft Car Parking Strategy based on the information outlined in the strategy and taking on board the views of the town centre users gained through the research. Alternatively the Council could openly consult on the draft strategy enabling the Council to take into account the opinions given, including views on the draft action plan.

4. **Proposal and Reason for Preferred Solution**

- 4.1 It is proposed that Scrutiny members consider the draft Strategy and give their views.
- 4.2 Scrutiny may also wish to consider if they feel it is appropriate for the Council to consult more widely including targeted consultation with members of the newly formed Town Centre Board and importantly the Business Improvement District. Members may wish to consider if car parking is such a key element of the town centre it may be crucial that the Business Improvement District has the opportunity to make meaningful contribution.

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

- 5.1 Providing car parking supports the Council's corporate priority of a Town Centre for All.

6. **Legal and Statutory Implications**

- 6.1 The Council delivers the car parking service in line with the Traffic Regulation Order for the town centre.

7. **Equality Impact Assessment**

- 7.1 The Council provides dedicated disabled parking spaces within a number of car parks throughout the town centre. Blue Badge holders can also park in a range of streets around the town centre.

8. **Financial and Resource Implications**

- 8.1 The Council will need to take into account reducing financial income from the car parks as part of the proposed initiatives.

- 9. **Major Risks**

- 9.1 Without continued investment in the car parks, especially the Midway the usage will decline and customer satisfaction will decrease.

- 10. **Sustainability and Climate Change Implications**

- 10.1 The Car parking strategy identifies the need to consider electric charging points which will support sustainability objectives.

- 11. **Key Decision Information**

- 11.1 This is not a key decision however the strategy outlines an important strategic direction for the management of the car parks.

- 12. **Earlier Cabinet/Committee Resolutions**

- 12.1 In October 2018 Cabinet approved the decision to have a 10 year Car Parking Strategy.

- 13. **List of Appendices**

- 13.1 Draft Newcastle-under-Lyme Town Centre Car Parking Strategy.

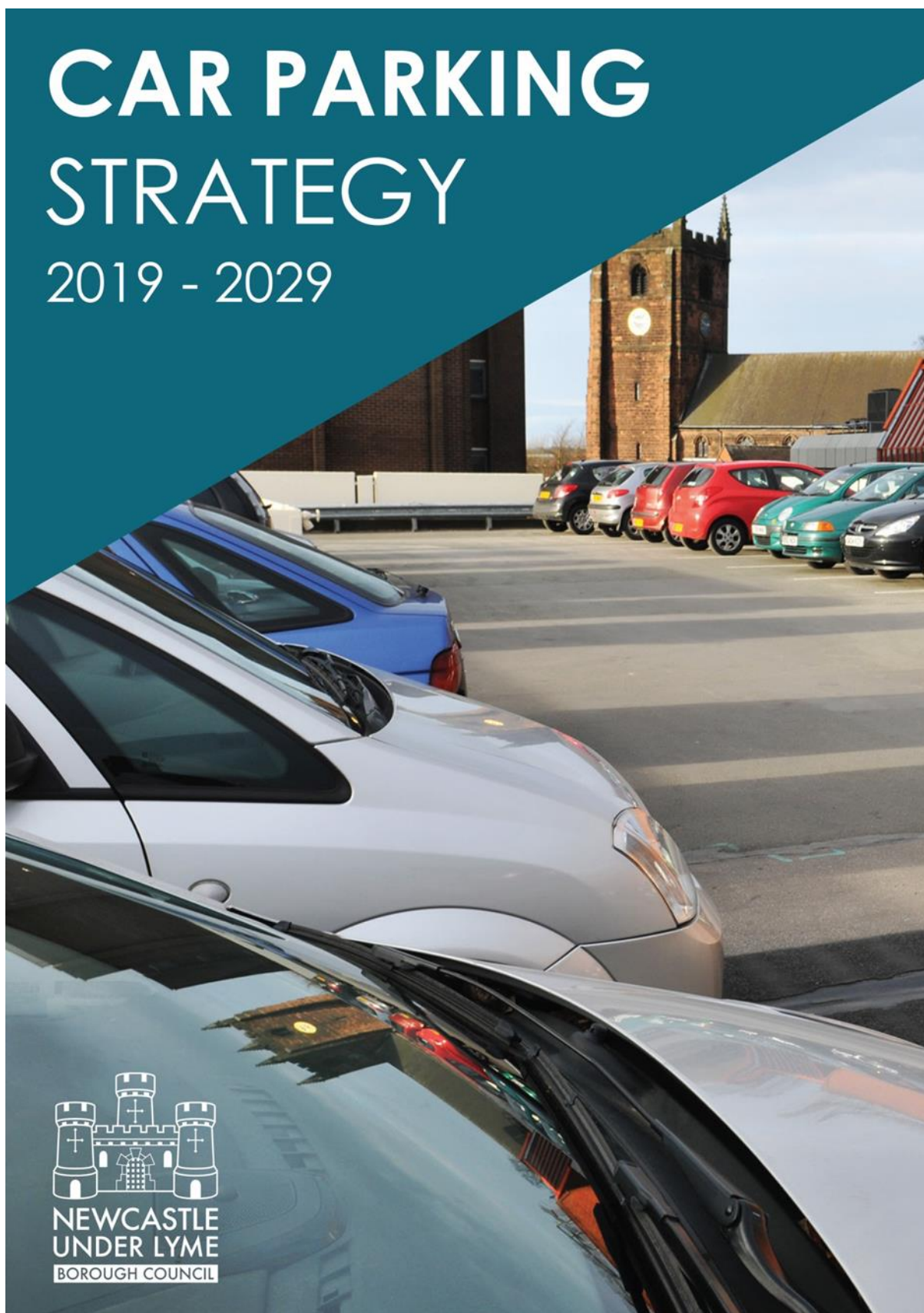
- 14. **Background Papers**

- 14.1 None

This page is intentionally left blank

# CAR PARKING STRATEGY

2019 - 2029



## **Introduction By Cllr Sweeney**

Welcome to Newcastle-under-Lyme Borough Council's Car Parking Strategy 2019-2029, this sets out the Council's plans and ambitions for our car parks for the next 10 years.

The Council has a wide range of car parks in Newcastle town centre which are recognised to play an important role in the operation of the town centre for visitors and businesses.

This strategy sets out how the Council will utilise these resources to balance the demands of the various users of car parks, support town centre businesses, and ensure operational costs are met.

Importantly the Council wants to work with partners including the Business Improvement District to ensure that our car parks meet the needs of local businesses. Equally the Council is committed to investing in our car parks to ensure that they meet the developing expectations of customers and maximise the use of developing technology.

Management of our car parks also relates to the use of cars in our town centre and through the Council's commitment to reducing carbon emissions it is important that the car parks support good traffic / parking practices and the use of electric vehicles.

## **Objectives**

The Council's town centre car parking objectives are:

- To provide car parking which meets the current and future needs of the town centre for visitors, businesses and residents that will live in the town centre;
- Optimise the cost-efficiency of the car park assets; and
- Minimise congestion and improve air quality.

The strategy covers a 10 year period, with actions analysed into Short (1year) medium (2-5 years) & long term (5-10years)

This strategy reviews the current car parking provision and sets out the future options to ensure that the most effective provision is made. In order to do this a range of issues have been taken into account:

- Customer views and stakeholder perception;
- the usage of car and capacity of the car parks;
- financial appraisal of car parks as assets;
- links to the wider strategic transport needs including on street parking and road congestion; and
- longer term national and technologic developments.

## **National and Local Policies**

The Council Plan 2018-2022 sets out the Council vision to have 'Good local services, a prosperous borough and safe and welcoming places for all'.

The four corporate priorities are:



- Local services that work for local people;
- Growing our people and places;
- A healthy, active and safe borough; and
- A town centre for all.

The Council wants to ensure that the town centres have the right retail, public service, leisure, cultural, business and residential facilities that work for local residents and attract visitors and businesses to the town centres. To achieve this, the Council wants to deliver car parking services that support the town centres.

Car parking plays an important role in the town centre and the wider transport links to the area. Our car parks create a lasting impression for visitors, who we want to encourage to return to support our town centre businesses.

The Council is working hard with partners to improve air quality. Provision of car parking that is easily accessed and close to the place which the driver wishes to visit is important to ensure that unnecessary congestion is not caused by drivers blocking up key access roads looking for places to park.

Newcastle like many areas across the UK continues to experience areas of poor air quality. The air quality assessment identified that there are road links to the town centre that are currently exceeding the annual mean nitrogen dioxide (NO<sub>2</sub>) limit value, with exceedances predicted to continue in 2019 and beyond. In October 2018, Ministers Coffey and Norman for the Department for Environment, Food and Rural Affairs (DEFRA) and Department for Transport (DfT) respectively, served the ministerial direction on the Council; this was served under the provisions of The Environment Act 1995 (Feasibility study for nitrogen dioxide compliance) (No 2). The Ministerial directions formally mandate several local authorities including Newcastle to undertake further work with the main objective being to explore options for reducing levels of nitrogen dioxide in the air. The provision of good quality car parks in the right locations can assist in improving air quality.

## **Key issues**

The cost of car parking is important but not the sole factor in a driver's decision to park. Key factors include reason for coming into Newcastle, closeness to the attraction to which the driver wishes to visit, reasonable availability of spaces, attractiveness, ease of use, payment options, electric car charging facilities and security of car park.

There are major plans to regenerate the Ryecroft area of the town centre, including the now vacant Civic Offices. At present this provides a significant number of parking spaces which will be subject to change once the redevelopment takes place.

The Council has a policy of Town Centre for All and encourages development and conversion for housing in the town centre. Student and mixed apartment accommodation continues to be developed. Whilst the Sky Building has stalled other sites have come forward including the former Savoy Cinema site and former Bristol Street Motors site. This will see an increase in people living in the area and therefore potentially more demand on the evening parking.

As part of the Newcastle Sustainable Transport Group, the Council is working with Staffordshire County Council to review signage in the town centre to improve wayfinding and provide town centre users with clear directional information. The group is also working on a complete review and renewal of town centre road signage to direct traffic in the most effective way to reduce congestion and improve air quality. This includes clear directions to car parks.

Car parking is seen as a Council issue however there is a significant private car park operator delivering the Lyme Light Boulevard and many supermarkets with substantial parking around the ring road. Town Centre businesses believe that car parking should be led by the Council. For car parking to effectively support the economic development of the town centre a much more joined up approach needs to be taken with businesses supporting parking initiatives. A Communications Plan will be developed which actively promotes the car parking, addresses customer concerns and engages local businesses.

