



Deputy Leader Statement

2016/17



Portfolio for Regulatory Services

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 2015/16.

ACHIEVEMENTS IN 2015/16

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 2015/16 by the end of the financial year.

Some of these achievements are highlighted in the following section.

Introduced “Free After Three” Car Parking

One of the main election promises was to introduce an initiative that would provide residents and visitors to Burton and Uttoxeter with free car parking in the Town Centres, for when they shop and use restaurants. After consulting with stakeholders including the Shopping Centre Managers, an affordable solution was introduced on 1st December that provides free parking on Council owned car parks in both Burton and Uttoxeter.

Anti-Social Behaviour Strategy

In 2014, new Government legislation was introduced that changes the way agencies deal with Anti-Social Behaviour (ASB). The Council has reacted by producing a new Anti-Social Behaviour Policy which sets out how residents can deal with behaviour that adversely affects their quality of life. Working with its partner agencies, including the Police and Trent & Dove Housing Association, the Council have continued to support local people who are victims of such unacceptable behaviour.

Completed a Review of Dog Control Orders

Dog fouling on our public spaces is unacceptable. To help tackle this issue, the Council carried out a review of its dog control orders, and compiled a programme of actions, including a consultation on new public space protection orders, new powers to enforce keepers of dogs to carry an appropriate receptacle to pick up dog faeces, and a schedule of enforcement and awareness initiatives.

Built Capacity in the Enforcement and Environmental Health Teams

In the summer and autumn of last year, the Enforcement and Environmental Health teams were the subject of a staffing review to improve the team's capacity and reliance; ensuring the service offered value for money. The outcome of the review was to implement new structural arrangements for the teams that achieved these two objectives, and at the same time reduced annual operating costs by over £150,000.

Introduced a More Efficient CCTV Monitoring Service

In February, the Council changed the way it operates its CCTV monitoring service. Since the system was set up some years ago, the Council has manned a control centre in Burton. To optimise efficiency and reduce operating costs, we appointed a professional specialist to monitor the CCTV remotely, rather than on-site in Burton, and reduced the cost burden on the Council tax-payer. The Police and Crime Commissioners Office has indicated it will look into a County-wide service, which would improve efficiencies further.

Civic Pride

In June last year, the Council hosted a Civic Pride Awards ceremony at the Pirelli Stadium. The evening, hosted by Mark O'Sullivan from Touch FM, was a celebration of those activities undertaken by both individuals and communities to improve the place they live. A total of six awards were presented on the night, ranging from "Best Contributing School" to "Community Champion (young person 17 and under)".

Travellers on Bargates

Recently, the Council had seen a spate of illegal encampments on the Bargates site. Our Enforcement Officers have acted swiftly, within the law, to evict travellers using the site, usually within a few working days. However, to help deal with this issue and prevent further encampments, the Council has now installed gated barriers, which enable the local businesses with rights across the land to use the access unencumbered. In addition, we carried out an evaluation of all Council owned open space land, to prevent the risk of any wider incursions.

OBJECTIVES FOR 2016/17

2015/16 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.

Improve the Efficiency of the Community and Civil Enforcement Operation (Target RS01)

It has been three years since the Council incorporated the role of the Community and Civil Enforcement Officer; combining a number of roles, previously carried out by various teams, including warden, car parking enforcement, and community officer. It is time for a review of the current arrangements to ensure the Council tax-payer is receiving best value and that the operational effectiveness of the team is at the optimum level.

Review Parking Orders at our Most Used Parks (Target RS02)

The Borough's larger parks and green spaces continue to be enjoyed by residents and visitors alike. To ensure that the parking facilities at the car parks serving these strategic green spaces and Branston Water Park retain their quality over the long term future, the Council will appraise the current charging arrangements to ensure that a system is adopted that are equitable to residents and visitors from outside the Borough.

Work with Partners, Including the Police and Crime Commissioner, to Further Reduce the Cost of CCTV (Target RS03)

Presently, each District within Staffordshire independently operates its own CCTV operation. This cannot be an efficient way to run an operation. Therefore, the Council will lobby the Police and Crime Commissioner to find a more collaborative solution that, building on the work we have completed to date, will further optimise value for money for the Council tax payer.

Improve Housing Conditions for Residents Living in Rented Accommodation (Targets RS04; RS05)

The Council currently uses many of the enforcement tools under the Housing Act to full effect when dealing with the reactive housing complaints. This year the Council aims to further improve the conditions of the private rented housing for the tenants living in the Borough and tackle those landlords who offer poor living conditions. It will also appraise the benefits of a landlord accreditation scheme, and the licensing of Houses in Multiple Occupancy.

Improve Dog Orders to Help Tackle Dog Fouling (Targets RS06; RS07)

The Council will continue to address the issue of dog fouling on its public areas. As well as maintaining a zero-tolerance level of enforcement against dog owners permitting their animals to behave in this unacceptable way, this year the Council intends to partner with the Keep Britain Tidy initiative of “Bag it – Bin it” to educate any future potential perpetrators.

Investigate Electric Car Charging Points (Target RS08)

As more car manufacturers launch vehicles that have engines that can run on electric power, the need for local electric car charging points becomes greater. This year, the Council will assess the current levels of electric car charging provision serving motorists in East Staffordshire, and investigate the viability of introducing charging points to Burton and Uttoxeter.

MEASURES AND TARGETS FOR 2016/17

The Regulatory Services portfolio has identified a number of measures and targets for 2016/17 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 2016/17
RS01	Improve the efficiency of our community and civil enforcement operation	Produce an options report for the future of the service (September 2016)
RS02	Review parking orders at our most used car parks	Complete an appraisal and options report for facilities serving our parks and green spaces (November 2016)
RS03	Working with the Police and Crime Commissioner (PCC), agree a collaborative CCTV operation that would reduce cost burden to East Staffordshire residents	Lobby the PCC to implement a county-wide operation, that offers better value (March 2017)

Protecting and Strengthening Communities

Ref	Measures	Target 2016/17
RS04	Improve housing conditions for residents living in rented accommodation	Complete an appraisal of a landlord accreditation scheme (August 2016)
RS05	Improve housing conditions for residents living in rented accommodation	Assess the viability of licencing Houses in Multiple Occupation (HMO) (October 2016)
RS06	Introduce measures to help tackle dog fouling	Carry out a pilot project in partnership with Keep Britain Tidy (March 2017)
RS07	Introduce measures to help tackle dog fouling	Produce a programme of activities on Council owned land to reduce the number of dog fouling incidents (May 2016)
RS08	Investigate introducing electric car charging points to Burton and Uttoxeter	Produce a business plan and viability study (March 2017)