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9 March 2016

To: All Councillors

As a Member or Substitute of the **Community & Environment Committee**, please treat this as your summons to attend the meeting on **Thursday 17 March 2016 at 6.00pm in the Council Chamber, Town Hall, Matlock.**

Yours sincerely

A handwritten signature in black ink, appearing to be "Sandra Lamb". The signature is fluid and cursive, with a large loop at the end.

Sandra Lamb
Head of Corporate Services

AGENDA

1. APOLOGIES/SUBSTITUTES

Please advise Democratic Services on 01629 761133 or e-mail committee@derbyshiredales.gov.uk of any apologies for absence and substitute arrangements.

2. PUBLIC PARTICIPATION

To enable members of the public to ask questions, express views or present petitions, **IF NOTICE HAS BEEN GIVEN**, (by telephone, in writing or by electronic mail) **BY NO LATER THAN 12 NOON OF THE WORKING DAY PRECEDING THE MEETING.**

3. INTERESTS

Members are required to declare the existence and nature of any interests they may have in subsequent agenda items in accordance with the District Council's Code of Conduct. Those interests are matters that relate to money or that which can be valued in money, affecting the Member her/his partner, extended family and close friends.

Interests that become apparent at a later stage in the proceedings may be declared at that time.

4. QUESTIONS PURSUANT TO RULE OF PROCEDURE NUMBER 15

To answer questions from Members who have given the appropriate notice.

Page No.

5. ASHBOURNE SKATE PARK

3 - 23

To consider a report on the evaluation of proposals put forward during public consultation on the future of Ashbourne Skate Park and a recommendation that Officers work with interested parties to source the necessary funding for its relocation.

6. CHARGES FOR COMMUNITY PROTECTION FIXED PENALTY NOTICES AND THE ISSUING OF COMMUNITY PROTECTION NOTICE AND PUBLIC SPACE PROTECTION ORDERS FIXED PENALTY NOTICES

24 - 26

To consider a recommendation that Police Constables and Police Community Support Officers working in the Derbyshire Dales area be given delegated authority to issue Notices and Orders on behalf of Derbyshire Dales District Council for failure to comply with Community Protection Notices or Public Space Protection Orders. Also to set a fixed penalty for non-compliance with a Community Protection Notice.

7. BIG BELLY SMARTBIN TRIAL

27 - 34

To consider an update on the trial of BigBelly Solar Bins in Matlock Bath and a proposal to replace 83 street cleansing bins and install 47 solar powered compaction bins in Matlock, Matlock Bath and Bakewell.

8. PROPOSED PROGRAMME OF PROJECTS FUNDED BY 2ND HOMES FUNDING 2016/17

35 - 40

To consider the proposed programme of activities for 2016/17 as funded by the additional Council Tax revenue raised from 2nd homes in the Derbyshire Dales.

9. MATLOCK BATH ILLUMINATIONS REVIEW

41 - 45

To receive a report setting out the progress and achievements of the 2015 event, following the service review, and to consider a proposal for increased fees and charges and the reinvestment of surplus from the 2015 event for further improvements.

Members of the Committee - Councillors Jason Atkin, Jennifer Bower, Richard Bright, Sue Bull, Martin Burfoot, Albert Catt, Ann Elliott, Susan Hobson, Vicky Massey, Tony Morley, Joyce Pawley, Mike Ratcliffe, Lewis Rose, OBE, Andrew Statham (Vice Chairman), Colin Swindell, Philippa Tilbrook, Jo Wild (Chairman)

Substitutes - Councillors Deborah Botham, Phil Chell, David Chapman, Tom Donnelly, Richard FitzHerbert, Steve Flitter, Alyson Hill, Neil Horton, Angus Jenkins, Tony Millward, BEM, Jean Monks, Garry Purdy, Irene Ratcliffe, Mark Salt, Jacque Stevens, John Tibenham

COMMUNITY AND ENVIRONMENT COMMITTEE
17 MARCH 2016

Report of the Head of Community Development

ASHBOURNE SKATE PARK

SUMMARY

The report explains how, following a public consultation exercise in summer 2015, various sites in Ashbourne have been explored & evaluated for re-location of the skate park. This report seeks Members' views on action to now be taken.

RECOMMENDATION

1. To note the update and evaluation of the sites.
2. To note the District Council does not have the funds available to finance the project.
3. That the Committee approve that Officers work with interested parties to source the necessary funding.

WARDS AFFECTED

Ashbourne North, Ashbourne South and surrounding Wards.

STRATEGIC LINK

Leisure Services support the District Council's Corporate Aim to promote quality of life and also makes a significant contribution to the safety and health of the communities Derbyshire Dales.

1. BACKGROUND

1.1 Following closure of the skate park in 2014, the Community & Environment Committee, at its meeting, 9 July 2015, approved a community consultation exercise to be carried out. Participants were invited to choose one of the following options:-

1. Continue the use of the skate park (following repairs)
2. Relocation of the skate park
3. Closure of the skate park
4. Another option

1.2 The results of the consultation exercise were reported to Council 24 September 2015.

1.3 The results showed that 57% of participants voted to relocate the Skate Park. 7 sites were suggested as possible locations:-

1. Ashbourne Recreation Ground
2. Sainsbury's, King Edward Street
3. Green Road, Queen Elizabeth Grammar School
4. Shawcroft overspill / Fishpond / adjacent fire station, Park Road

5. Carnation Way (ALDI)
6. Rear of / Adjacent Homebase, Waterside Retail Park
7. Clifton Road, rear of Bernard Gadsby Close

2. EXPLORATION AND EVALUATION OF SITES

- 2.1 A site matrix was devised to assess the availability and suitability of the suggested sites which took into account ownership of the site and any legal or planning constraints. Considerations were sought on Environmental Health, Operational and Community Safety issues.
- 2.2 It became evident that 5 of the sites (2, 3, 5, 6, 7) would be unsuitable due to a variety of issues (full details contained within the Appendix). Of the seven sites, 2 (nos. 1 & 4) emerged as most feasible.
- 2.3 The full details of the site evaluations are contained within the Appendix.
- 2.4 **Site One, Ashbourne Recreation Ground**
- 2.5 The site is in the ownership of the District Council, having been gift aided by Nestle. There are covenants in place on the site, but it is considered that the construction of a skate park would comply with the covenants although consent would need to be sought from the Nestle Trust.
- 2.6 Informal planning advice suggests that this site would be a suitable location for the facility, but certain considerations would have to be addressed (detailed in the Appendix).
- 2.7 As the site is within the Ashbourne Flood Reservoir, Environment Agency consent would be required for this use.
- 2.8 Environmental Health have preference for this site as it is already used for park and leisure purposes and in most cases there is a degree of separation to residential property. Leisure Services also favour this site due to its proximity to existing recreational facilities.
- 2.9 Community Safety Officers raise concerns around the topography of the site and its proposed position within the park. Officers believe there would be little in the way of natural surveillance over the facility which may encourage anti-social behaviour and become an area where the general public feel un-safe and may be difficult to police. Access for emergency service vehicles is also an issue to consider.
- 2.10 Operationally, officers comment that the ground in this area is often waterlogged during all but the summer months which could make the site difficult to manage and maintain.
- 2.11 In view of community safety & operational objections and required legal and EA consents, views of members are sought on the suitability of this site.
- 2.12 **Site Four, Shawcroft overspill / Fishpond / adjacent fire station, Park Road**
- 2.13 This site is in the ownership of the District Council and has no charges, covenants or restrictions listed.
- 2.14 This site has planning permission to be used as an overflow car park all year round and is used as such, given that parking provision in Ashbourne appears to be at a premium. The

main considerations in assessing a planning application would be the impact of development on the setting of Ashbourne Conservation Area, the design of the facility and the degree to which the site is readily policed and supervised to avoid anti-social behaviour. Informal planning advice suggests that planning consent is unlikely to be obtained for this use on this site.