Customers do not understand the difference between the County operating on-street parking and the Borough operating car parks. This leads to confusion when the Council introduces parking concessions with the BID. All three partners will need to work together to have a joined up approach to car parking charges.

## **Our car parks**

Analysis of the car park use, condition and finance are included in the appendices.

Key information is:

- The Council has 13 car parks in and around the town centre, which provide 1476 spaces;
- There are a mix of pay and display car parks and permit only car parks;
- 523,791 customers use the Council car parks per year, of which 211,499 park on the Midway;
- In 2018/19 1,587 permits were purchased over the 4 quarters;
- The nett income for the car parks in 2018/19 is £66,652 (inclusive of support service recharges and capital financing charges);
- Corporation Street generates the greatest revenue per space as a short term central small car park;
- 8.95% of transactions are cashless and there is an opportunity to increase this and improve customer experience; and
- 73% of customers park for 2 hours or less. Including the after 3pm customers into this increases the percentage to 84%.

Car parking income assists in supporting the Council's balanced budget, and any adverse variance places additional pressures on achieving this. During 2018/19 Council Car Parks generated £66k surplus.

**2018/19 Car Parking Income / Expenditure**

	2018/19 Actual (£)	2018/19 Budget (£)	2018/19 Variance (£)
<b>Employees</b>	134,183	125,400	- 8,783
<b>Premises</b>	253,008	250,540	- 2,468
<b>Supplies and Services</b>	70,055	101,630	31,575
<b>Support Services Recharges</b>	70,824	71,600	776
<b>Capital Financing</b>	373,549	183,840	- 189,709
<b>Customer Receipts</b>	- 951,516	-1,087,500	- 135,984
<b>Rents</b>	- 16,555	- 63,300	- 46,745
<b>Totals</b>	- 66,452	- 417,790	- 351,338

Analysis of specific car parks and their ability to generate income is undertaken below, this identifies how much income overall each space is generating. This highlights that the Council's car park on Corporation Street achieves the highest return per space. This specific car park is a small short stay car park, and is situated in close proximity to the County Council's on-street parking.

The car park on School Street / Barracks Road is in constant use by both users of the Jubilee 2 leisure centre, and Exercise4less that is located next door, as such this generates a significant amount of income per space. The Midway car park, the Council's largest parking facility, has a smaller return per parking space, despite generating the largest overall return of £241k. This highlights that the Midway doesn't achieve the occupancy levels that it may have done in the past.

**2018/19 Income / Expenditure per Car Park**

	No. of Spaces	Total Income*	Total Expenditure**	Net Income / Expenditure	Income per Space
<b>Blackfriars</b>	25	- 4,373	3,192	- 1,180	- 47
<b>Cherry Orchard</b>	24	- 34,129	9,755	- 24,373	- 1,016
<b>Corporation Street</b>	9	- 26,565	7,245	- 19,319	- 2,147
<b>Goose Street</b>	113	- 81,784	32,889	- 48,895	- 433
<b>Hassell Street</b>	39	- 39,689	12,529	- 27,159	- 696
<b>King Street</b>	170	- 67,601	23,963	- 43,638	- 257
<b>Merrial Street</b>	16	- 4,377	2,872	- 1,505	- 94
<b>Midway</b>	655	- 465,414	224,079	- 241,334	- 368
<b>Ryecroft ***</b>	214	- 146,662	28,291	- 118,371	- 553
<b>School Street / Barracks Road</b>	40	- 77,357	29,768	- 47,589	- 1,190
<b>Silverdale Road</b>	65	- 49,730	13,925	- 35,806	- 551
<b>Windsor Road</b>	21	- 46,811	13,000	- 33,811	- 1,610
<b>Other</b>	n/a	- 14,727	29,972	15,245	n/a

\* total income incorporate a prorated percentage of income from penalty charge notices, based on the overall income generated by an individual car park

\*\* total expenditure includes a prorated percentage of general car parking expenditure, including enforcement and cash collections.

\*\*\* 75% of Ryecroft income relates to Staffs County Council proportion of site.

## Consultation

The Business Improvement District are consulting local businesses on their views for the future of the BID, as part of this businesses have given some views on car parking in the town centre. Within the top 5 issues that businesses want to see addressed are Car Parking initiatives for customers, an improved parking experience and parking initiatives for staff.

Comments received from businesses included free parking, cheaper parking, discounted parking, parking for staff as recruitment difficulties, more short stay parking, more residential parking, discounted for business workers, all car parks to be pay on exit, abuse of disabled parking, empty parking spaces. (from PFBBUK).

A separate short survey was also undertaken direct with local businesses in Newcastle town centre. 23 businesses completed the survey highlighting that:

- 57% of businesses were parking all day.
- the two most important features for parking were location/convenience and car park security; value for money was ranked 5<sup>th</sup> from 8 issues.
- the highest levels of satisfaction are in ease of accessibility (82%) and location/convenience (72%), with the lowest levels for value for money (17%) and car park security (29%)
- the key areas for improvement are wider bays (11%), more cashless options /locations (9%) and more parents and child bays (9%).
- 48% preferred contactless compared to 9% card chip and pin
- 35% were aware the Council did permits
- 13% thought that the £1 after 3pm had increased their business trade
- 35% thought that the event parking had increased their trade

The Council commissioned an independent survey of town centre users to ask their view on the car parks:

- 415 completed surveys from ten car parks
- Just over half of respondents had come for shopping/retail (52%)
- 59% of customers parked for under 2 hours
- Location/convenience (36%) was the most important car park feature
  - Second most important was value for money (25%)
  - Only 22% of customers were unhappy with charges
- Very high satisfaction rates for
  - Location/convenience (93%)
  - Ease of accessibility (71%)
- Highest rates of dissatisfaction for
  - Parent parking (45%)
  - Disabled parking (28%)
- Wider bays and more disabled bays the most popular potential improvements
- Cash still seen as the favourite method of payment by a significant amount (67%)
- 26% were aware of the £1 after 3pm scheme
  - Fewer than half of those who were aware visited more often as a result (18%)

- Fewer than half were aware of the free parking for events (58%)
  - Fewer than half of those who were aware visited more often as a result (19%)

## **Benchmarking**

There is considerable private parking offered in the town centre. The main private pay and display car park is at LymeLight Boulevard (290+ spaces) this provides good quality convenient parking for town centre users and is specifically targeted but not exclusively for the users of the LymeLight Boulevard.

There are a range of retail car parks on or close to the ringroad, these provide the shoppers with convenient free or refunded parking for the stores. With time limitations of between 1.5 hours to 2 hours this also enables drivers to make other visits whilst in the town.

A breakdown of public and private sector car park comparative data is included in the appendix. When comparing the Council charges for our car parks they are not extremely different to others. It is known that charges are not the most important factor as convenience and location are crucial, it is however important to recognise that the bigger issue for Newcastle town centre is to ensure that there is a good town centre offer.

## **On-street Parking**

The County Council provides on-street parking, this includes 30mins Nipper parking on Merrial Street, pay and display on Corporation Street, High Street, the Brampton and Bridge Street.

On-street parking is intended to be short term (maximum 1 hour stay) and to support the movement of vehicles on the road, thus supporting the town centre users and reducing congestion.

The current charges for on-street parking is 80p for 30 minutes and £1.60 for 1 hour, this is applicable Monday to Saturday 8am to 9pm.

On-street parking generally seeks to provide accessibility for short term visits whilst easing congestion on the roads. Wherever possible the Council will seek to work with the County Council to have complementary parking charges and seek to address the concerns of visitors that they do not understand the different charging policies and where concessions are applicable.

The Council would like to take forward discussions with the County Council on the future options for short term parking on the lower end of the High Street.

## **Residents Parking**

With increasing car ownership there are often too many cars to enable residents to park outside of their own homes, whilst residents have no right to this, it is considered reasonable that for residents to park outside near their home for increased security and accessibility.

The County Council is responsible for on-street parking and the management of Resident Parking Zones.

The Borough Council currently operates a resident parking permit scheme in Silverdale Road, this is a historic scheme relating back to when residents lost their access to front of house parking. It is proposed that this limited scheme continues, with charging set annually as part of the fees and charges process.

## **Car Park Strategy Priorities**

This strategy seeks to identify the short term 1 to 2 years actions, the medium term 3 to 5 year actions and the longer term 5 to 10 year actions. There will be some projects that overlap these time frames and some dependencies between actions.

### **Priority 1 – To provide good quality car parks**

Fundamentally car parks are assets that need to be maintained. They are often the first point of contact for visitors to the town and influence future visits. Visitors expect a good standard, well maintained and clean facility. The Council also has a duty to provide safe car parks where the car park does not cause accidents and injury to the users.

The Council's main multi-storey car park is the Midway, this provides considerable parking for many town centre users, however, this car park is now at a stage whereby it needs to be reviewed. The design, age, construction and location of the car park brings many challenges and significant resources need to be invested to ensure this car park is of a good quality for future years.

#### **Short Term Actions**

- Implement regular inspections of all car parks to enable prompt reporting of defects;
- Commit to a responsive maintenance programme funded through the revenue budget;
- Establish provision in the Capital Programme for larger investments with initial priorities being resurfacing of Hassall Street car park, rear of High Street car park and Frog Hall access road; and
- To minimise the costs of the operation of the car parks the Council will seek to undertake a review of the business rates and take any appropriate action.

#### **Medium Term Actions**

- Establish a strategy for the Midway Car Park – our largest and the most significant town centre car park, which requires significant renovation including cathodic protection for the long term structure of the building, new drainage, internal decoration, lighting and improved cleanliness; and
- Review development options for the least used and least economically viable car parks.

#### **Long Term Actions**

- Deliver rolling programme of refurbishment.

### **Priority 2 – To improve the customer experience of parking in Newcastle**

The Council is committed to working on a range of issues to improve customer experience. Many of our pay and display machines are beyond their life expectancy and lack the software to provide accurate management information on parking patterns and behaviours. Similarly the current machines are cash only with no option to pay by card in the car parks,

albeit that the pay by phone is available. Greater use of smart phones has also seen the development of more streamlined App's that are customer friendly. The Council is committed to ensuring that a modern customer friendly App is implemented for Newcastle.

