

Deputy Leader Statement 2017/18



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value For Money Council Services:**
Protecting your money
- **Promoting Local Economic Growth:**
To benefit local people by turning aspiration into reality
- **Protecting and Strengthening Communities:**
Love where you live

The following statement sets out how the Deputy Leader for Regulatory Services and officers of the Council will contribute to achieving these priorities.

However throughout the statement there may be examples of joint delivery with other Executive Members as well as managers from other sections. The activities outlined in the statement are often cross-cutting themes with overlaps into other areas.

The statement also highlights past successes by highlighting the Council's key achievements in 2016/17.

ACHIEVEMENTS IN 2016/17

Over the past 12 months, the Council has been working hard to improve its services and is currently on track to achieve 100% of this portfolio's milestones set for 2016/17 by the end of the financial year.

Some of these achievements are highlighted in the following section.

Enforcement and Environmental Health Activities

To improve the lives of our residents, and make East Staffordshire a better place to live, the Council has provided a wide range of Enforcement and Environmental Health initiatives. This year, in the interests of resident's safety, the Council has:

- Carried out 11 successful prosecutions for matters including fly-tipping, anti-social behavior (ASB) and unauthorized advertisements
- Inspected over 80 establishments during evening / out of office hours to ensure licensing conditions are being met.
- Dealt with 1,205 complaints from public about matters including ASB, fly-tipping, high hedges, travellers
- Processed 1,006 licensing applications for hackney / private hire drivers and operators
- Processed 1,386 personal event licenses, and 399 premises licenses
- Conducted 10 dog control initiatives across a number of its open spaces to educate owners about their responsibilities
- Served 22 enforcement notices
- Resolved a further 270 housing complaints from tenants
- Investigated 409 statutory noise complaints, taking action when the evidence demanded so.
- Carried out 171 food hygiene inspections

Improved the Efficiency of our CCTV Operation

Presently, each district within Staffordshire independently operates its own CCTV operation. The Council believes this cannot be an efficient way to run

an operation and has lobbied the Police and Crime Commissioner to find a more collaborative solution. This, building on the work the Council has completed to date, will further optimise value for money for the Council tax payer. The work to introduce such a scheme is now underway. Meanwhile, adopting a new remote monitoring of the Council's own CCTV operation has directly led to annual savings of £44,000, while maintaining the same level of CCTV monitoring.

Proposed and Consulted on a Selective Licensing Scheme to Improve the Lives of Tenants and Assist Decent Landlords

Traditionally the Council has tackled poor quality housing in a reactive manner, dealing with complaints as and when they arise. However, over the years there has been an increase in the volume of such complaints. To address this issue the Council has decided to take a more proactive approach.

To improve further living conditions of tenants in private rented housing, and at the same time tackle those landlords who offer unacceptable living conditions, the Council designed a selective licensing and accreditation scheme to be piloted in a part of Anglesey ward (with a proven area of need) in 2017. This scheme will not only improve the living conditions of tenants living in poor housing, it will also benefit the wider community by reducing some strands of anti-social behaviour, such as untidy gardens.

Introduced New Public Space Protection Orders to Help Tackle Dog Fouling and Control of "No-Alcohol" Zones

The Council maintains a zero-tolerance level of enforcement against dog owners permitting their animals to behave in this unacceptable way. In the summer of last year, the Council partnered with the Keep Britain Tidy initiative of "Bag it – Bin it" to educate any future potential perpetrators. Additionally we introduced in November new public space protection orders, which replace dog control orders. As a direct result of this work, all dog walkers are required to carry bags to dispose of dog waste. To compliment the scheme, at Barton,

through a Neighbourhood Working project the Council has piloted a specific dog walking area, where owners can exercise their pets.

Similarly, public space protection orders were introduced to replace Alcohol Free Zones, at the same time extending one such zone in Anglesey, where there was evidence of anti-social behaviour for the Council to tackle.

OBJECTIVES FOR 2017/18

2016/17 has been another successful period for the Council, but it is determined to build on this platform as it moves forward into the new financial year. It will continue to further improve service delivery, performance and value for money. This will be achieved through delivery of the Council's three Corporate Priorities, which will be supported by the following objectives and targets led by the Regulatory Services area.

Review Permits on Council-Owned Car Parks (Targets RS01; RS02)

To ensure that there is fairness in the car parking permit tariffs, the Council regularly reviews the demand for season tickets on its car parks where people can buy permits, and ensure that the charges are fair and reasonable. This year, the Council will conduct such a review and will also look at modern payment methods to offer convenience to its customers. The Council will also consider extending the scheme to other car parks it owns.