- 2.15 This would not be the preferred option for Environmental Health Officers due to the site being slightly waterlogged, possible flooding concerns and proximity to residential properties.
- 2.16 Community Safety Officers note that this site has greater passive surveillance and increased natural surveillance, but raise concerns about historical issues with anti-social behaviour.
- 2.17 Whilst there are positives for this site, Leisure Services raise concerns about its proximity to local housing and note the loss of car parking revenue.
- 2.18 Given the operational need for the current car park use and the proximity of residential properties, officers view this site as being unsuitable.

3. WORKS AND COSTS

- 3.1 For a new skate park facility, costs would include a) groundworks b) equipment costs c) maintenance costs.
- 3.2 The Council's groundworks contractors have estimated that the cost of a skate park base, similar to the one in Hall Leys Park, Matlock, would be in the region of £30,000.
- 3.3 The company who installed the original skate park has estimated replacement costs at £40,000.
- 3.4 Annual maintenance costs, based on current expenditure for the Hall Leys Park facility, can be estimated at £1,700 per annum for material and resources.
- 3.5 The company who installed the existing skate park has indicated that the current Ashbourne skate park equipment is at the end of its life and is not re-usable; this has been substantiated by investigations by Derbyshire Dales' officers.

4. CONCLUSIONS AND FUTURE ACTION

- 4.1 It is clear that of the 7 sites, 5 were discounted at an early stage and 2 further explored. Further exploration of these sites reveals one as unsuitable and Members' views are sought on the other.
- 4.2 It is worth noting that since closure of the skate park there has been no increase in anti-social behaviour in Ashbourne. In fact for the SNT area of Ashbourne ASB is down by 10.9% (23 calls for service) for January 2015 to January 2016, neither have there been any nuisances reported or a continual stream of enquiries asking if the skate park is going to be reopened.
- 4.3 There is no financial provision within the District Council's budget for this scheme; hence other funding sources would have to be explored. It should be noted that an application for external funding has previously been unsuccessful.

5. RISK ASSESSMENT

Legal

The legal risks arising from this report are assessed as low.

Financial

Estimated costs are given in section 3 of this report. There is no provision within the capital programme for this scheme; hence the need to look at other funding sources. An application for external funding has previously been unsuccessful and, to our knowledge, there are limited funding sources currently live which can the District Council can apply to. The financial risk is, therefore, assessed as medium.

6. OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, environmental, climate change, health, and human rights.

7. CONTACT INFORMATION

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Ros Hession, Community Engagement Officer, Tel: 01629 761302

Email: ros.hession@derbyshiredales.gov.uk

8. BACKGROUND PAPERS

Questionnaires submitted – 27 July to 21 August 2015

Investigation of potential sites – various emails September 2015 – February 2016

9. ATTACHMENTS

Appendix

BACK TO AGENDA

ASHBOURNE SKATE PARK

SITE INDEX

SUGGESTED SITES

- 1 Fishpond Meadow adjacent to Ashbourne Recreation Ground
- 2 Land between King Edward Street and Sainsbury's Supermarket
- 3 Green Road, Queen Elizabeth Grammar School
- 4 Shawcroft overspill / Fishpond / adjacent fire station, Park Road
- 5 Carnation Way (ALDI)
- 6 Rear of / Adjacent Homebase, Waterside Retail Park
- 7 Clifton Road, rear of Bernard Gadsby Close

1 - ASHBOURNE RECREATION GROUND, ASHBOURNE



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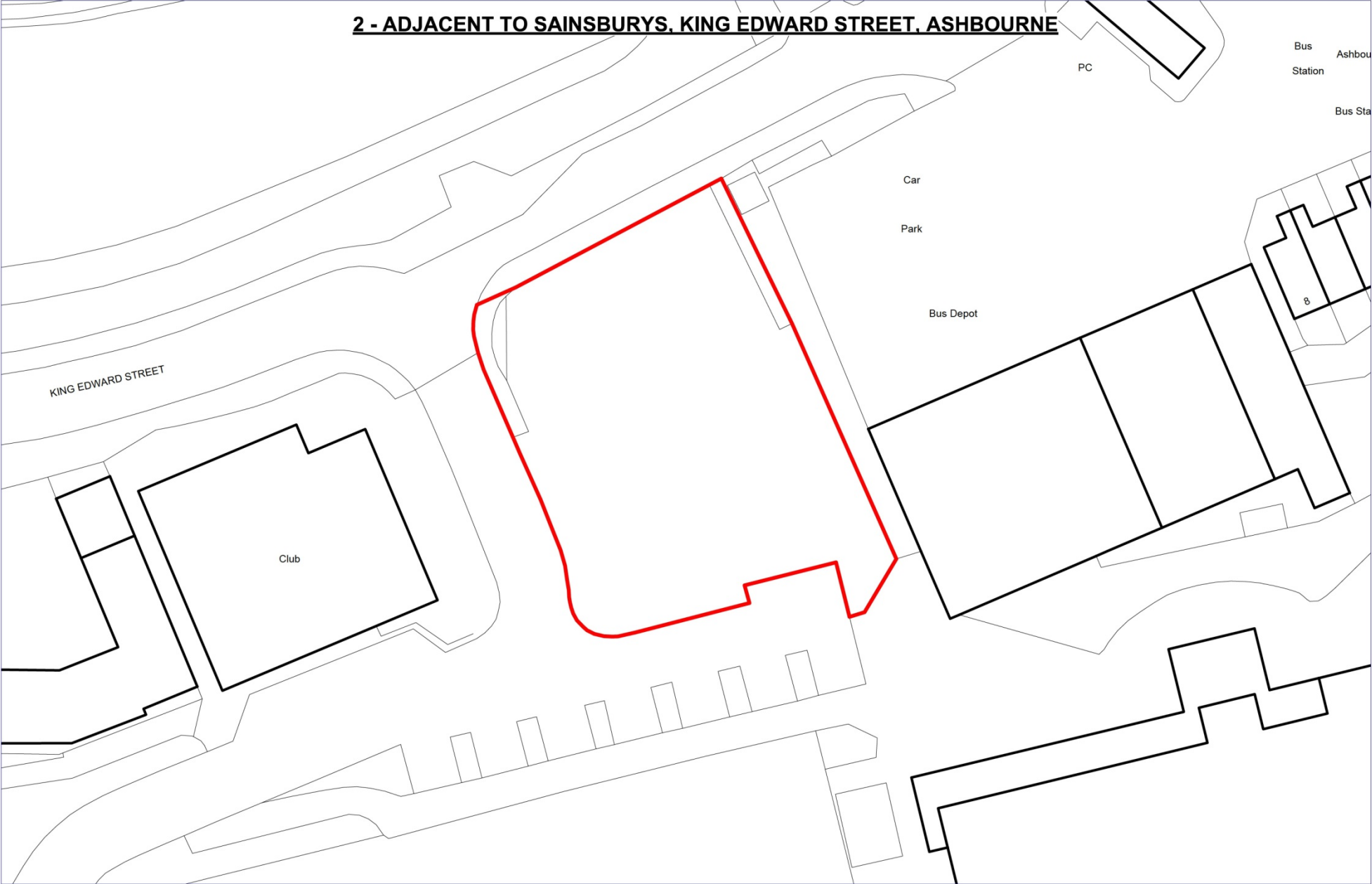
Derbyshire Dales District Council, Town Hall, Bank Road, Matlock, Derbyshire, DE4 3NN.
Telephone: (01629) 761100. Website: WWW.DERBYSHIREDALES.GOV.UK