### **Short Term Actions**

- Commence programme of Pay&Display machine replacement, with chip and pin and / or contactless options (consultation highlighted that in terms of card payment businesses preferred contactless payment whereas customers preferred chip and pin);
- Procure modern pay by phone service with App technology;
- Actively promote cashless payment methods;
- Continue to offer free parking to Blue Badge holders;
- Ensure proportionate and effective parking enforcement, to balance the need to enforce with appropriate flexibility;
- Invest in a modern CCTV in the Midway which is able to meet the expected monitoring and surveillance requirements; and
- Support the County Council's implementation of the new street signing as part of the Wayfinding Strategy.

### **Medium Term Actions**

- As the ticket machine upgrade programme rolls out over the next 5 years the Council will review take up of the two card payment mechanisms and future years will focus on the most popular payment methods;
- In response to the business and customer consultation review the provision of Disabled and parent parking.

### **Long Term Actions**

- Over the next 10 years there is also likely to be further enhancements in payment methods and the Council will need to review developments as they arise.

## **Priority 3 – To support the economic development of Newcastle Town Centre**

Car parking is understood to be a key issue for the town centre both with businesses and customers and it is essential that the Council is able to utilise the car parks as assets to best support the town centre. As outlined in the earlier sections the car parks have significant costs that need to be met and the Council's policy is to do this through charging in Newcastle town centre.

Availability of parking is not an issue with many cars parks having low utilisation rates. The Council has already made the decision to dispose of the Blackfriars car park based upon low usage and the opportunity to support redevelopment of a wider site. Consideration over the next few years can be given to the longer term use of some of the other under-utilised car parks as to if they could be promoted for long stay permits or redeveloped.



The new ticket machines will provide valuable intelligence that can inform future year's car parking charges. The Council sets charges annually as part of the budget setting fees and charges, the Council is committed to reviewing car parking fees as part of this process. One of the key issues arising from this strategy development is to have a simple understandable charging policy that takes into account best practice from other areas. The Council will look at two key approaches, firstly supporting town centre visitors including residents and secondly supporting businesses / workers in the town centre.

The Council will seek to implement additional concessions on the understanding that there is commitment from the local businesses to share trading data, thus ensuring that Council investment results in improved local business trade. The Council's parking charges have not been increased in over 8 years.

### **Supporting Visitors**

Our research shows that the majority of shoppers visiting Newcastle park for under 2 hours. If critical importance is increasing the number of people who visit the town and it is recognised that parking charges, and ease of parking, are important influencers. However, at least as important is the town's "offer", and alongside this strategy for parking, action will be required to develop and improve the offer. This will form part of the Council's development of a town centre strategy.

### **Short term**

- Trial a shoppers discount of £1.00 after 1pm for 8 months, this will be reviewed for the financial implications;
- Establish business engagement programme to promote discounted parking;
- Establish a mechanism to evaluate the BUSINESS impact of the "1 after 1" initiative;
- Work with businesses including the Business Improvement District to develop the town centre offer;
- Offer free parking for 5 event days per year where there is a clear business engagement plan to demonstrate economic impact;
- Support Christmas retail and town centre shoppers in the run up to Christmas with free parking from 5pm for Christmas late night shopping; and

### **Medium Term**

- Work with SCC to review charges for on-street and off street on Corporation Street and Merrial Street (SCC operated Bridge Street);
- Evaluate potential for a shoppers permit for residents;
- Explore with BID willingness for it to control charging in Goose Street as a dedicated "Shoppers Carpark".

### **Long Term**

- Evaluate the impact of any Clean Air actions on car park charging; and
- Establish a mechanism for differential charging to reward the greenest vehicles.

<u>£1 after 1pm</u>
---------------------

In December 2018 the Council introduced the £1 after 3pm concession to support the town centre, with many businesses being quieter late afternoon, and to support the evening economy. Utilising the data from cashless ticket sales for the 6 months following the introduction of the new charge the Council has been able to estimate that this concession potentially results in a loss of income of £84k over a 12 month period.

By introducing this concession from 1pm instead of 3 pm then the annual cost would increase to £95k, an additional £11k in addition to the current 3pm cost. The calculation for this figure has had to rely solely on the data provided via the cashless sales during 2018/19; therefore there may be purchase habits by those individuals who use the cashless service that cannot be forecast. For example, those using the cashless service could be commuters who park in the morning for the day and therefore may not be utilised as much during the afternoon.

### **Supporting Businesses**

Businesses require parking for employees at rates which reflect their long stay, frequent use. This includes not only commercial businesses in the town, but also the Council itself, Staffordshire County Council, and NHS, all of which have large numbers of individuals parking in the town. Long term commuter parking needs to be provided such that it does not squeeze out shorter stay shopper parking, but equally, it is recognised that commuters also contribute to the economic vitality of the town and should not therefore be exclusively relocated to the margins.

#### **Short term**

- To prioritise and market Fogg Street, High Street and Well Street as Business Permit car parks for adjacent businesses;
- To support business owners and workers in the town centre the Council will simplify the quarterly permit scheme based on £2.00 per day for all day parking. This equates to £130 (excl. VAT) per quarter. This one permit will replace all existing permits bands, with the only variation being a £20 discount for those businesses that purchase more than 20 permits (£110 / quarter). Based on the income currently generated by the existing permits, this simplified charging scheme will achieve the same level of income as the current scheme;
- A provision will be introduced for a Small Business Permit which allows businesses to purchase the £130 permit on a monthly scheme, at £43.50 / month. The aim of this payment option is to make the permit system more approachable to smaller business owners;
- To implement a marketing programme to increase the take-up of business permits;

#### **Medium Term**

- Maintain ongoing dialogue with the business community to ensure understanding of their business parking needs remains current;
- Maintain a programme of specialist events on car parks to encourage visitors to the town and to maximise the utilisation of the asset; and

#### **Long Term**

- Evaluate the opportunities for the car parks to support diversification and specialist events;
- Continue to work with the Business Improvement District to ensure that parking supports local trade; and
- Evaluate the take up of permits and technological developments to improve the purchase of permits.

#### Permits

The Council provides a permit scheme for regular users of the Council's car parks. There are three bands of permit, ranging from £150 to £230 per quarter (plus VAT). During 2018/19, £176k was generated through the permit scheme, this related to 1,587 permits being issued, of these 1,184 were purchased by large organisations and a discounted rate was applied.

The current permit scheme is unnecessarily complex, with various pricing points due to the three bandings and any discount that is applied. It is anticipated that the scheme can become more attractive to new users with the introduction of a single permit charge across all Council owned car parks.

By introducing a single permit charge of £130 (plus VAT), marketed as a £2 per day charge, with a £20 discount for those businesses that purchase more than 20 permits. The Council would generate £183k based on 2018/19's purchases.

#### Goose Street Car Park Proposal

To assist in improving footfall in the town centre, the Council is proposing that the setting of charges can be made by the BID. In return the BID would be required to make up the Council's shortfall on the car parking income from the BID levy. Expenditure that currently takes place would remain the responsibility of the Council, and this includes the enforcement of the car park by Council officers.

The Council would propose that the car park that would be offered to the BID would be Goose Street. The car park's location is close to the town centre, would increase footfall through the side of town that requires an increase, it currently does not attract as much income as the Council's main car park and therefore would cost the BID less to set the charges for. However, with over 100 spaces, the Car Park provides a genuine opportunity to support trade.

The income required by the Council off the site is £74,000. If the BID were to make the car park free, the initiative would cost the BID £74,000. If the BID were to charge a reduced fee, the cost to the BID would be less (£74,000 less the income collected). The proposal has been informally presented to the BID for their consideration of the development of their new Business Plan and for businesses to consider as part of their plans for 2020-2025.

Details such as maximum stay duration would be negotiated with the BID to manage the impact on other parking income

### **Priority 4 – To ensure that car parks meet the future demands of car users**

Technology will develop greatly over the next 10 years and it is important that the Council reviews and adapts to these developments. In car technology is already developing the capability of paying for car parking through accounts linked to the car, thus the driver will automatically pay for the time they park to the time they leave.

In March 2019, the Department for Transport published the Future of Mobility Urban Strategy- Moving Britain Ahead. It stated that ; “UK company Appy Parking is introducing smart, parking schemes across several towns and cities, helping to reduce driver stress, congestion and emissions generated while looking for parking spaces by navigating drivers directly to available bays.”

The Department for Transport Strategy recognized that the development of smart, intelligent parking is underpinned by the accurate collation, sharing and harnessing of data. The Borough Council will review progress in this arena to ascertain what future technology may be suitable in future years.

The growth of Electric Vehicles over the next 5 years will be important and the Council will need to think about ways to support the use of electric vehicles by providing adequate numbers of charging points. The Council's requirement under the Ministerial Directive to reduce levels of nitrogen dioxide in the air will be supported by the delivery of electric charging points for taxis. Similarly the Council will need to consider charging for its own fleet, specifically the fleet based at the Depot.

Whilst the current legislation does not permit automated vehicles (Driver less cars) on the highway the technology has been in development for many years and over the life of this 10 year strategy will no doubt become reality. As the sector develops the Council will need to consider the implications for its car parking approach.

### **Short Term**

- Implement Electric Charging points for taxi's as part of the Clean Air projects;

### **Medium Term**

- Research demand for Electrical Charging Points and establish funding model;
- Review parking bay sizes to accommodate larger vehicles; and
- To review the technology developments for directed parking App's.

### **Long term**

- Provide Electrical Charging Points in all council car parks;
- To review in car charging technology and the links to parking accounts;
- Introduce solar canopies in the car parks in line with the Council's carbon emission reduction commitments; and
- To review the implications of automated vehicles.

### **Acknowledgements**

The Council would like to thank the Business Improvement District (and their consultant PFBBUK) for the support in collecting business views of parking.

