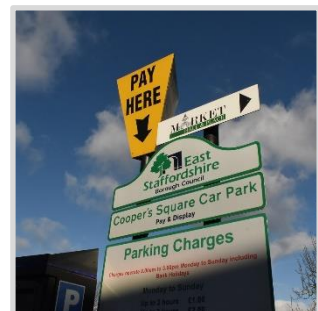




Regulatory & Community Support

Deputy Leader's Statement

2020/21



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value for Money Council**
- **Community Regeneration**
- **Environment and Health & Wellbeing**

The following statement sets out how the Deputy Leader for Regulatory and Community Support and officers within this portfolio area will contribute to achieving these priorities, as well highlighting key achievements from 2019/20.

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

Each of the statements made by the individual portfolio holders will then be collated to form the basis of East Staffordshire Borough Council's Corporate Plan for 2020/21.

ACHIEVEMENTS IN 2019/20

Over the past 12 months, the Council has been working hard to improve its services and is currently on track to achieve [INSERT %] of this portfolio's milestones set for 2019/20 by the end of this financial year.

Some of these achievements are highlighted in the following section.

Reviewed Scrap Metal Dealer Activities

In the first half of the financial year, the Council undertook a review of its Scrap Metal Dealers Policy, to ensure that it continued to be robust and fit for purpose. The updated policy was approved via an Executive Decision Record in June 2019.

Reviewed Relevant Licensing Policies

In addition to the Scrap Metal Dealers Policy, a number of other important Licensing policies were reviewed to ensure they remain fit for purpose. A review of the Charitable Collections Policy was undertaken and approved by the Licensing Committee in September 2019. The Statement of Licensing Policy and the Private Hire and Hackney Carriage Policy, were approved by Council in February 2020.

Continued to Deliver and Evaluate the Selective Licensing Scheme

Following on from the successful introduction of the Selective Licensing Scheme pilot in 2017, the Council has continued to monitor and evaluate the scheme, completing a review at the end of the second year of operation. The first two years have demonstrated compliance with the scheme, with a significant reduction in housing complaints; however a number of landlords continue to evade the licensing requirements for which enforcement action is being taken. Additional areas that are suitable for the expansion of the selective licensing scheme have been identified and a full and detailed consultation will be undertaken prior to the schemes designation being considered for approval in 2020. Further reviews to monitor and evaluate the impacts and outcomes of

the existing Selective Licensing Scheme will be undertaken at the end of the third year of operation.

Continued to Deliver and Evaluate the Disabled Facilities Grant Service

The Council adopted a new 'in-house' Disabled Facilities Grant service in 2018 to incorporate more efficient ways of working to secure faster and more cost efficient adaptations to enable residents to live independently in their own homes. The Council has carried out a review of the service and due to a number of unforeseen challenges that significantly impacted on delivery timescales in 2018/19, additional service improvements have been implemented which are already working towards reducing delivery timescales to provide faster and more efficient adaptations. The DFG service was also reviewed by Internal Audit during the year resulting in 'significant assurance' being given to the operational processes and controls associated with delivery.

Continued to Develop the Community and Civil Enforcement Service

The Council has successfully carried out a detailed review of its parking services, and from spring 2020 will be introducing 'app' based parking payment options. The introduction of alternative payment methods will improve the parking experience for residents and visitors to East Staffordshire, and brings the Council more in line with the move to a cashless society. Cash based payment solutions will continue to remain in place to ensure all residents'/visitors' preferred payment options are catered for. In addition, Community & Civil Enforcement Officers will be equipped with new high-tech handheld devices that will create swifter back office functionality aimed at enhancing the overall service quality and efficiency.

Reviewed Public Space Protection Orders in Respect of Dog Fouling and Alcohol Consumption

Following on from their initial introduction in 2016 the Public Space Protection Orders (PSPOs) have been reviewed and updated. The review included extensive consultation with a range of stakeholders to gauge the impact of the existing PSPOs and to receive recommendations on the extension or reduction of each order. These new orders came into existence in October 2019 and

continue to be monitored and enforced by the Community & Civil Enforcement team.

Protected the Public through Enforcement, Environmental Health and Licensing Initiatives

The Council has continued to work in partnership with organisations to identify and tackle modern slavery in Houses in Multiple Occupation (HMO) and businesses such as takeaways, car washes, nail bars and tanning salons. A number of referrals have been made where modern slavery has been suspected along with joint visits (with partner organisations) to premises for further investigation including the execution of a housing warrant in a suspected unlicensed HMO in partnership with fire, police and immigration services. The Council has also targeted unregistered skin piercers to ensure businesses are compliant with the statutory requirements and protect the health and safety of their customers. This has resulted in 14 additional skin piercers being registered in 2019/20.

The Council has also undertaken a series of initiatives aimed at monitoring compliance and ensuring public protection throughout the Borough, including:

- Compliance inspections of Scrap Metal Dealer Sites
- Licensed taxi operator base inspections
- Inspection visits on licensed gambling premises
- Multi-agency licensing and enforcement initiatives focussing on licensed premises, drivers and vehicles to ensure compliance with policy and legislation.