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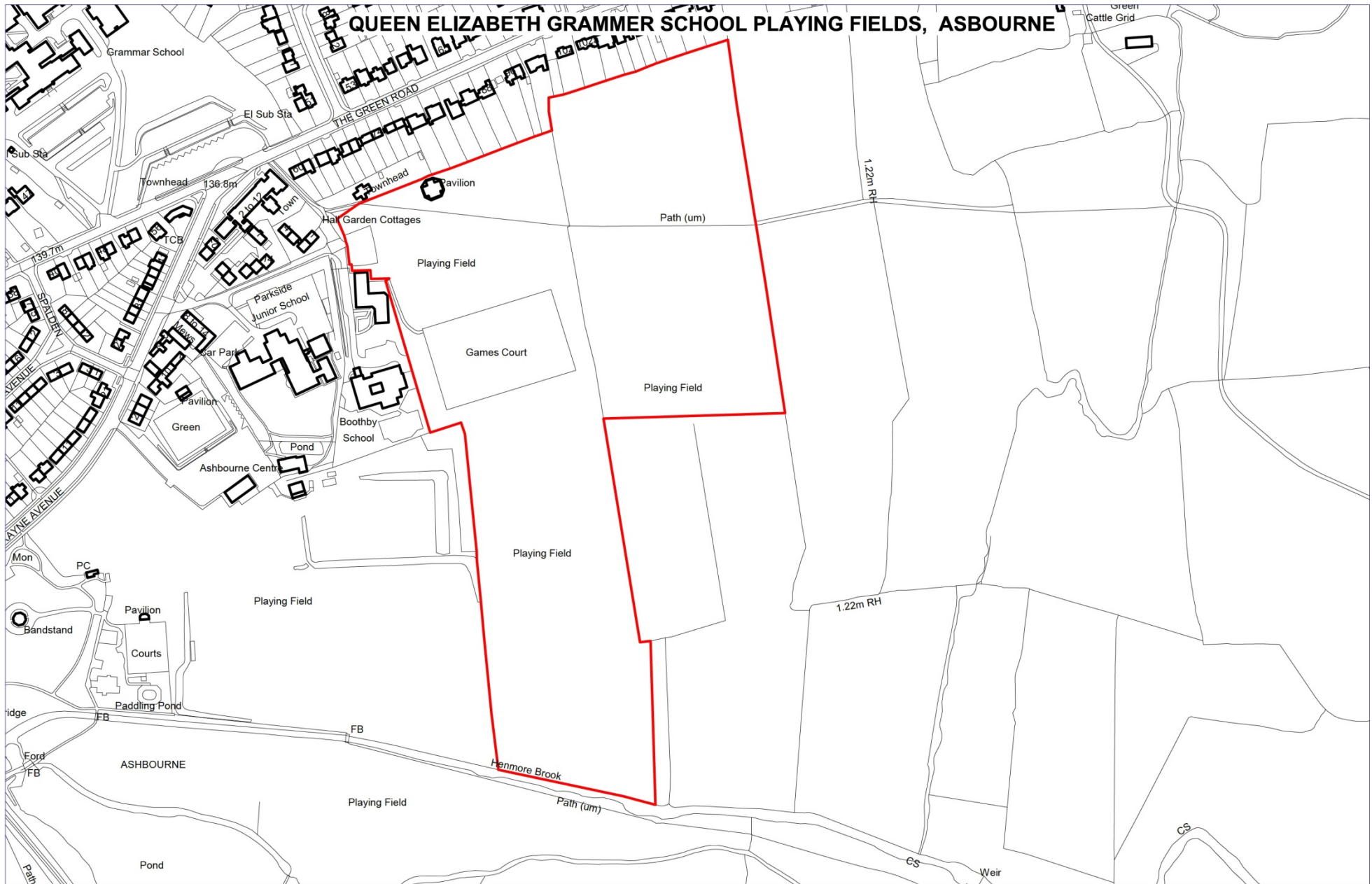
DESCRIPTION/LOCATION	Fishpond Meadow adjacent to Ashbourne Recreation Ground
OWNERSHIP	Derbyshire Dales District Council
LEGAL COVENANTS RESTRICTIONS	<p>The Fishpond Meadows site was gifted to the District Council by Nestle for the long term benefit of the town.</p> <p>As a result, there are covenants on the land prohibiting the construction of buildings and limiting the use to recreational purposes.</p> <p>It is considered that the construction of a skate park on the site would comply with these covenants, but consent would need to be sought from the Nestle Trust, the umbrella under which Nestle manages its charitable donations.</p>
PLANNING/STATUTORY CONSENT	<p>Informal planning advice suggests that this would be a suitable location for the facility. The main considerations in assessing an application would be the impact of development on the setting of Ashbourne Conservation Area, the design of the facility and the degree to which the site is readily policed and supervised to avoid anti-social behaviour.</p> <p>As the site is within the Ashbourne Flood Reservoir, Environment Agency consent would be required for this use. Whilst the outcome of this process cannot be pre-judged, consent was previously granted for a similar facility in the Matlock Flood Reservoir in Hall Leys Park.</p>
ENVIRONMENTAL HEALTH CONSIDERATIONS	This is the preferred site as it is already used for park and leisure purposes and in most cases there is a degree of separation to residential property.

COMMUNITY SAFETY CONSIDERATIONS	<p>A skate part in this area would not be supported since due to the topography of this site and the proposed position within the park there would be little in the way of natural surveillance over this facility. Again passive surveillance would be limited and as a result it may encourage anti-social behaviour/ activities and become an area where the general public feel un-safe.</p> <p>Access for emergency service vehicles is limited which may create issues if for example an ambulance needs to get to that area and in general would be difficult to police.</p>
OPERATIONAL CONSIDERATIONS	The ground in this area is often waterlogged during all but the Summer months which could make the site difficult to manage and maintain.
LEISURE SERVICES COMMENTS	<p>From a Leisure Services perspective this site is viewed as the preferred site to relocate the skate park to. It is located within close proximity to the Town Centre, Schools and existing outdoor recreational facilities including the Multi-Use Games Area and sports pitches. This arrangement would be very similar to that at Hall Leys Park, which works very well as an outdoor recreation hub, attracting people of all ages into the park to spend their free time.</p> <p>This site would only be lit during daylight hours so this would limit the number of people attracted to the area in the evening which is a positive considering issues which affected the skate park when located at Ashbourne Leisure Centre, with street lighting in close proximity, meaning the facility could be used late into the evening throughout the year. This would mirror the arrangement at Hall Leys Park which works positively.</p>
OFFICER COMMENT	There are strong community safety and operational objections and legal and EA consents would be required to develop this site, some of which may be difficult to obtain.
RECOMMENDATION	That the views of members are sought on the suitability of this site.