**Appendix - Action Plan**

<b>Short, Medium and Long Term Actions</b>	<b>Action</b>	<b>Lead</b>	<b>Resource</b>	<b>Timescale</b>
<b>Objective 1 -To provide good quality car parks</b>				
Short Term Actions	Annual car park inspections	NBC Housing Regeneration and Assets Officers	Officer time	Annual
	Implement Car park repairs following inspections	NBC Housing Regeneration and Assets Officers	Repairs and renewal fund for minor pot holes / capital programme bid for major repairs	Responsive, ongoing for the long term
	Establish provision in the Capital Programme for larger investments in car parks	NBC Finance and Housing Regeneration and Assets Officers	Capital Funding to be allocated	2020-21 onwards
	Midway cathodic protection Survey and repairs	NBC Housing Regeneration and Assets Officers	Funding allocated in capital programme	October 2019
	Install new drainage in the Midway	NBC Housing Regeneration and Assets Officers	Quotations required Estimates £10k Architects fees and works at £100k.	November 2019
	Invest to improve the cleanliness of the Midway internally and outside on the pavement	NBC Operations	Review the approach including how to clean the stairwell	Monthly
Medium term actions	Lighting review and installation of new lighting where required	NBC Housing Regeneration and Assets Officers	Initial repairs through Council Repairs and Renewal Fund	March 2020
	Internal painting of the Midway	NBC Housing Regeneration and Assets Officers	Quotations required	March 2021
	Hassall Street resurfacing	NBC Housing Regeneration and	Capital Funding to be	2020-21

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
		Assets Officers	allocated £50k	
	Rear of High Street and Frog Hall access road repairs	NBC Housing Regeneration and Assets Officers	Capital Funding to be allocated £40k	2020-21
	Review development options for the least used and least economically viable car parks	NBC Housing Regeneration and Assets Officers	Officer time	2021-2025
	Undertake a review of the business rates and take any appropriate action	Property Officers	In-conjunction with Council agents	March 2024
Long Term Actions	Deliver rolling programme of refurbishments	NBC Housing Regeneration and Assets Officers	Capital Funding to be allocated	2022-29
<b>Objective 2 - To improve the customer experience of parking in Newcastle</b>				
Short Term Actions	Ticket machine renewal, prioritising old machines and key car parks	NBC Housing Regeneration and Assets Officers	£30k allocated in the capital programme for 2019/20.	March 2020
	Introduction of contactless / chip and pin payment options on the new ticket machines	NBC Housing Regeneration and Assets Officers and Finance Officers	Revenue implications to be calculated	March 2020
	Pay by phone to be procured to ensure that a customer friendly product is available	NBC Housing Regeneration and Assets Officers and Finance Officers	Council to review the convenience charges and financial implications	March 2020
	Promote cashless payment methods	NBC Communications Officers and BID	Officer Time and publicity material	April 2020 onwards
	Ensure effective and proportionate parking enforcement	NBC Housing Regeneration and Assets Officers	Officer time	March 2021
	New CCTV system for the Midway to improve	NBC and BID joint working with Stoke CC	Capital funding to be allocated Estimate	May 2020

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	customers feeling of safety		£22K Use of s106 funding towards overall costs	
	Improve signage to and from car parks for wayfinding	SCC Highways, Business Improvement District and HRA officers	SCC funded and potential for BID funding	March 2021
Medium Term Actions	Review the take up of car payments mechanisms	NBC Housing Regeneration and Assets Officers	Officer time and potential capital funding	2022-2023
	Review the provision of Disabled and parent parking	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue funding	2025-2026
Long Term Actions	Review development of payment options	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue funding	2026-2029
<b>Objective 3 - To support the economic development of Newcastle Town Centre</b>				
<b>Supporting Visitors</b>				
Short Term Actions	Trial a shopper discount of £1 after 1pm for 8 months	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue loss of £95k	2019-20
	Establish business engagement programme to promote discounted parking	NBC Housing Regeneration and Assets Officers NBC Communications Officers BID	Officer time and potential revenue funding	2019-20
	Establish a mechanism to evaluate the 1pm after 1pm	NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and potential revenue funding	2020-21
	Work with the BID to establish a town centre offer	NBC Housing Regeneration and Assets Officers BID	Officer time and potential revenue funding	2020-21
	Offer free parking for 5 events days per year where there is a clear business plan to demonstrate	Business Improvement District, HRA officers and Finance officers	Financial implications to be calculated	Fees and charges Cabinet January 2020



Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	economic impact			
	Support Christmas retail and town centre shoppers in the run up to Christmas with free parking from 5pm for Christmas late night shopping	NBC and the BID	Officer time	November 2019
Medium Term Actions	Work with the County Council to review charges at Merrial Street, Corporation Street and Bridge Street	SCC NBC Housing Regeneration and Assets Officers	NBC and SCC Officer time	2020-2022
	Evaluate potential for shoppers permit for residents	NBC Housing Regeneration and Assets Officers	Officer time and potential revenue implications	2022-23
	Explore with the BID willingness for it to control Goose Street for dedicated shoppers car park	BID NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and potential revenue implications	2021-22
Long Term Actions	Evaluate the impact of any Clean Air actions on car park charging	NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time	2025-26
	Establish a mechanism for differential charging to reward the greenest vehicles	NBC Housing Regeneration and Assets Officers and Finance Officers	Officer time and revenue implications	2026-27
	Utilising information from the new car parking machines to direct the future car parking charges	HRA officers Finance Officers	Annual fees and charges	2025-26
Supporting Businesses				
Short Term Actions	To prioritise and market Fogg	NBC Housing Regeneration and	Revenue implications	2020-21

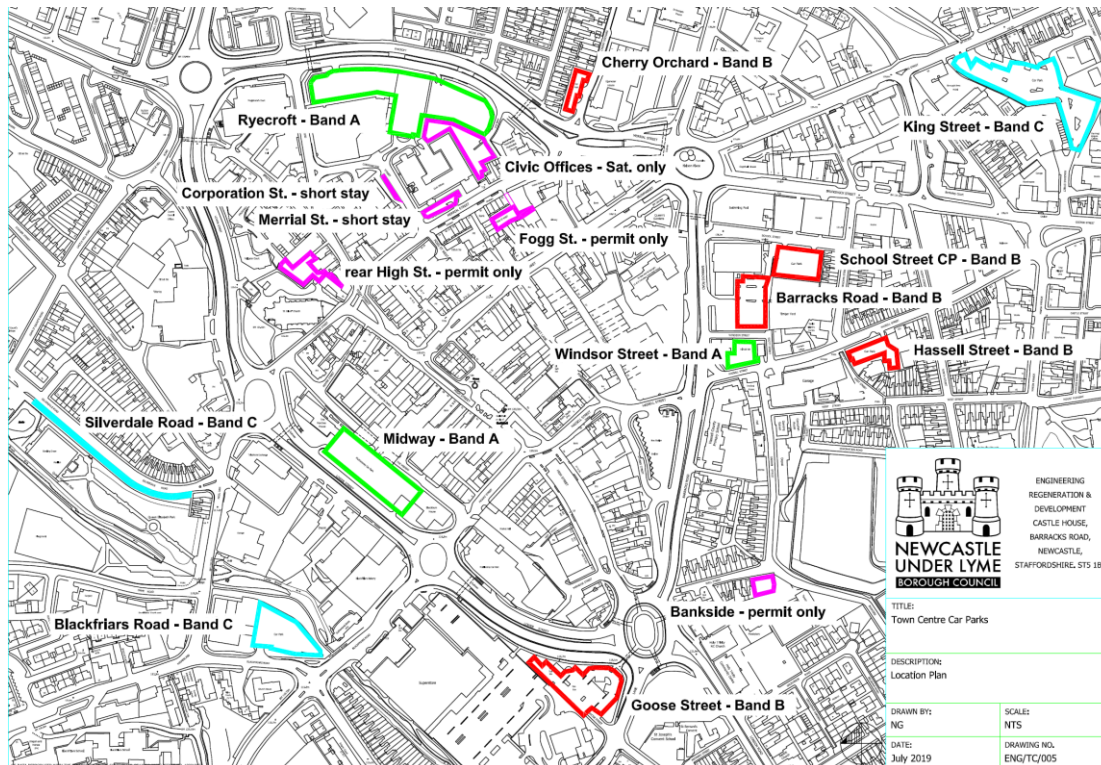
Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	Street, High Street and Well Street for adjacent businesses	Assets Officers		
	To support businesses and workers with improved permit scheme	NBC Housing Regeneration and Assets Officers	Revenue implications	2020-21
	To implement a marketing campaign for permits	NBC Communications Officers	Officer time	2020-21
Medium Term Actions	Maintain ongoing dialogue with businesses to understand their needs	NBC Housing Regeneration and Assets Officers BID	Officer time	2022-23
	Maintain a programme of specialist events to support the town centre and maximise the assets	NBC Housing Regeneration and Assets Officers BID	Officer time	2022-23
Long Term Actions	Evaluate the opportunities for car parks to support diversification and specialist events	NBC Housing Regeneration and Assets Officers BID	Officer time	Primarily once the Ryecroft site has been redeveloped
	Continue to work with the BID to ensure that parking supports local trade	NBC Housing Regeneration and Assets Officers BID	Officer time	2025-29
	Evaluate the take up of permits and technological developments to improve the purchase of permits	NBC Housing Regeneration and Assets Officers	Officer time	2025-29
<b>Objective 4 - To ensure that car parks meet the future demands of car users</b>				
Short Term Actions	Delivery of Electric charging points for taxi's as	HRA and Environmental Health Officers	Officer time and revenue implications	2020-21

Short, Medium and Long Term Actions	Action	Lead	Resource	Timescale
	part of the Clean Air projects			
Medium Term Actions	Research demand for Electric Charging Points and establish funding model	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2022-23
	Review parking bay sizes to accommodate larger vehicles	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2023-24
	To review the technology developments for directed parking app's	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2023-24
	Work with the County Council on wider Regeneration projects to improve access to the core town centre including the possibility of nipper parking in south High Street.	County Council	Capital funding required for wider regeneration project	2022-23
Long Term Actions	Provide EV charging points in all car parks	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2025-26
	Review car charging technology and the links to parking accounts	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2025-26
	Introduce solar canopies in the car parks	NBC Housing Regeneration and Assets Officers	Capital funding will need to be allocated	2025-26
	Review the implications for automated vehicles	NBC Housing Regeneration and Assets Officers	Officer time and revenue implications	2028-29

## Appendix – Data Review

### Our car parks

The Council has 13 car parks in and around the town centre, which provide 1476 spaces.



In addition there are 3 car parks on the Lyme Valley.

Individual Council car parks ticket sales were analysed to assess the usage of individual car parks. The total number of hours available to park was identified and compared to the ticket types sold during 2018/19. In order to do this, it was assumed that for each ticket type the driver had made full use of the time they had purchased. In reality this would have not been the case, and as such this will overstate the percentage utilisation i.e. in a single hour, one space may have been used twice and therefore two 1 hour tickets would have been purchased.

Overnight ticket sales were excluded as the period that one of these tickets covers would significantly impact on the utilisation, when in the majority of instances the car would not remain in place for the full 17 hours.