Delivered Targeted Initiatives in Relation to Unlicensed Houses in Multiple Occupation

The legislation surrounding HMOs changed in October 2018 resulting in an increased amount of properties that are subject to HMO licensing. It was originally estimated that an additional 250 HMOs would require a licence, however since the change in legislation only 50 HMOs have obtained a licence. The Council have identified over 200 potential HMOs that may require a licence

using a mixture of information sources which are being investigated further to increase compliance with the licensing requirements. This will ensure the provision of safe and decent private rented accommodation.

Complete an Evaluation of all Licensable Animal Activities

Following an amendment to the Animal Welfare Licensing Act in October 2018 which introduced a new animal licensing regime, the Council have successfully licensed 53 premises and granted 5 performing animal licenses to individuals in 2019. This information is reported to DEFRA annually in accordance with the legal requirement.

OBJECTIVES FOR 2020/21

The Council is determined to continue to build on its successes during 2019/20 as it moves forward into the 2020/21 financial year. It will continue to improve performance, service delivery and value for money through delivery of the Council's three Corporate Priorities. It should be noted that recent data (17/18) from LG Inform shows East Staffordshire as having a lower expenditure per head of population on Environmental and Regulatory Services when compared to other district authorities, CIPFA Nearest Neighbours and Geographical Neighbours. Achievement of these identified priorities will be supported by the Regulatory and Community Support portfolio through delivery of the objectives detailed in the following section. The specific performance indicators identified to measure these objectives are referenced in the paragraphs below.

Review of the Council's CCTV Provision (Target Ref No. RCS01; RCS02)

During 2021 the contract for the monitoring and maintenance of the Council's CCTV is due for renewal. Work will begin to prepare for the contract renewal taking account of operational experience and recommendations from recent scrutiny reports.

In addition to this review, the Enforcement Team will also develop a Code of Practice for the use of its mobile CCTV cameras. The team will utilise the cameras in a variety of roles but specifically in relation to fly tipping 'hotspots', where it is appropriate to do so.

Improvements to the Hackney Carriage and Private Hire Service (Target Ref No. RCS03)

The Council will consult and implement a series of improvements for the Hackney Carriage and Private Hire Trade. These will include:

- A review of the Hackney Carriage Tariff
- A review of the Taxi ranks within in the Borough i.e. location and size etc
- Safeguarding training for all Private Hire and Hackney Carriage Drivers
- The introduction of a formal Verbal Test for new applicants for a Private Hire and Hackney Carriage Drivers Licence as well as Operators.

- Also to propose recommendations for Medicals for Private Hire and Hackney Carriage Drivers and
- Introduce the Disclosure and Barring Service (DBS) update service for Private Hire and Hackney Carriage Drivers and Operators

Compliance Inspections in support of Public Protection (Target Ref No. RCS04)

The Council will undertake a minimum of two high profile initiatives across the Borough along with further inspections aimed at monitoring compliance and ensuring public protection including:

- Multi-agency licensing and enforcement initiatives focussing on licensed premises and private hire and Hackney carriage drivers and vehicles, to ensure compliance with policy and legislation.
- A Multi-Agency initiative targeting waste carriers and compliance inspections of Scrap Metal Dealer Sites. Also to include inspections of licensed vehicles.
- Licensed taxi operator base inspections.
- Inspection visits on licensed gambling premises.
- Inspections of premises under the Licensing Act 2003.
- Inspection of our Approved Testing Stations.

Community & Civil Enforcement Initiatives (Target Ref No. RCS05)

The Community & Civil Enforcement team continue to carry out enforcement activity to prevent littering and dog fouling alongside their car parking duties. Building on the foundations of previous years, the team will utilise operational learning, community feedback and statistical data to undertake a range of initiatives in a variety of locations in East Staffordshire. Enforcement Officers and Civil Enforcement Officers will work together (in conjunction with the Council's Waste Management Team) to develop and inform via an educational campaign highlighting the problems of fly tipping and what residents should do with their waste. Initiatives will vary in content and orientation; encompassing

focussed enforcement, and awareness raising. The team will also be tasked to design a new educational program to be delivered in at least six schools.

Selective Licensing: Review & Future Designation (Target Ref No. RCS06; RCS07)

Following the successful introduction of the Selective Licensing Scheme pilot in a part of Anglesey ward, the Council has continued to monitor and evaluate the scheme completing an annual review at the end of the 1st and 2nd year of operation, along with a proposal for future expansion. Additional areas that are suitable for expansion of the selective licensing scheme have been identified and a full and detailed consultation will be undertaken prior to the schemes designation being considered for approval in June 2020. Additionally, there will be a further review to monitor and evaluate the impacts and outcomes of the Selective Licensing Scheme at the end of the third year of operation to monitor and evaluate the impacts and outcomes of the scheme.