Improve Car Parking Facilities at Coopers Square and The Maltings Car Parks (Target RS03)

The Council is always looking at ways to improve the customer experience it offers residents and visitors alike. As part of its Town Centre Improvement Programme, working with the County Council, the Council will look at improving its two main car parks and assessing the viability of a payment on exit solution.

Machine Replacement and Cashless/Chip and Pin Options (Target RS04)

Building on the improvement at Coopers Square and The Maltings, the Council will address the issue that ticket machines on all of its car parks are getting old. As part of a replacement programme over the coming years, the Council will introduce new payment machines which will accept contactless payments methods as well as coins. By the end of 2017 there will be car parks in Burton and Uttoxeter where you can pay for your ticket by scanning your payment card or even your mobile phone. As part of this and the overall

car park improvement work, the Council, working with private sector partners, will find a way to bring electric car charging to Burton.

Options Appraisal for the Future Delivery of Disabled Facility Grants (DFGs) (Target RS05)

As the pressure builds from increasing demand for adaptations in homes for disabled residents, the Council needs to look at more efficient ways of processing applications. The Council will look into ways of improving the service and at the same time reducing the operational costs.

Mobile Working Business Plan (Target RS06)

The Council is always looking to find ways of improving its service and keeping operational costs to a minimal level. As part of this aim it will be investigating the efficiencies offered by adopting a mobile working culture. For example, Enforcement Officers could be issued with mobile devices that inform their workload, meaning they can go straight to their first job from home. This process could also link to a public reporting system, where in effect issues reported by residents could automatically direct to a Council worker's mobile device.

Investigate "No Smoking" Zones in Children's Play and Town Centre Areas (Targets RS07, RS08)

A recent YouGov poll on attitudes towards smoking and protecting young children showed overwhelming public support (89%) for no smoking zones in areas where children play. This year the Council will investigate this matter further and, where appropriate, introduce smoke free zones to protect its youngest residents. In addition, the Council will look into a similar solution in Town Centre areas.

Building on the Great British Spring Clean (Target RS09)

The Council will once again, engage with the annual Great British Spring Clean in March. The Council believes that community pride extends beyond an annual event. Building on this, and the educational work our Enforcement Officers carry out in the community (such as in local schools), the Council will

engage with local communities and support them with a more sustainable action plan.

Selective Licensing Scheme (Target RS10)

Subject to the results of an extensive consultation and engagement process, the Council will adopt the selective licensing scheme in parts of Anglesey, where there is a proven need for its introduction. Costing responsible landlords only £5 a month, this will ensure that tenants have greater protection in terms of the quality of their living environment, and tackle the much needed improvement of the quality of housing stock.

Monitor Car Cruising Activity in East Staffordshire (Target RS11)

The Council has seen a recent increase in the number of “car cruising” events in Burton. While these have caused no problems to the wider community to date, the Council will continue to monitor such future events, and complete a report of any impact made.

MEASURES AND TARGETS FOR 2017/18

The Regulatory Services portfolio has identified a number of measures and targets for 2017/18 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value for Money Council Services

Ref	Measures	Target 2017/18
RS01	Permits On Council-Owned Car Parks	Conduct a review of existing tariff, and recommend new tariff (<i>July 2017</i>)
RS02	Permits On Council-Owned Car Parks	Complete options report of payment methods (<i>July 2017</i>)
RS03	Car Park Improvements	Produce a viability plan to improve car park payment methods on Coopers Square and The Maltings (<i>July 2017</i>)
RS04	Replacement Car Park Ticket Machines & Electric Car Charging facility	Procure new machines, with cashless payment facility (<i>November 2017</i>)
RS05	More Efficient Disabled Facility Grants (DFGs) Processing	Working with the County Council, and other districts, agree a method to deliver DFGs in a more efficient way, that benefits the customer (<i>March 2018</i>)
RS06	Mobile Working Arrangements For Staff	Produce a plan to introduce mobile working where it is appropriate to do so (<i>November 2017</i>)

Protecting and Strengthening Communities

Ref	Measures	Target 2017/18
RS07	“No Smoking” Zones In Children’s Play Areas	Complete an investigation into where it would be appropriate to introduce such measures <i>(October 2017)</i>
RS08	“No Smoking” Zones In Town Centre Areas	Complete an investigation into where it would be appropriate to introduce such measures <i>(March 2018)</i>
RS09	Build On “Great British Spring Clean”	Complete a community engagement plan <i>(November 2017)</i>
RS10	Selective Licensing Pilot	Launch a pilot scheme in the area of focus <i>(October 2017)</i>
RS11	Car Cruising Monitoring	Understand any positive and negative impacts of any such events through 2017/18 <i>(March 2018)</i>