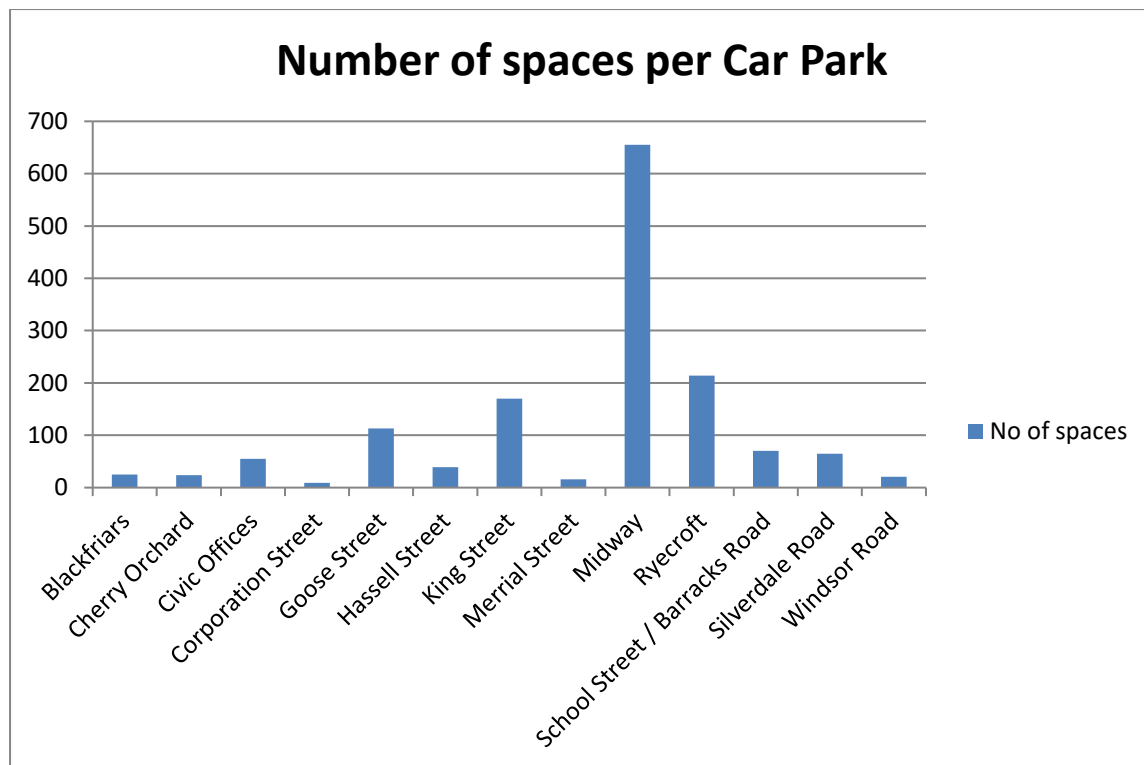
The utilisation figures are as follows:

**2018/19 Car Park Utilisation (Excluding Overnight Tickets and Permits)**

	<b>Weekly Hours per Space</b>	<b>Total Spaces on Car Park</b>	<b>% Utilisation</b>
Blackfriars	42	25	17%
Cherry Orchard	42	24	76%
Civic Offices	14	55	20%
Corporation Street	42	9	77%
Goose Street	42	113	36%
Hassell Street	42	39	57%
King Street	42	170	27%
Merrial Street	42	16	6%
Midway	42	655	24%
Ryecroft	42	214	35%
School Street / Barracks Road	42	40	83%
Silverdale Road	42	65	26%
Windsor Street	90	21	100%

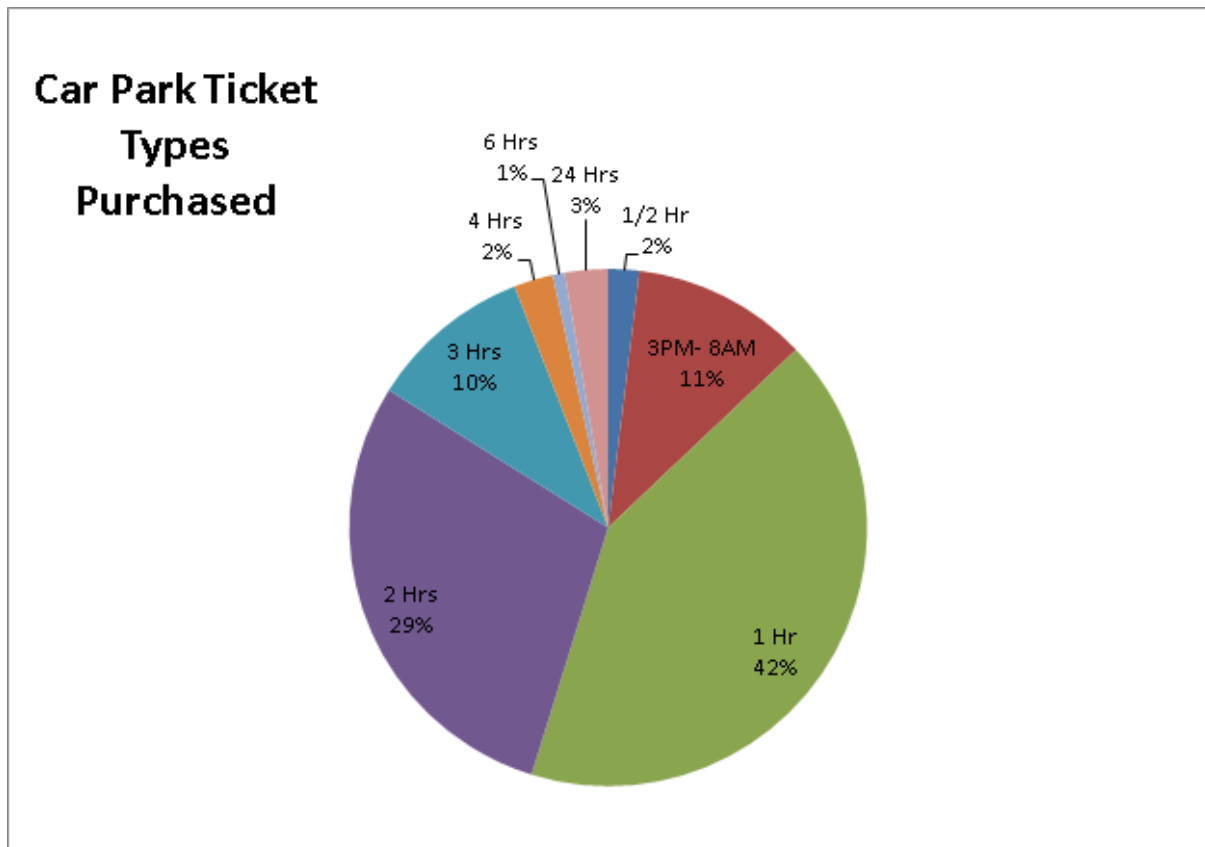
**2018/19 Ticket Types Purchased by Car Park (including cashless purchases)**

	<b>1/2 Hr</b>	<b>Overnight</b>	<b>1 Hr</b>	<b>2 Hrs</b>	<b>3 Hrs</b>	<b>4 Hrs</b>	<b>6 Hrs</b>	<b>24 Hrs</b>	<b>Total</b>
Blackfriars	-	217	408	408	537	151	126	345	<b>2,192</b>
Cherry Orchard	-	2,518	6,941	5,499	2,439	544	52	807	<b>18,800</b>
Civic Offices	-	145	2,043	2,066	448	99	15	-	<b>4,816</b>
Corporation Street	8,832	3,762	10,772	-	-	-	-	-	<b>23,366</b>
Goose Street	-	8,644	15,642	12,523	7,522	2,238	72	1,061	<b>47,702</b>
Hassell Street	-	2,365	8,391	6,597	2,484	906	68	1,055	<b>21,866</b>
King Street	-	1,359	2,228	2,768	4,918	193	1,833	4,290	<b>17,589</b>
Merrial Street	1,244	1,202	1,396	-	-	-	-	-	<b>3,842</b>
Midway	-	14,683	106,731	65,278	16,751	4,913	551	2,592	<b>211,499</b>
Ryecroft	-	5181	21,262	24077	10507	3310	423	3003	<b>67763</b>
School Street	-	9,802	20,818	17,087	5,432	341	-	-	<b>53,480</b>
Silverdale Road	-	3,300	4,011	2,654	2,312	87	802	999	<b>14,165</b>
Windsor Street	-	4,494	18,599	13,597	-	21	-	-	<b>36,711</b>
<b>Total</b>	<b>10,076</b>	<b>57,672</b>	<b>219,242</b>	<b>152,554</b>	<b>53,350</b>	<b>12,803</b>	<b>3,942</b>	<b>14,152</b>	<b>523,791</b>



**2018/19 Cashless Income as a Percentage of Total Car Park Income**

Car Park	Total Cashless Income received (£)	Total Off Street Income received (£)	% Cashless Transactions of Total income
Blackfriars	826	3,937	20.98%
Cherry Orchard	3,469	30,633	11.32%
Civic Offices	390	6,553	5.95%
Corporation Street	1,113	23,867	4.66%
Goose Street	2,526	73,575	3.43%
Hassell Street	2,820	35,658	7.91%
King Street	7,710	35,112	21.96%
Merrial Street	266	3,944	6.74%
Midway	25,966	312,511	8.31%
Ryecroft	20,738	131,624	15.76%
School Street / Barracks Road	2,230	69,535	3.21%
Silverdale Road	1,226	19,083	6.42%
Windsor Road	1,221	42,077	2.90%
<b>Grand Total</b>	<b>70,501</b>	<b>788,111</b>	<b>8.95%</b>

**Length of Stay**

This information on car park ticket type includes both cashless and ticket machine sales. It shows that the vast majority of stays are short stay for 0 – 2 hours.

The number of people using the pay by phone app is slowly increasing. Over the last 12 months there were over 30,000 transactions by 10,000 customers. Over 12 months 6% of people using the pay by phone app extended their stay benefitting from the option to not return to their car and interrupting this visit. The majority of these people extended their car parking once, however there were several people extending 4 and 5 times possibly due to the court.