Partnership working with Trading Standards for Tenant Fees (Target Ref No. RCS08)

The introduction of legislation for Tenant Fees provides enforcement powers for Trading Standards and the Environmental Health Team to enforce the prohibition of fees for tenants. Environmental Health will undertake a targeted initiative in partnership with Trading Standards to investigate and enforce compliance with Tenant Fees Legislation.

Disabled Facilities Grant Review (Target Ref No. RCS09)

The Council adopted an in-house Disabled Facilities Grant service in 2018 to incorporate more efficient ways of working to secure faster and more cost efficient adaptations to enable residents to live independently in their own home. This was reviewed in December 2019 following the first year of operation and will be reviewed annually to determine the impact and effectiveness of the service.

Climate Change & Air Quality Policy (Target Ref No. RCS10)

The Council has made and continues to make progress in reducing its carbon emissions. Between 2005 and 2016 these emissions fell from 10.2 tonnes (per capita) to 6.4¹ as a consequence of a number of initiatives outlined in previous Corporate Plans e.g. improving the energy efficiency of the Council's leisure centres through refurbishing building plant etc.

In response to national and international concerns around Climate Change the Council will be preparing a motion for Council to declare a 'Climate Emergency' in May this year. In support of a 'Climate Emergency' declaration the Council has developed a wide ranging and appropriate action plan that refocuses attention in order to tackle these wide ranging issues. As climate change issues affect all parts of the Council's activities, all Deputy Leader portfolios will be affected to a greater or lesser degree.

Moving forward, the Council will seek to work with and influence partner organisations in order to effect change across the Borough as a whole. The Council will also seek to work across the Borough with all our communities in order to educate, promote and influence incremental changes that will contribute to a positive effect on Climate Change.

The action plan will be reviewed on an annual basis, using the first year to undertake wide ranging baselining of carbon emissions for the organisation and Borough. We will report on developments and adaptations and where necessary amend and expand the action plan.

It is intended that the action plan covers a wide range of issues in relation to Climate Change including but not limited too; the reduction of carbon emissions from our own (council) activities, the measuring and monitoring of our energy consumption, actions to reduce our energy consumption and emissions, the measurement of carbon emissions from vehicles, the promotion of green travel

¹ (Carbon Emissions data from BEIS (Department of Business Energy and Environmental Strategy) 2016).

and transport for our staff, actions to protect and enhance our environment, and actions to improve public transport and air quality.

The Council also has a number of existing policies and strategies for Climate Change and Air Quality which expire in 2020 and are therefore in need of review. The Environmental Health Team will address these policy issues and coordinate and set targets as part of the Council's Climate Change action plan.

Modern Slavery Initiatives (Target Ref No. RCS11)

The Council recognises that many residents are vulnerable to exploitation and modern day slavery is identified as one of the Local Strategic Partnership's 7 types of vulnerability. As a result it is considered both a corporate and partnership wide priority. The Council acknowledges the impact that partnership working can have on reducing modern slavery and will continue to build on previous multi-agency initiatives to undertake at least 2 initiatives focussed on tackling issues within businesses such as food takeaways, Houses in Multiple Occupation, car washes, nail bars and tanning salons.

MEASURES AND TARGETS FOR 2020/21

The Regulatory and Community Support portfolio has identified a number of measures and targets for 2020/21 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value for Money Council

Ref	Measures	Target 2020/21
RCS01	Review of the Council's CCTV Provision	Preparation of tender documentation for the CCTV Contract Renewal Completed (January 2021)
RCS02	Review of the Council's CCTV Provision	Develop a Code of Practice for the use of Mobile CCTV Camera (September 2020)
RCS03	Improvements for the Hackney Carriage and Private Hire Service	Improvement Plan Completed (February 2021)

Environment and Health & Wellbeing

Ref	Measures	Target 2020/21
RCS04	Compliance Inspections in support of Public Protection	Undertake two high profile initiatives aimed at monitoring compliance and ensuring public protection (March 2021)
RCS05	Community & Civil Enforcement Initiatives	Undertake 8 focused initiatives (including fly tipping) across the Borough and deliver at least 6 education programs in local schools. (March 2021)

Ref	Measures	Target 2020/21
RCS06	Development of the Selective Licensing Scheme	Selective Licensing Designation Approved (June 2020)
RCS07	Development of the Selective Licensing Scheme	Selective Licensing Third Year Review Complete (November 2020)
RCS08	Partnership working with Trading Standards Regarding Tenant Fees	Undertake a Targeted Initiative to Investigate and Enforce Compliance with Tenant Fees Legislation (March 2021)
RCS09	Disabled Facilities Grant Review	Complete Annual Review of Disabled Facilities Grant Service (December 2020)
RCS10	Climate Change & Air Quality Policy	Consider the declaration of a Climate Emergency and implement and monitor a Climate Change action plan-including an annual update (May 2020)
RCS11	Multi-agency Initiatives to Combat Modern Slavery	Undertake a Minimum of 2 Initiatives Focussed on Tackling Modern Slavery (March 2021)