2 - ADJACENT TO SAINSBURYS, KING EDWARD STREET, ASHBOURNE

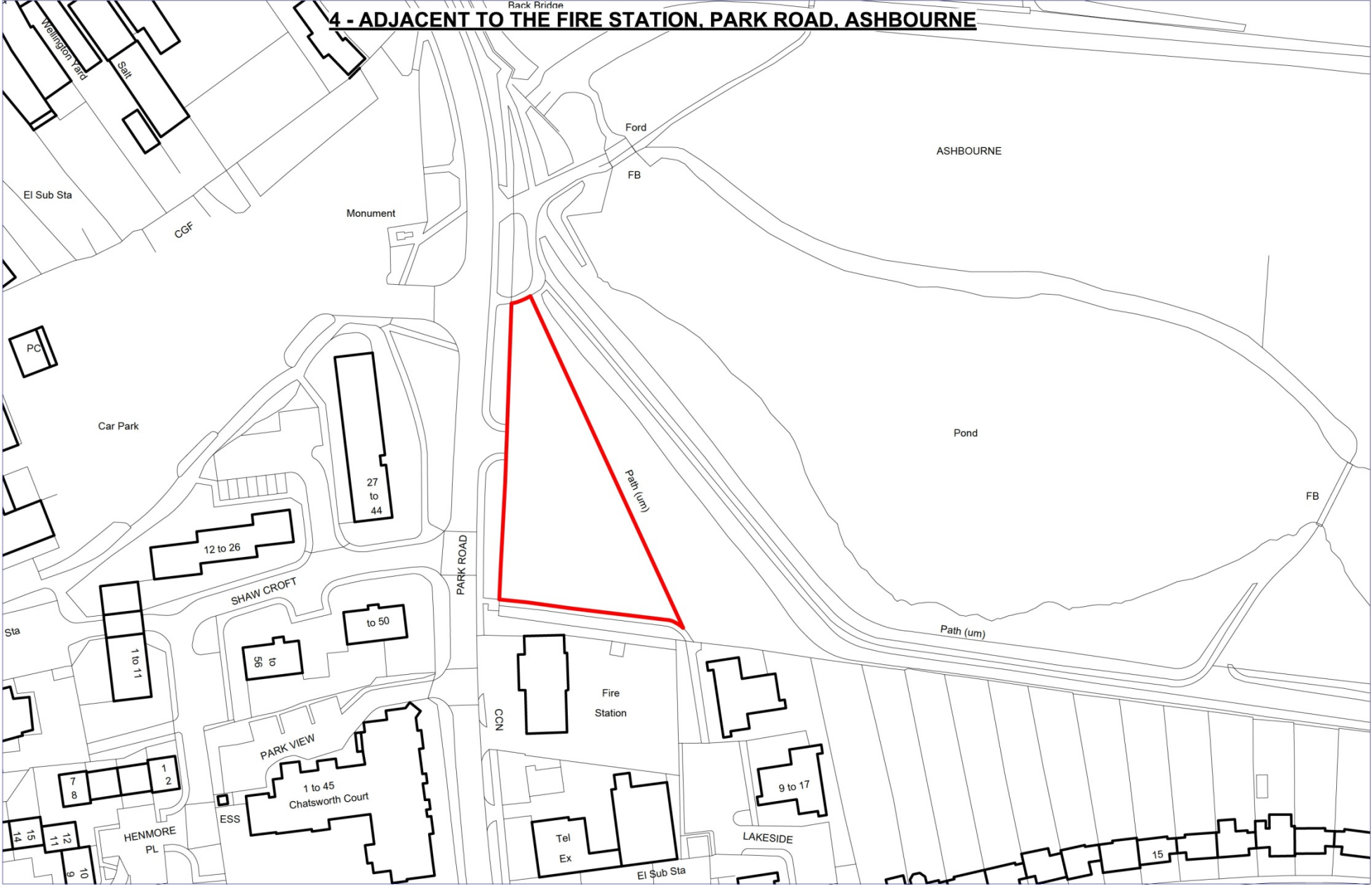


DESCRIPTION/LOCATION	Sainsbury's, King Edward Street
OWNERSHIP	Sainsbury's
LEGAL COVENANTS RESTRICTIONS	N/A
PLANNING/STATUTORY CONSENT	N/A
ENVIRONMENTAL HEALTH CONSIDERATIONS	N/A
COMMUNITY SAFETY CONSIDERATIONS	N/A
OPERATIONAL CONSIDERATIONS	N/A
OFFICER COMMENT	Sainsbury's require this site for future development and are not prepared to release it for this purpose.
RECOMMENDATION	Discount this site.



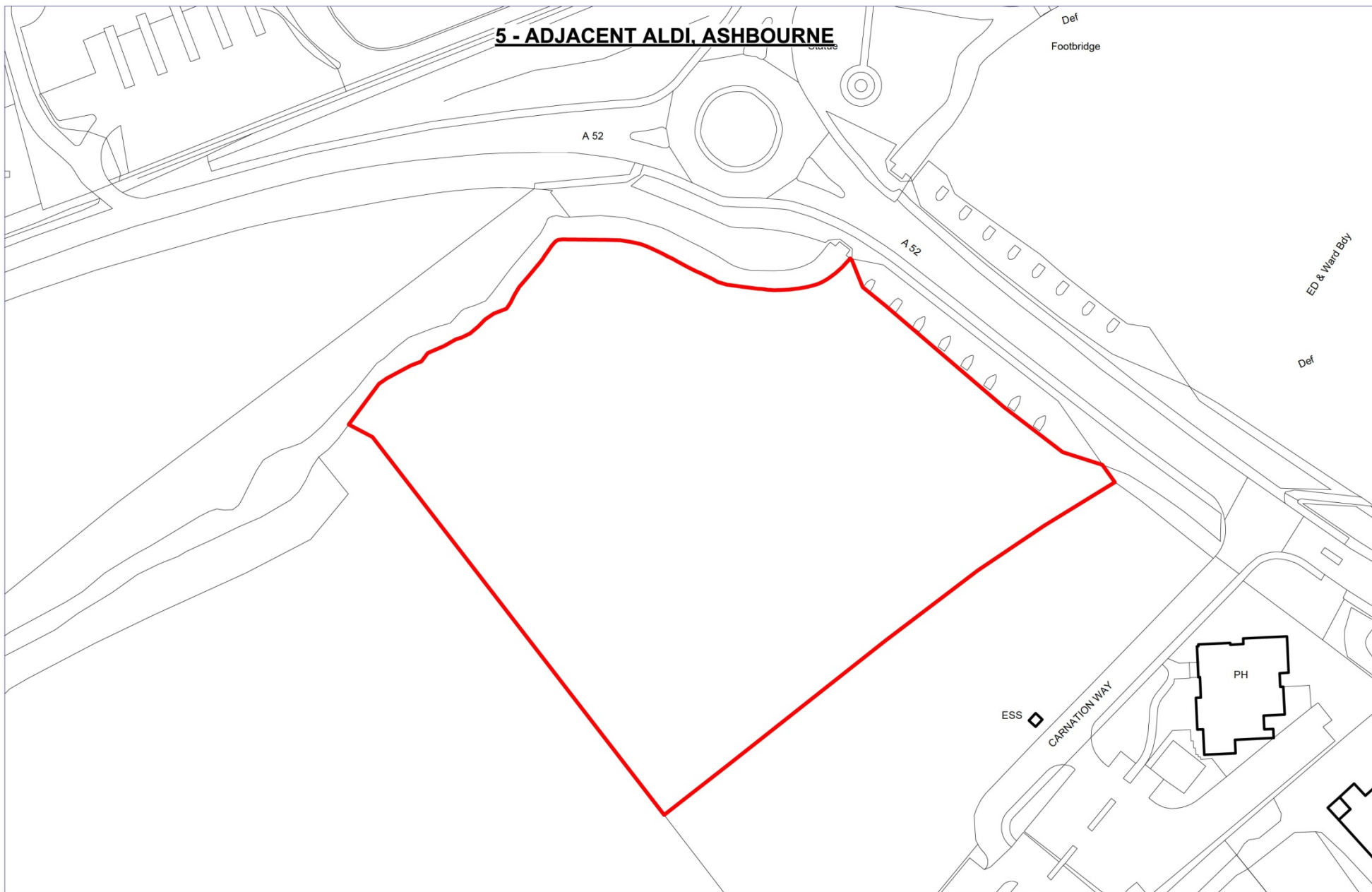
DESCRIPTION/LOCATION	Green Road, Queen Elizabeth Grammar School
OWNERSHIP	Queen Elizabeth Grammar School
LEGAL COVENANTS RESTRICTIONS	N/A
PLANNING/STATUTORY CONSENT	N/A
ENVIRONMENTAL HEALTH CONSIDERATIONS	N/A
COMMUNITY SAFETY CONSIDERATIONS	N/A
OPERATIONAL CONSIDERATIONS	N/A
OFFICER COMMENT	The land is unavailable. QEGS have confirmed that although they recognise the need for local activities and facilities for young people, and totally support the Skate Park situated on a site somewhere in Ashbourne, they feel it would be unsuitable to locate the Skate Park on QEGS land and suggest the adjacent recreation ground could perhaps be a better solution.
RECOMMENDATION	Discount this site.