### Car park condition

Car Park	Observations	Options for Improvement
<b>Bankside (Well Street)</b> 13 spaces (1 disabled)  south east of town centre, just outside ring road  Numbered Bays - Permit holders only	car park in good condition, refurbished in 2017  Under-utilised (allowing general permit usage at present)	no lighting on car park  market numbered bay permits
<b>Barracks Road</b> 44 spaces  east of town centre, just outside of ring road	A well maintained & used car park a lot of gym membership usage  maximum stay 3 hours	Future new ticket machines
<b>Blackfriars</b> 25 spaces  south of town centre	vegetation cleared Spring 2019  Under-utilised variable stay	Site currently being marketed for disposal
<b>Cherry Orchard</b> 24 spaces  north of town centre, just outside of ring road	variable stay	Ticket machine to be replaced 2019-20
<b>Civic Offices</b> 55 spaces -  town centre	Mon-Fri permit holders only, Saturday P&D	None-will be closed with Ryecroft development  Ticket machine to be replaced 2019-20



Car Park	Observations	Options for Improvement
<b>Corporation Street</b> 9 spaces town centre	A well used car park often significant number are disabled vehicles short stay	Review general maintenance
<b>Fogg Street East</b> 14 spaces town centre  Numbered Bays - Permit holders only	small local car park, car park in good condition, refurbished in 2017  Under-utilised	  market numbered bay permits
<b>Goose Street</b> 113 spaces  south of town centre, just outside of ring road	medium size car park  well laid out, with lighting, vegetation needs attention / maintaining   variable stay	no disabled or parent & child bays vegetation to be maintained  site provisional marked for electric vehicle charging points   site provisional marked for electric vehicle charging points
<b>Hassell Street</b> 39 spaces  east of town centre.	small local car park, well used  surface showing signs of wear, vegetation needs attention / maintaining variable stay	Ticket machine to be replaced 2019-20 vegetation to be maintained
<b>King Street</b> 170 spaces  north east of town centre  costs here?	car park in good condition, refurbished in 2015 significant use by permit holders  variable stay	no disabled or parent & child bays, consider some? site provisional marked for electric vehicle charging points  Ticket machine to be replaced 2019-20

<b>Car Park</b>	<b>Observations</b>	<b>Options for Improvement</b>
<b>Merrial Street</b> 15 spaces  town centre	A well used car park car park in good condition, refurbished in 2018 often significant number are disabled vehicles; 2 marked out disabled bays short stay	Ticket machine to be replaced 2019-20 charge for disabled parking
<b>Midway Multi-storey</b> 655 spaces  town centre	The site has suffered from lack of maintenance and anti-social behaviour  Lighting still insufficient in places Disabled bays on levels 4 & 8  parent & child bays on Level 8  Mixed generation Ticket machines variable stay	repair / renew drainage system, paint car park, Cathodic protection system to be fully commissioned  Greater priority to maintain  consider parent & child bays on other levels
<b>Rear of High Street</b> 21 spaces, town centre - south  Numbered Bays - Permit holders only	15 currently available (6 within Poundstretcher development)  small local car park, access road surface showing signs of wear Under-utilised	re-surface access road  market numbered bay permits
<b>Ryecroft</b> 214 spaces  town centre	Area C under-utilised post Civic de-camp  untidy in places  variable stay	ex-Sainsbury's site being utilised for car parking whilst waiting re-development car park needs maintaining, whilst waiting for re-development

<b>Car Park</b>	<b>Observations</b>	<b>Options for Improvement</b>
<b>School Street</b> 70 spaces  east of town centre, just outside of ring road	A well maintained & used car park  a lot of gym membership usage  maximum stay 3 hours	Ticket machines - Creative to be removed
<b>Silverdale Road</b> 66 spaces  west of town centre	car park in good condition  variable stay	site provisional marked for electric vehicle charging points
<b>Windsor Street</b> 21 spaces  east of town centre, just outside of ring road	A well maintained & used car park  short stay	Ticket machines to be replaced in the future

**Appendix – Car Park Comparisons**

## A) Availability of other free or refunded car parks around Newcastle town centre

Store	Car Park Spaces
Aldi	112
Homebase	210
Morrisons	530
Sainsbury's	377

## B) Car parking charges public sector comparisons

TOWN	Less than 1 hr	1-2	2-3	3-4	6hrs	24 hours	Overnight	w/e , BH and events days	Payment options and other features
NBC Midway (655) (7am – 9pm)	1.10	2.10	3.20	4.25	-	6.00	1.00 (in after 3pm out by 8am)	Weekdays open 7am – 9pm Sunday 7am – 6pm BH free	Cash and phone
Stoke on Trent John Street multi story (492)	20 mins free then 1.10	2.20	3.30	4.40	-	-	After 6pm out by midnight 2.50, after 5pm 2.70, after 4pm 3.20	Sundays flat rate 1.60 Early bird options in after 7.30am out by midnight 3.70, in by 9.30am 4.70, in between 7.30-9.30 5.70	Cash, card and phone Electric car charging CCTV
Leek High Street (102)	1.00	1.50	1.90	-	-	-	-	Sunday free 8am – 6pm BH free	Cash only Maximum charge 2.90 Free after 3.30 – 6pm
Crewe Oak Street (127)	80	1.20	-	Up to 4 hrs 2.20	-	-	Free	No details	Phone Max fee 3.00 Free outside 8am-6pm
Shrewsbury Raven Meadow (852)	1.80	3.60	5.40	7.20	10.80	14.40	5.40 (maximum @ £1.80 / hour)	1.50 all day parking	
Stafford Waterfront (1025)	1.00	2.00	3.00	3.50	5.00	In after 6pm out by midnight	-	Sunday 8am – 11pm flat rate 1.00	Cash and card

## C) Car parking private sector comparisons

TOWN	Less than 1hr	1-2	2-3	3-4	6hrs	All day	Overnight	Payment options and other features
Newcastle under Lyme LymeLight Boulevard (292)	-	1.30	2.40	3.50	-	24hrs 5.50	No option open 8am – 11pm	Cash Staffed
Stoke on Trent INTU (900)	-	1.30 per hour	-	-	-	In after 4pm out by midnight 1.50	-	Cash Electric car charging Staffed Safer parking award Sunday flat rate 1.50 8am - midnight
Crewe CCP (60)	-	50p	1.00	2.00	-	12hrs 2.80 24hrs 3.00	-	Card
Nantwich	80p	1.20	2.20		2.70	3.00		Quarterly permit £153, Annual £567
Stafford Sheridan Centre (56)	30 min 70p	1.00	1.50	2.00	-	24hrs 6.00	-	Cash, cards and phone

## **Appendix – Additional Finance**

### **2018/19 Car Park Income & Expenditure**

	<b>2018/19 Actual (£)</b>	<b>2018/19 Budget (£)</b>	<b>2019/20 Budget (£)</b>
<b>Employees</b>	134,183	125,400	131,680
<b>Premises</b>	253,008	250,540	229,870
<b>Supplies and Services</b>	70,055	101,630	101,920
<b>Support Services Recharges</b>	70,824	71,600	86,590
<b>Capital Financing</b>	373,549	183,840	258,760
<b>Customer Receipts</b>	- 951,516	-1,087,500	-1,087,500
<b>Rents</b>	- 16,555	- 63,300	- 63,300
<b>Totals</b>	- 66,452	- 417,790	- 351,338

### **Income by Season Ticket Band (£)**

	<b>2018/19</b>					<b>2019/20</b>
<b>Season Ticket Band</b>	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>Grand Total</b>	<b>Quarter 1</b>
A	7,073	11,474	9,530	11,993	<b>40,069</b>	9,766
B	297	1,800	919	1,150	<b>4,167</b>	3,513
C	33,263	31,104	32,739	34,296	<b>131,402</b>	35,522
<b>Grand Total</b>	<b>40,634</b>	<b>44,378</b>	<b>43,189</b>	<b>47,438</b>	<b>175,639</b>	<b>48,800</b>

### **Season Ticket Sales by Season Ticket Band - 2018/19**

	<b>2018/19</b>					<b>2019/20</b>
<b>Season Ticket Band</b>	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>Grand Total</b>	<b>Quarter 1</b>
A	43	85	57	73	<b>258</b>	60
B	3	12	6	6	<b>27</b>	19
C	331	310	321	340	<b>1,302</b>	353
<b>Grand Total</b>	<b>377</b>	<b>407</b>	<b>384</b>	<b>419</b>	<b>1,587</b>	<b>432</b>

**Car Parking Repairs Revenue Expenditure**

	<b>2019/20 Budget £</b>	<b>2019/20 to Date £</b>	<b>2018/19 Actual £</b>	<b>2017/18 Actual £</b>	<b>2016/17 Actual £</b>
<b>Repairs &amp; Maintenance</b>	10,200	49,663	22,226	37,518	16,928
<b>Statutory Inspections</b>	200	1,085	401	138	513
<b>Total</b>	<b>10,400</b>	<b>50,748</b>	<b>22,627</b>	<b>37,656</b>	<b>17,441</b>

**Capital Project Expenditure Relating to Car Parks**

	<b>2019/20 Budget £</b>	<b>2019/20 to Date £</b>	<b>2018/19 Actual £</b>	<b>2017/18 Actual £</b>	<b>2016/17 Actual £</b>
Car Parking Machines	30,000	-	-	-	3,990
High Street Car Park	40,000	-	-	-	-
Car Park at Butchers Arms, Audley	100,000	-	-	-	-
Midway Structural Repairs	65,000	26,551	795	-	19,730

This page is intentionally left blank



**NEWCASTLE-UNDER-LYME BOROUGH COUNCIL**

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

**Date 25<sup>th</sup> September 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.
- Quarter 4 performance – for information

**Recommendations**

**That the report be noted.**

**1. Background**

- 1.1 At its meeting on 17<sup>th</sup> 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.

**2. Issues**

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

Progress on development and implementation of the new recycling and food waste collection service is still progressing to plan.

The steering group, Chaired by the Executive Director of Operational Services, referred to in previous reports is meeting on a three weekly basis to monitor progress

of the project against the project plan and deal with any issues requiring cross departmental resolution.

In addition to this a workforce steering group has also been formed, with representatives from the operational workforce, who will help with development of the new service, and are contributing positively with discussions around route planning and options for different working patterns.

In terms of specific work streams, the following progress has been made –

#### Round Modelling

Round modelling has taken place using specialist software, called RouteSmart. This piece of work has provided a number of options in terms of different working patterns, i.e., do we operate on a four or five day week, double shift patterns, which are currently being evaluated. The final outcome will confirm the exact number of vehicles, together with necessary contingency arrangements to operate the complete service, including refuse and garden waste collections.

Testing of proposed new rounds is a vital element to the project, and the input from the operational staff is a key factor to the success of the process.

Testing of proposed rounds with correct type of vehicle is planned to take place starting in October for a minimum of twelve weeks, in order to ensure maximum reliability of collections.

Although no final decision has been made over what days the service will operate, maintaining a five working day system will have minimum impact on residents as only a small proportion will require day changes, in order to balance rounds and incorporating the new recycling and separate food waste collection services.

#### Procurement

Cabinet meeting held on the 4<sup>th</sup> September, has approved the Procurement of the following –

- Wheeled bins to hold Glass, Cans and Plastic
- Bags to hold cardboard and paper.
- Vehicles for the supply of at least 7 split body RCV's, and 7 food waste vehicles.
- Changes to Knutton Lane Depot Transfer Station to accommodate the new service
- Processing of Glass Cans and Plastic through a material recovery facility (MRF)

## 2.4 **Quarter 4 performance – for information**

The following table details the performance for recycling and composting, together with missed bin statistics for quarter 1 of this financial year.

### Recycling Performance

	Quarter 4 2018/19 January to end of March 19	Quarter 1 2019/20 - April to end of June 19
Overall Recycling Rate	36.07%	46.70%
Dry Recycling Rate	18.97%	16.56%
Garden Composting	11.23% <small>(No collections in January, part of February)</small>	24.97%
Food Waste AD Composting	5.87%	5.17%
Residual Waste Kg's per household (low figure is good)	109.86kg's	100.62kg's

### Reported Missed Bins

	April 2019	May 2019	June 2019
Total number of collections	407,768	429,856	375,750
Total missed collections	281	294	296
% of successful collections	99.93%	99.93%	99.92%

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**

None

15. **Background Papers**

None

## Reduction / Elimination of Single Use Plastics (SUP) - Summary Report:

### To Economy, Environment and Place Scrutiny Committee:

Update:

The SUP strategy / action plan has been reviewed by EMT & subsequently by Cabinet (05.06.2019) who:

- (i) Noted progress to date in preparing a draft Single Use Plastics Reduction Strategy;
- (ii) Invited the Economy, Environment and Place Scrutiny Committee to review the Strategy and inform its completion;

Progress - An Officer Group has been established and has met on three separate occasions to review and support the delivery of the action plan. The group consists of 6 officers and meets every two months, an action log is produced and circulated to attendees and EMT.

Group considerations to date - include:

- Development of Baseline Data – some initial work has been undertaken by external support (Keele University students), however further work needs to be undertaken within the various service areas to identify varying SUP usage, e.g. The supply of chemicals, cleaning materials etc. in a range of SUP containers e.g. various size flat top or spray bottles; 1, 5, 10, or 25 litre containers/drums.
- SUP Elimination or Replacements:
  - SUP drinking cups (Council buildings); replaced with multi-use washable plastic glasses; or drinking bottles at J2
  - SUP Waste Sacks (Black Plastic Bags); the alternates available are being examined by officers (e.g. bio-degradable, paper etc.), albeit some issues have been identified;
  - Plastic cutlery, SUP cups, removal from J2cafe facility;
  - Plastic vending cups changed to cardboard cups (albeit question raised on if these are truly recyclable);
- Collection and recycling of SUP:
  - MFD toner cartridges;
  - Plastic Bottles;
  - Disposable gloves (provider available but volumes low);
  - Crisp packets (a recent campaign that will see the internal collection and transfer to Guild Hall – main collection point, where credits will be received linked to the collection);
- Internal & Town Centre Campaigns:
  - Officers are looking to engage with the BID on a number of campaigns with limited success;

- 'Refill' – (Refill is an award-winning grassroots campaign to prevent plastic pollution by making it easier to reuse and refill your bottle with free tap water rather than buy a new one) . We are advised by 'Refill' that the BID are the lead on this campaign and the Council are asked to contact them directly in support of the campaign;
- 'Take Back – Give Away' campaign, working with shop owners in the Town Centre looking at possible ways of utilising food containers/drinking cups, there has been interest to date from three Newcastle shops (Cultural Squatters; Caffè Java Ltd; and The Bakery;) who are offering discounts of their produce where own the customers own container/drinking cup is used;
- Research and identification of alternates to SUP or Polystyrene containers that might be used by stallholders when the council runs Food Markets; Grow-Fest ; or Food-Fest. This work needs to be done without deterring stall-holders from participating at future events;
- Future Challenges:
  - Resourcing the work, which can be time consuming, when researching alternate solutions to SUP, officers are looking to utilise where possible local partner support such as Newcastle College (students); Keele University Sustainability Hub etc.
  - Tackling the impacts of 'unintended consequences' as part of sourcing alternates to SUP;
- Partner support at Future Officer Group Meetings:
  - Positive response to the council's strategy and action plan from Jenny Mason (plastic free newcastle-under-lyme);
  - Dr. Sharon George – Keele University has also been invited to review the strategy and action plan;
- Member Support:
  - Officers are looking for Member support on the various campaigns that are being run, utilising social media where such support is delivered.



# **Single Use Plastic Reduction Strategy 2019 - 2022**

## **Contents**

- 3. Introduction and Context**
- 4. Strategy Scope**
- 4. Reduction and Removal of Single Use Plastics in Newcastle-under-Lyme Borough Council**
- 5. Promoting the reduction and removal across Newcastle-under-Lyme**
- 6. Impact**
- 6. Reporting**
- 7. Appendix 1 – Motion for Full Council, 21 November 2018**
- 9. Appendix 2 – Action Plan**



## Section 1 – Introduction and Context

This ***Single Use Plastic Reduction*** Strategy has been developed to support the Council Motion approved at full council on 21 November 2018 (a copy of which can be found at appendix 1).

The Government in January 2018 has recently pledged to work towards eliminating all avoidable waste by 2050 and all avoidable plastic waste by end of 2042, but this strategy aims to reduce and eliminate where possible single use plastics as soon as possible within The Borough Council of Newcastle-under-Lyme (“the Council”).

Most of plastic currently produced can be recycled. However, the extent to which plastics are recycled depends upon various technical, economic and logistical factors. As a valuable and finite resource, given that it is derived from fossil fuels such as oil and coal, the optimum recovery route for most plastic items at the ‘end-of-life’ is to be recycled, preferably back into a product that can then be recycled again and again, ad infinitum.

It is estimated that 8.3 billion tonnes of plastic have been produced globally, with 6.3 billion tonnes of this becoming plastic waste. Only 9% of plastic is recycled, 12% is incinerated, resulting in 79% of the plastic produced to date either ending up in landfill or the natural environment. Single Use Plastics (SUP) make up a significant proportion of this total. SUP often also referred to as disposable plastics, are commonly used for plastic packaging and include items intended to be used only once before they are thrown away or recycled.

These include, among other items, grocery bags, food packaging, soft drink bottles, straws, containers, coffee vending and water cups and cutlery, condiment sachets, plastic waste sacks,

The Council recognises that discarded plastics, including non-recyclable food containers, cups and straws are a major environmental pollutant and of detrimental impact to the Newcastle-under-Lyme region.

This strategy has been developed to expedite a program of plastics reduction actions that will have a long-term effect on the current issues raised within this area.

## **Section 2 – Strategy Scope**

This strategy in line with the council motion aims to reduce and eliminate SUP from the Council and support partners across the Borough of Newcastle-under-Lyme.

The key objectives which form the scope of this strategy are:

- Identification of Council use of SUP and alternatives to implement change which will reduce / remove these from Council use;
- Work with our suppliers and contractors to encourage businesses to reduce / remove single use plastics;
- Raise awareness of the impact of single use plastics across the Borough of Newcastle-under-Lyme.

The delivery of the commitments and actions' within this strategy will need to be delivered through a collaborative approach, not just across the Council but across wider public sector and through our supply chains.

## **Section 3 – Reduction / Removal of SUP within the Borough Council**

To reduce and remove SUP within the Council, there are three key steps that need to be undertaken:

- Identify current use;
- Identify and develop alternative sources of supply; and
- Implement change.

A review of all single use plastics across the Council needs to take place, to identify the SUP products currently used:

- Cutlery;
- Coffee machine vending cups;
- Water cups;
- Food containers;
- Straws;
- Condiment sachets;
- Soft drink bottles;
- Supply of consumable materials and chemicals from the councils suppliers;

The Council procures a range of sundries either directly or by its service providers, which accounts for most of the products noted above, through both framework agreements and/or open procurement processes. A partnership approach with framework providers,

service providers and our supply chains to bring about change is essential; to promote innovation and identify alternative products and solutions to ensure functionality and ongoing customer needs are met.

Relevant tenders, by the Council, shall include criteria to consider how our supply chain look at the circular economy in relation to plastics, with businesses being encouraged to minimise waste and to recycle from cradle to cradle. Such criteria shall support elimination and reduction of plastic packaging.

Following identification of alternative products, access to current products shall be removed from the Council's ordering system catalogues where these exist.

Further details of benchmarks and actions to be developed are provided within the Action Plan at Appendix 2 of this Strategy.

#### **Section 4 – Promoting the Reduction and Removal of Single Use Plastics across the Borough**

Through taking a lead on the reduction and removal of SUP across all Council offices we will take forward the opportunity to lead and to educate and promote awareness of the negative impact they have and identify alternative products for Council staff, visitors and work with partners, which can directly inform the Newcastle-under-Lyme community.

In addition to the work undertaken by the council directly to reduce and manage its SUP, the council works closely will engage with the Business Improvement District (BID) and the Council's partners across the region demonstrating commitment to the management and removal of plastics locally. The region has seen projects such as 'Plastic Free Newcastle under Lyme' a page dedicated to helping Newcastle under Lyme reduce its reliance on single-use/disposable plastics and to raising awareness of the Plastic Free Communities movement (developed by national marine conservation charity, Surfers Against Sewage).

The Council will work collaboratively with Keele University Sustainability Hub to identify how best to communicate the adverse impacts on the environment as a result of the continued use of SUP.

Through the partnership work undertaken by the council there is an opportunity to engage with external groups and influence the activities or resources being utilised to ensure consideration is given to reducing single use plastics at source.

## **Section 5 – Impact**

### Environmental

Growing plastic waste generation and its leakage into our environment must be tackled if we are to achieve a truly circular lifecycle for plastics. Today, littering and leakage of plastic waste harm the environment, cause economic damage to a range of activities and may affect human health through the food chain.