4 - ADJACENT TO THE FIRE STATION, PARK ROAD, ASHBOURNE



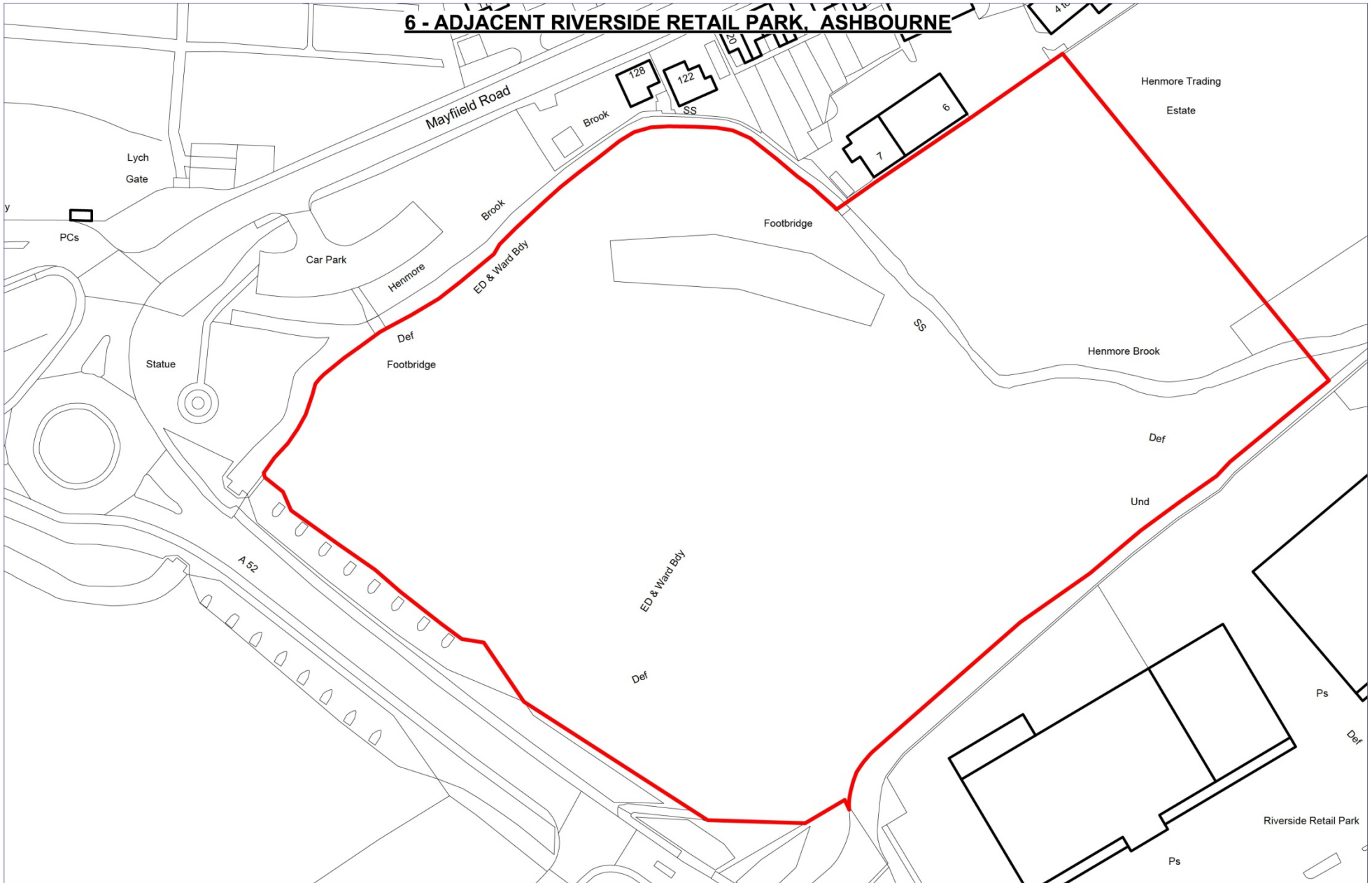
DESCRIPTION/LOCATION	Shawcroft overspill / Fishpond / adjacent to fire station, Park Road
OWNERSHIP	Derbyshire Dales District Council
LEGAL COVENANTS RESTRICTIONS	No charges / covenants / restrictions listed.
PLANNING/STATUTORY CONSENT	<p>This site has planning permission to be used as an overflow car park all year round. Parking provision in Ashbourne is at a premium and any loss of parking given the permissions that have recently been granted for further housing will be likely to raise concerns from the Town Council. The site raises similar issues in relation to design and the setting of the Conservation Area.</p> <p>Given the above, informal planning advice suggests that planning consent is unlikely to be obtained for this use on this site.</p>
ENVIRONMENTAL HEALTH CONSIDERATIONS	Site slightly waterlogged and so there are possible flooding concerns. As this site is closer to residential properties than other options, this would not be the preferred site on Environmental Health grounds.
COMMUNITY SAFETY CONSIDERATIONS	This site is located adjacent to a main road affording it greater passive surveillance and increased natural surveillance from properties that are opposite. However there have been historical issues with anti-social behaviour in and around the Shaw Croft car park which caused issues for local residents. The introduction of a skate park may have negative undertones and there would need to be a consultation process with neighbouring properties so that conflicts are not created.
OPERATIONAL CONSIDERATIONS	Whilst this site has good access and is very visible it is used as a much needed overspill car (mostly in the opinion of Ashbourne Traders and Town Council), and it also suffers from flooding in winter months. The closer proximity to residential properties than other sites has already led to complaints of anti-social behaviour in the form of youths in vehicles gathering and being noisy.

LEISURE SERVICES COMMENTS	From a Leisure Services perspective, this site is a positive location to relocate the skate park to as It is close to other recreational facilities on the recreation ground and is close to the Town Centre and local schools. However, a concern of the site is its close proximity to local housing, potential loss of car parking revenue and the site is very close to a main road.
OFFICER COMMENT	Given the operational need for the current car park use and the proximity of residential properties, this site is seen as being unsuitable.
RECOMMENDATION	Discount this site.

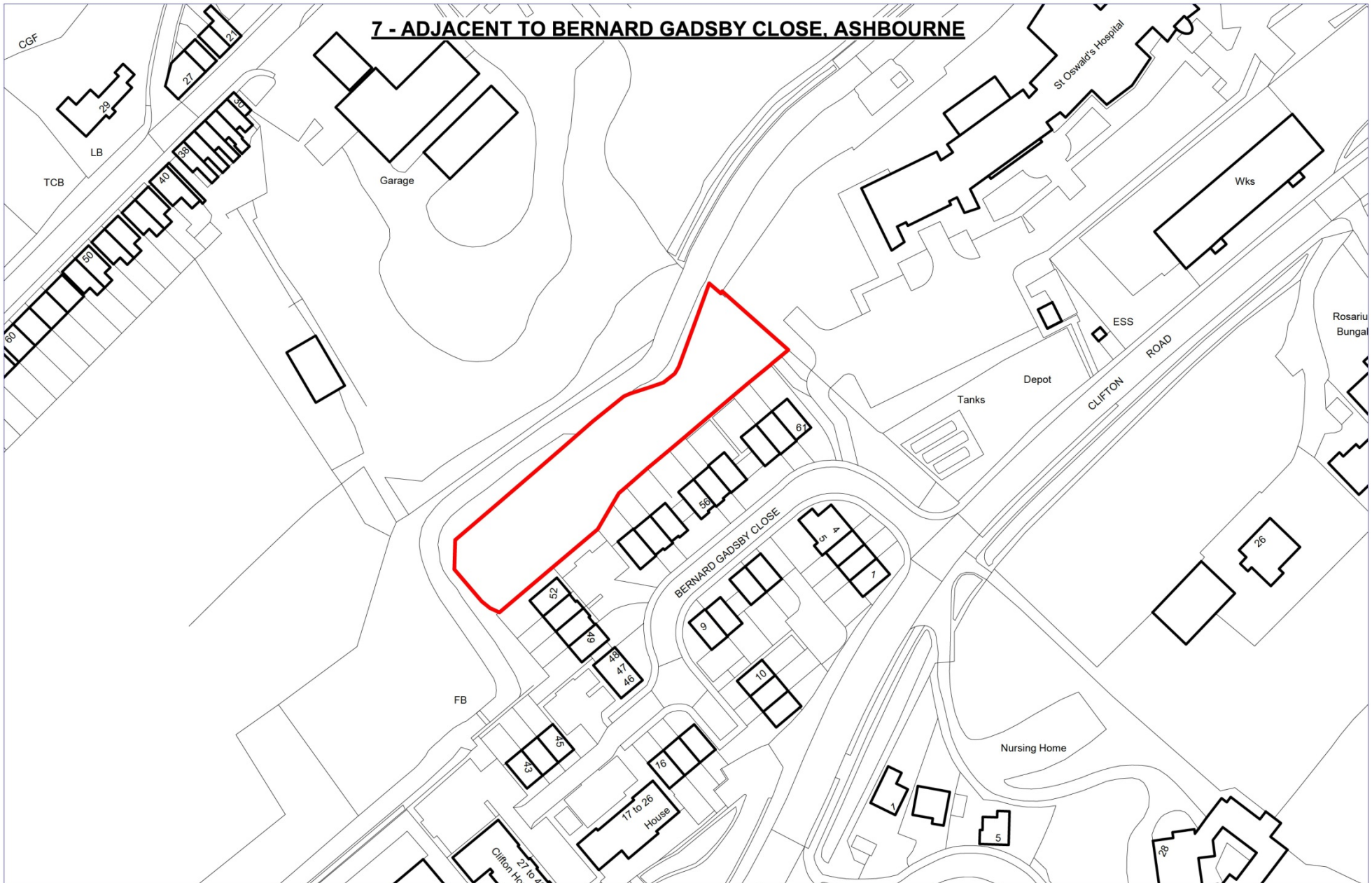


DESCRIPTION/LOCATION	Carnation Way (ALDI)
OWNERSHIP	TBD
LEGAL COVENANTS RESTRICTIONS	N/A
PLANNING/STATUTORY CONSENT	The site lies outside of the settlement framework boundary for Ashbourne (as defined in the 2005 Adopted Derbyshire Dales Local Plan) within open countryside. The development would be poorly related to the existing settlement in that it would not be readily accessible to the community it is intended to serve. Development on the site is also likely to result in some harm to the character of the local landscape.
ENVIRONMENTAL HEALTH CONSIDERATIONS	N/A
COMMUNITY SAFETY CONSIDERATIONS	N/A
OPERATIONAL CONSIDERATIONS	N/A
OFFICER COMMENT	This is a commercial development site, therefore, costs to acquire this site would be prohibitive.
RECOMMENDATION	Discount this site.

6 - ADJACENT RIVERSIDE RETAIL PARK, ASHBOURNE



DESCRIPTION/LOCATION	Rear of Waterside Retail Park
OWNERSHIP	Cedar House Investments - currently under offer to Ashbourne Football Club who have planning permission to create new playing pitches etc.
LEGAL COVENANTS RESTRICTIONS	N/A
PLANNING/STATUTORY CONSENT	Possibly suitable for this use but planning permission has already been granted to Ashbourne Football Club who have planning permission to create new playing pitches for Ashbourne Football Club. As the site is within the flood plain, Environment Agency consent would be required for this use.
ENVIRONMENTAL HEALTH CONSIDERATIONS	N/A
COMMUNITY SAFETY CONSIDERATIONS	N/A
OPERATIONAL CONSIDERATIONS	N/A
OFFICER COMMENT	The District Council is supporting Ashbourne Football Club's proposal for a football specific facility and as such is not a suitable site for skate park use.
RECOMMENDATION	Discount site



DESCRIPTION/LOCATION	Clifton Road, rear of Bernard Gadsby Close
OWNERSHIP	Cedar House Investments - not for sale
LEGAL COVENANTS RESTRICTIONS	N/A
PLANNING/STATUTORY CONSENT	The proximity of the site to existing residential properties is a concern. The use of the land for recreational purposes / a skate park is likely to impact significantly on the residential amenity enjoyed by the occupants of the residential properties along the south eastern boundary. Site also sits adjacent to Ashbourne Conservation Area and two designated wildlife sites associated with Henmore Brook.
ENVIRONMENTAL HEALTH CONSIDERATIONS	The site is considered to be too close to residential dwellings leading to possible noise and lighting nuisance concerns.
COMMUNITY SAFETY CONSIDERATIONS	The site is considered to be close to residential dwellings leading to possible problems. There is not natural surveillance of this site, which could lead to Anti-Social Behaviour and other crimes taking place here
OPERATIONAL CONSIDERATIONS	N/A
OFFICER COMMENT	Given the close proximity to residential properties and the fact that the site is not for sale, it is considered not to be suitable for this use.
RECOMMENDATION	Discount site

BACK TO AGENDA

COMMUNITY AND ENVIRONMENT COMMITTEE
17th March 2016

Report of the Head of Community Development

CHARGES FOR COMMUNITY PROTECTION FIXED PENALTY NOTICES AND THE ISSUING OF COMMUNITY PROTECTION NOTICE AND PUBLIC SPACE PROTECTION ORDERS FIXED PENALTY NOTICES

SUMMARY

The Anti-Social Behaviour Police and Crime Act 2014 gave the power to the District Council to issue Fixed Penalty Notices for breach of a Public Space Protection Order and Community Protection Notice.

RECOMMENDATIONS

- 1) That Police Constables and Police Community Support Officers working in the Derbyshire Dales area, are given delegated authority to use their concurrent powers to issue Fixed Penalty Notices on behalf of Derbyshire Dales District Council for failure to comply with Community Protection Notices and Public Space Protection Orders (in addition to the delegated officers from Derbyshire Dales District Council).
- 2) That the fees of a Fixed Penalty for a Breach of a Community Protection Notice be agreed in accordance with paragraph 2.6 of this report.

WARDS AFFECTED

All

STRATEGIC LINK

Community Safety is a statutory role and supports the District Council's aims to provide a high quality rural environment where people of all ages are healthy and safe.

1. BACKGROUND

- 1.1. The Anti-Social Behaviour, Crime and Policing Act 2014 introduced a range of new tools and powers in relation to anti-social behaviour (ASB).
- 1.2. In February 2015 the District Council authorised a Public Space Protection Order covering various sections of the Dales in relation to Dogs.
- 1.3. In July 2015 this committee were made aware of the new tools and powers from the Anti-Social Crime and Policing Act, and delegated the use of these to a number of officers within the Council.
- 1.4. **Community Protection Notices** (CPN's) can be used to prevent unreasonable behaviour that is having a detrimental effect on the quality of life of people in the local community. Community Protection warning must be served first, which if not acted upon can be stepped up to a notice. Breach of a notice can either be dealt with via a fixed penalty ticket or summons to court.

2. REPORT

- 2.1. Staff from Derbyshire Dales District Council are authorised to issue Fixed Penalty Notices for Breaches of the Public Space Protection Order and the Community Protection Notices.
- 2.2. Police Constables and Police Community Support Officers have a concurrent power in the legislation to issue Community Protection Notices and serve Fixed Penalty Notices where there is a failure to comply with Community Protection Notices and Public Space Protection Orders. It is requested that Council authorise the police and Police Community Support officers to act on their behalf where appropriate and issue these fixed penalty notices.
- 2.3. Fixed Penalty Notices are issued, where appropriate, as an alternative to prosecution for an offence of failing to comply with the Community Protection Notice or Public Space Protection Order. Payment of the financial penalty will be set out in the Fixed Penalty Notice and will be recovered and enforced by the Local Authority including circumstances where the fixed penalty is issued by the Police on behalf of the Local Authority.
- 2.4. It is anticipated that the Police powers will be used in support of wider community initiatives and partnership work, as and when appropriate.
- 2.5. It is understood that currently the Chief Constable of Derbyshire Constabulary has not issued Police Community Support Officers with the power to issue Fixed Penalty Notices, therefore this delegation around Police Community Support Officers would only come into play once the Chief had issued this power to the Police Community Support Officers.
- 2.6. Police Constables and above currently have the powers from the Chief Constable to issue Fixed Penalty Notices
- 2.7. The specified amount to be paid by Fixed Penalties issued for non-compliance with the Public Space Protection Orders were set at £100, being reduced to £75 if paid within 14 days. It is proposed that the same payment amount, timescales and reduction is set for Community Protection Notices.
- 2.8 It is recommended that Fixed Penalty Notices issued for non-compliance with a Community Protection Notice shall be set at £100 being reduced to £75 if the full amount is paid within 14 days.**

3. RISK ASSESSMENT

3.1 Legal

Under sections 53 and 68 of the Anti-Social Behaviour Crime and Policing Act 2014 Police Constables have authority to issue fixed penalty notices in respect of Community Protection Notices and Public Space Protection Orders. As part of the ongoing partnership work to tackle anti-social behaviour this Report seeks to delegate authority to the Police to issue fixed penalty notices where appropriate on behalf of Derbyshire Dales District Council.