### Economic

With the achievement of this strategy within Newcastle-under-Lyme Borough Council, depending on cost implications from the supply chain to innovate and develop alternative solutions, there may be potential cost increases; however this will be defined as further described within the action plan.

## **Section 6 – Reporting**

Outcomes will be reported half yearly highlighting progress against the proposed activities contained within the council's action plan identified in Appendix 2.

## Appendix 1 – Motion for Full Council

### Motion for Full Council, 21 November 2018: Single-use plastics

Proposer: Cllr Mark Holland

Seconder: Jennifer Cooper

#### Council notes that:

- (1) Estimates of the amount of plastic waste entering the world's oceans range from 4.8 million tonnes to 13 million tonnes annually. A 2016 study found that a majority of this waste comprised single use plastic items and packaging.
- (2) It is forecast that, without urgent action to cut demand, UK plastic production will reach 34 billion tonnes by 2050.
- (3) The Marine Conservation Society reported an average of 718 items of litter per 100m of UK beach in 2017, an increase of 10% compared to 2016.
- (4) Following the broadcast of the documentary series 'Blue Planet II' one year ago, public awareness of marine plastic pollution and concern about the long-term harmful effect on the environment and wildlife of plastic waste has greatly increased.

**Council welcomes** the UK Government's 25-year plan to eliminate avoidable plastic waste and the recent resolution of the European Parliament endorsing an EU-wide ban on a range of single-use plastic items.

**Council believes** that in support of national and supranational efforts, we should lead by example in our own borough and take all measures possible to reduce plastic waste and eliminate completely plastic waste that is avoidable.

#### Council resolves:

- (1) To seek to eliminate all single-use plastics within Council-managed premises and facilities by 2023, the 850th anniversary of our loyal and ancient borough's charter.
- (2) To encourage our partners in Castle House to adopt a similar goal.
- (3) To work with suppliers to reduce single-use plastics within the Council's supply chain, with the ambition of eliminating single-use plastics from goods and services provided to the Council by 2025.
- (4) To ask the Portfolio Holder for Environment and Recycling to raise this matter at the next meeting of the Staffordshire Joint Waste Management Board.
- (5) To ask the Leader of the Council to write to the Secretary of State for Environment, Food and Rural Affairs:
  - (a) informing him of this Council's policy
  - (b) responding positively to his consultation on proposals to ban the distribution and sale of plastic straws, plastic-stemmed cotton buds and plastic drink stirrers in England
  - (c) urging him to bring forward plans for an England-wide plastic bottle deposit return scheme, in line with similar schemes that are forthcoming from the devolved administrations in Wales and Scotland.

**Appendix 2 – Action Plan**

Action:	Responsible Officer/s:	Timescales:	Comments/Progress:
1. Create a baseline of current SUP used across the Council:	Business Improvement & SUP Officer Group	October 2019	
2. Identify any investment required to implement reuse products (e.g. water bottles instead of cups) and consider budget options available to support this activity:	Business Improvement & SUP Officer Group	Throughout the period of the strategy / action Plan.	
3. Evaluate and trial alternative solutions:	Business Improvement & SUP Officer Group	Ongoing	
4. Identify where no alternative products are currently available within the market and work with local partners and current suppliers to develop solutions:	Business Improvement & SUP Officer Group	Ongoing	
5. Roll out of alternate products	Business Improvement & SUP Officer Group	Ongoing	
6. Where catalogues exist remove SUP products from ordering	Creditors - Procurement & Commissioning	Ongoing	

catalogues.			
7. Remove use of SUP cups at water coolers and coffee machines across the Council	Facilities Services Procurement & Commissioning	October 2019	
8. Review current café contract with service provider identifying the use of SUP and examine alternate solutions	Business Improvement & SUP Officer Group	September 2019	
9. Within the Leisure Centre a review of water fountains will take place with recyclable drinking cones and signage to encourage refilling of bottles	Business Improvement & SUP Officer Group	September 2019	
10. Undertake research into what other council's / like partners are doing to reduce / eliminate SUP.	Business Improvement & SUP Officer Group	Initial Research May 2019	
11. Support and encourage the Borough's businesses and institutions to commit to reducing single use plastic waste in their organisation, for example, by taking the 'plastic free pledge'.	Business Improvement & SUP Officer Group, BID...	Ongoing	
12. Engage with external partners to further develop the borough	Business Improvement & SUP Officer Group, Dr. Sharon George	Ongoing	

council's strategy.	Keele University		
13. Engage with external partners to further develop the borough council's strategy.	Business Improvement & SUP Officer Group, Jenny Mason – Plastic Free Newcastle-under-Lyme	Ongoing	
14. Portfolio Holder for Environment and Recycling to raise this matter at the next meeting of the Staffordshire Joint Waste Management Board	Portfolio Holder for Environment and Recycling	March 2019	
15. Research into available support groups and any accrediting bodies that the council might wish to engage with and/or support.	Business Improvement & SUP Officer Group,	May 2019	
16. To ask the Leader of the Council to write to the Secretary of State for Environment, Food and Rural Affairs: (a) informing him of this Council's policy; (b) responding positively to his consultation on proposals to ban the distribution and sale of plastic straws, plastic-stemmed cotton buds and plastic drink stirrers in England; (c) urging him to bring forward plans for an England-wide plastic bottle deposit return scheme, in line with similar schemes that	Leader of the Council - SUP Officer Group,	February 2019	



Classification: NULBC **UNCLASSIFIED**

are forthcoming from the devolved administrations in Wales and Scotland.			
17. Avoidance of unintended consequences <sup>1</sup> e.g. replacement for SUPs are either not biodegradable, recyclable or create un-beneficial impacts to the council:		Ongoing	
18.			
19.			
20.			
<p><i>Notes:</i></p>			

<sup>1</sup> outcomes that are not the ones foreseen and intended by a purposeful action...

This page is intentionally left blank

## ECONOMY, ENVIRONMENT AND PLACE SCRUTINY COMMITTEE

Work Programme 2019/20

Chair: Councillor Gary White

Vice-Chair: Councillor G Heesom

Members: Jenny Cooper, Horsfall, Fear, Jones, Olszewski, Panter, Reddish, J. Tagg and Rout.

Portfolio Holders covering the Committee's remit:

Councillor S Tagg, Leader – Corporate and Service Improvement, People and Partnerships (for Economic Development Strategy)

Councillor Trevor Johnson - Cabinet Member – Environment and Recycling

Councillor Paul Northcott - Cabinet Member – Planning and Growth

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

Planning Policy and Development Control	Facilities Management
Building Control	Recycling and Waste Management
Land Charges	Streetscene and Litter Control
Housing Strategy (incl) Housing Advice and Homelessness) and Development	Crematorium and Cemeteries
Private Sector Housing	Climate Change, Sustainability and Energy Efficiency
Operational and Commercial Property Management	Environmental Enforcement
Strategic Transport	Environmental Health
Economic Development	Grounds Maintenance
Tourism	Community Open space
Taxi ranks	Parks and Gardens Maintenance
Bus Station	Flooding and Drainage
Markets	



Classification: NULBC **UNCLASSIFIED**

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](mailto:Jayne.briscoe@newcastle-staffs.gov.uk)

DATE OF MEETING	ITEM	BACKGROUND/OBJECTIVES
Wednesday 4 July 2018	Work Programme	To discuss the work programme and potential topics that Committee members would like to scrutinise over the forthcoming year
	Recycling Service - Update	Items listed at Chair's request.  Relevant Officers and Cabinet members requested to attend.
	Grass Cutting Team – Performance	
	Arboriculture Department- Workload and Resource	
	Planning/Development Control – Performance and Staffing	
Wednesday 26 September 2018	Work Programme	To discuss the work programme and progress of scrutiny activity and to consider any amendment/additions to the Programme
	Chair to report on Executive response to Tree Management representations	
	Recycling Service – Update	Report deferred from last Committee
	Borough Market Update	Committee to receive an interim update on the management of the Borough Market – report requested by Member of the Committee
	SMART Motorway (use of the hard shoulder as 4 <sup>th</sup> land)	Report to include action taken to lobby for the scheme to include Junction 15 – requested by Member of the Committee
	Representatives from the BID invited to attend the meeting	Request from Member of the Committee to look at how the Borough can support and help build a strategy to enhance the reputation of the Borough

Classification: NULBC **UNCLASSIFIED**

Thursday 13 December 2018	Work Programme	To discuss the work programme and progress of scrutiny activity and to consider any amendment/additions to the Programme
	Representatives from appropriate bodies invited to attend the meeting to enable Members to consider the issues surrounding development of the SMART Motorway and HS2	To encourage economic prosperity and development of our area
	Scrutiny of the charging policy at the Borough Town Centre car parks	Request from Members of the Committee to encourage footfall in the town centre
	Clarification of the Business Rates Support Scheme	Request from the BID
	Update on the planning and modelling of the new recycling service including the communication plan, what contingencies were put in place to deal with inclement weather and high staff absences in the department	
	Update on the Borough Market	
Thursday 14 March 2019	Work Programme	To evaluate and review the work undertaken during 2018/19
	Update on Tree Management Operations Budget Allocation	
	Economic Development Year 1 Action Plan	
	Homelessness Policy (deferred to June meeting)	
	Allocations Policy	
	Future Recycling Strategy	

Classification: NULBC **UNCLASSIFIED**

	Single Use Plastics – following motion at Council	
	Management of the Borough Market	
Thursday 20 June 2019	Update of Planning and Enforcement Recruitment	Request from the Chair
	Allocations and Homelessness Policy	Deferred from last meeting
	Recycling Service Update	Committee decision
	Work Programme	To discuss the work programme and potential topics that Committee members would like to scrutinise over the forthcoming year
Wednesday 25 September 2019	Update from Cabinet including car parking strategy	
	Recycling Service Update	
	Review of Single Use Plastics Reduction Strategy	Request from Cabinet - 5 June 2019
	Climate Change Mitigation	Request from Council - 3 April 2019
	Update on the development of the Ryecroft Area	Consideration deferred to December Committee
Thursday 12 December 2019	Update on the development of the Ryecroft Area	
	Joint Allocations Policy	
Thursday 12 March 2020		
Thursday 18 June 2020		
To keep under review:		
<ul style="list-style-type: none"> <li>• Development of the Ryecroft area</li> <li>• Update report following review of the tree management contract in February 2020</li> </ul>		

Classification: NULBC **UNCLASSIFIED**



This page is intentionally left blank