The 2014 Act enables the Council to determine the amount of a Fixed Penalty Notice up to a maximum amount of £100 and to fix the amount of any reduced penalty of early payment within a specified period of less than 14 days. The legal risk arising from this report is therefore assessed as low.

3.2 Financial

The cost of implementing the Community Protection fixed penalty notices can be accommodated within existing budgets. It is expected that the income generated from the fixed penalty notice will be low. The financial risk arising from this report is therefore, assessed as low.

4 OTHER CONSIDERATIONS

In preparing this report the relevance of the following factors is also been considered prevention of crime and disorder, equality of opportunity, environmental health, legal and human rights, financial personal and property considerations.

5 CONTACT INFORMATION

For further information contact:

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email: ashley.watts@derbyshiredales.gov.uk

6 BACKGROUND PAPERS

Anti-Social Behaviour Policing and Crime Act 2014

BACK TO AGENDA

COMMUNITY AND ENVIRONMENT COMMITTEE
17 MARCH 2016

Report of the Head of Environmental Services

BIGBELLY SMARTBIN TRIAL

SUMMARY

The report provides an update on the outcome of the trial of BigBelly Solar Bins in Matlock Bath and details a proposal to replace 83 street cleansing bins in Matlock, Matlock Bath and Bakewell with 47 solar powered compaction bins.

RECOMMENDATION

- 1) That the business case outlined in this report be referred to Council in June 2016, to be considered for funding alongside other capital scheme business cases and if approved recommendations 2 to 5 below be implemented.
- 2) That following a tender process, 47 solar compaction bins be procured to be sited in Matlock, Matlock Bath and Bakewell.
- 3) That the existing litter bins across the District be reviewed and rationalised.
- 4) That consideration is given to using any income or future savings identified in the revenue budget to replace litter bins in Matlock, Ashbourne and Wirksworth with solar powered compaction bins to bring about further efficiencies.
- 5) That an advertising contract be let in accordance with Council's Standing Orders.

WARDS AFFECTED

All

STRATEGIC LINK

Ensuring that street litter is effectively managed helps to protect and enhance the environment, and to improve the quality of life of local people. Improvement's to the District Council's service facilitates the provision of excellent services.

1 BACKGROUND

- 1.1 There are currently 1150 litter bins across the District. In Matlock Bath and Bakewell there are 83 bins situated along the main A6, Town Centre and adjoining areas. Across the District there are 15 different styles of bins some are old and in need of refurbishment or replacement.

- 1.2 The opportunity exists to reduce the overall number of litter bins provided across the District, standardise the style of bin used in the future and make the collection operation more efficient. This would also help with any de-cluttering of the streets initiative and give greater control to prevent the spread of litter from spillages, windy weather or nuisance birds, so enhancing the appearance of an area. Other vermin such as rats would also be unable to access the units to feed on discarded food waste.
- 1.3 A trial of Big Belly Solar Bins was agreed and took place in October 2015 the findings of which are detailed in the report.

2.0 BIG BELLY SOLAR BINS

- 2.1 BigBelly Solutions were founded in 2003 and creators of the world's first street compactor bin. Recently, acquired by Egbert-Taylor a large manufacturer of waste and recycling containers. The initial design has evolved over time and the latest model available is the BigBelly 5. Developed in the USA, these bins are now operational in 40 different countries, including cities New York, Chicago, Dublin, London, Stockholm and Amsterdam. Over 1000 stations have been deployed in the UK in areas such as Nottingham, Plymouth, Bath and North East Somerset, Leeds, Bradford, Cambridge, Chester, Inverness and York. They are also supported by the Keep Britain Tidy Group.
- 2.2 The solar unit works by having 8 hours of daylight powering 1 month of usage and an LED indicator provides information on the fullness of the bin. This information can also be provided online through a telemetry system. The BigBelly element of the bin works by using electronic sensors to monitor fullness. The sensor triggers a ram to compact the refuse, thus creating space for more refuse. Once the bin reaches 85% full a message (email/text) is sent to the Council to advise, of this so that arrangements can be made to schedule the emptying of the bin.
- 2.3 The bin takes up the same "footprint" of a standard litter bin currently used across the District but holds 6-8 times the capacity. They operate by using a traffic light system displayed on the bin. When the bin is empty or below 85% the green light will be displayed, as the bin fills up and reaches 85% the light turns to amber and when full the light turns to red. Once the light is red the bin requires emptying usually within a couple of hours.



2.4 BIG BELLY BIN TRIAL

2.5 A trial of the Big Belly Solar Bins was offered, free of charge, in August by BigBelly Solutions. Due to the time of year it was agreed, in consultation with ward members and the Parish Council that Matlock Bath would be used for a trial due to the illuminations event taking place which would attract large numbers of people to the area.

2.6 A survey was undertaken by the company and it was suggested that 12 litter bins on the main A6 be removed and replaced with 5 BigBelly Smartbins. The existing litter bins were removed by the Clean and Green Team and the new BigBelly Smartbins installed by the company for a four week period between 2nd October and 2nd November 2015. Training was provided to the litter bin staff and access given to the telemetry system to enable the emptying of the bins to be monitored.

2.7 The objectives of the trial were to demonstrate:

- Reduction in the number of collections
- Reductions in staff hours collecting bins
- Reduced bag usage
- Reduced Driver and Truck hours
- Reduced CO2 levels
- Diversion of staff time
- Easy Management of data collection

2.8 Weekly reports were provided by the company and the collection system modified each week to improve performance. In week 1, performance was relatively low with only 50% of the bins being emptied when they were 85% full or over. Staff were relatively cautious in the first week and adjusting to the new system, following further instruction, by the second week performance had improved. In week 3, performance was 100%. By week 4, staff were working efficiently, only 18 collections took place when they weren't needed over the four week period.

- 2.9 Under the current collection system the 12 bins removed are emptied every day of the week and twice at weekend resulting in 84 collections per week. Over the 31 day trial 372 collections would have normally been undertaken. During the trial of the BigBelly bins 54 collections were completed reducing collections by 85%. The frequency of emptying the bins reduced from daily to every two days, with one of the bins lasting as long as 5 days before needing emptying. Had the 18 collections over the four weeks not been undertaken the reduction in collections would have been higher and the average emptying would have been on average 4 days. 2.10
- During the trial of the solar powered compaction bins on the A6 in Matlock Bath in which 12 litter bins were removed there were no reports of an increase in litter levels present on the streets due to the enclosed nature of the bin and a reduction in the number of weekly empties was achieved. This reduction in empties saved approximately 16 hours where additional work could be completed. There were also no reports received regarding the BigBelly bins being filled with bags of household/trade waste.
- 2.10 The officers could view the real time fill levels of all bins, eliminating the need to visit every bin every day. It was also possible to detect if the door or hoppers had been left open. This eliminated overflowing bins and highlighted a potential reduction in the level of street cleansing resource needed throughout the illuminations event. Currently 3 collections per day are undertaken at weekends during the illuminations period, the trial showed that many bins went two days before needing emptying, eliminating 4 collections, reducing staff time and vehicle usage.
- 2.11 No advertising on the bins was undertaken during the trial but consideration needs to be given to this in the overall proposal.
- 2.12 **BUSINESS CASE FOR BAKEWELL AND MATLOCK BATH**
- 2.13 Bakewell and Matlock Bath are key tourist destinations which attract significant numbers of visitors throughout the year. The regular litter bin operation usually involves an operative visiting these areas twice a day throughout the year, increased presence at weekends due to the number of visitors and night time economy, additional resources on market days in Bakewell and during the Illuminations in Matlock Bath and at other high profile events such as Bakewell Show, Carnival, E'roica and Raft Race.
- 2.14 In Bakewell Town Centre and the immediate adjoining area there are 43 litter bins and in Matlock Bath along the A6 there are 40 bins. The current operation involves the 43 bins in Bakewell being emptied 391 times a week and Matlock Bath receiving 364 empties per week.
- 2.15 Additional problems occur in both areas with bins in key locations becoming full very quickly, litter being blown from bins that are full onto the street or into the river at Bakewell and litter bins being used for the disposal of both trade and household waste. Wind-blown and general litter is attended to by additional street cleansing crews.
- 2.16 The trial demonstrated that the number of empties required throughout the week could be drastically reduced if BigBelly bins were installed. The proposal outlined installing BigBelly bins over a much larger area. If the bins along the A6 at Matlock Bath were replaced with 25 BigBelly bins the number of empties required would be significantly reduced from 364 to 22 collections per week. In Bakewell 25 BigBelly

bins were proposed which would reduce the number of collections required from 391 to 25. The number of collections would save approximately 16/18 hours of labour per week in both areas that could be deployed into other areas of street cleansing work such as litter picking, sweeping out 'grot spot' areas and collecting fly tipping. Savings from bin bag costs of around £1,300 per annum in each area are anticipated and fuel costs will be reduced. Round structures will be reviewed and streamlined where possible.

- 2.17 There is an option to lease or purchase the units.

Leasing Option

The cost of each unit is £4,472 leased for five years with a remaining residual value. Arrangements would need to be made through a finance company to continue to lease the units at a reduced cost, after the five year period, pay the residual value or return the containers. To install 47 units in Bakewell and Matlock Bath the costs would be £210,184 over five years. This equates to £17.20 per week per unit.

Capital Funding Option

The cost of installing 47 units in Bakewell and Matlock Bath if purchased would be £199,186. If broken down over the same five year period each unit would cost £16.30 per week per unit.

The cost in both options covers the cost of the unit plus 2 tubular ashtrays, delivery, installation, servicing and maintenance and the telemetry system required to monitor the bins for a period of five years. Units are covered by a one year warranty, any vandalism or damage would be the responsibility of the council. After five years the telemetry system can be continued at an annual cost of £7,520 for the 47 units. The servicing and maintenance (2 yearly) can also be continued after 5 years at a cost of £8,460 for the 47 units, although training can be provided for this function to be carried out in-house.

- 2.18 It is anticipated that over time the BigBelly bins will be rolled to other areas of the District. The proposal outlines replacing 73 litter bins in Ashbourne with 37 BigBelly bins and in Wirksworth 39 litter bins with 17 BigBelly bins at a similar cost. The bins will be promoted and it is recommended that any businesses or Parish and Town Council wanting to buy a bin for their area can purchase the bin over five years at an annual cost of £848.
- 2.19 In order to streamline bins and make the collection operation more efficient it is recommended that the existing litter bins across the District be reviewed and rationalised where possible. It is suggested that the main focus for bins should be town centres and parks and not on housing estates, lay-bys or commuter routes.
- 2.20 Use of the BigBelly bins will help improve the appearance of an area and will contribute towards public realm improvements to encourage growth. An intelligence led cleansing activity promotes smarter and more efficient use of resources, releasing capacity to carry out 'attention to detail' work in town centres or streamline functions. Fewer collections reduce the movement of vehicles, fuel usages and carbon footprint. The reduction in the number of litter bins also declutters the streets improving foot travel around pedestrian areas.

3 CONSULTATION

- 3.1 Both prior to and during the trial Matlock Bath Parish Council were consulted. Positive comments were received about the style of the bin and a noticeable improvement in the area was reported. A reduction in the different types of bins and amount of street furniture was also welcomed.
- 3.2 The Environmental Service Member Champion, Councillor Sue Bull attended with officers an open day at Cheshire West and Chester City Council in October to listen to first-hand experience of councils using these bins. The open day involved speaking to both managers and operational staff and included a tour of the city to watch a demonstration on how the bin works. Positive improvements and efficiency gains in terms of labour hours and vehicle usage were reported by the Council and operational staff reported how easy the system was to work with and reported more time to spend on 'detailed work'.
- 3.3 Staff at Derbyshire Dales involved in the litter collection operation were consulted on the use of the bins. Staff welcomed the trial and was positive about the operation of the bins. Although performance was initially low, over the weeks staff adapted and by week 3 performance was 100%. Some concerns were raised by staff about the additional weight in the bags but although the quantity of litter is greater the waste contained in the bags is general compacted street litter and of no concern.

4 POTENTIAL INCOME FROM ADVERTISING PANELS

- 4.1 The solar compaction bins are constructed in such a way that Perspex panels can be fitted to three sides of the unit. These panels can be used as advertising space and have the potential to generate income for the council.
- 4.2 An example, presented by Open Space Advertising suggested that three panels per bin could be rented for advertising a product or service at a cost of £30 per panel per week, £360 per month per unit. This would generate income of £40,608 per year which over time would enable further bins to be purchased and rolled out to over areas. Whilst, it is not guaranteed that advertising will be secured every week of the year a reasonable level of income is expected.
- 4.3 Any advertising messages to be placed on the bins would firstly be approved by the Council in line with the Council's Sponsorship Policy. In addition to selling this space Council departments could use the panels to advertise services or key messages. The Advertising Regulations or Special Advertisement Control in the Matlock Bath area does not prevent advertising of this sought being implemented on the units providing that the criteria is met.
- 4.4 It is recommended that both the compaction units and an advertising contract be procured in accordance with the Council's Contract Standing Orders to ensure that the most favourable terms are secured.



5 CASE STUDIES

- 5.1 Nottingham City Council has recently deployed 160 BigBelly Smartbins across the city centre with 206 existing litter bins being removed. Prior to deployment, the frequency of emptying the bins was on average 5,362 times per week spending 21 labour hours a day emptying them. After installation of the BigBelly Smartbins the frequency of emptying is now 435 times per week and only allocating 2 labour hours a day to empty them. Achieving a 92% collection reduction rate has allowed a refuse truck to be deployed onto a trade waste route creating a revenue stream.
- 5.2 Nottingham CC has reduced bins by 23% and seen a reduction in the amount of street litter. Use of the telemetry system enabled usage to be monitored and 12 BigBelly Smartbins were moved to other locations due to their low usage. This provided further efficiencies in labour hours.
- 5.3 In Bath and North East Somerset Council 60 BigBelly Bins were deployed replacing 90 regular bins. The frequency of emptying the bins was 3,375 times per week spending 20 labour hours a day emptying them. Frequencies reduced to 390 times per week allocating only 1.5 labour hours a day to empty them. Achieving a 88% collection reduction rate. A 39% reduction in bins in the target area and 70% reduction in street litter and cigarette litter. 7 Smartbins were moved to other areas due to low usage.
- 5.4 Many other case studies can be sited to highlight the benefits achieved in the use of these bins to improve the appearance of the Street Scene and improve efficiencies in collection operations.

6 RISK ASSESSMENT

6.1 Legal

The BigBelly Smartbins and advertising rights will be subject to a detailed tender process in accordance with the Council's Contract Standing Orders. The advertising contract will be covered by the Council's Sponsorship Policy to control the type of advertising displayed. The legal risk is therefore low.

6.2 Financial

The options presented in the report determine that a capital purchase would be the cheaper option. The uncommitted balance on the Capital Programme Reserve is £1.3 million, and this proposal will need to be considered for funding alongside other capital scheme in June 2016. The implementation of this proposal has the potential to generate income and gain efficiencies within the service to pay back the cost of the units over a number of years. The financial risk is high.

6.3 Corporate Risk

The proposal relates to one of the most visible public services delivered by the Council which has the potential to impact positively and negatively on the Council's reputation and customer satisfaction ratings. Although, there are some residents who will drop litter regardless of the provision of bins these units provide the latest design and telematics system to enable a much more efficient service to be operated. The Corporate risk is therefore low.

7 OTHER CONSIDERATIONS

In preparing this report the relevance of the following factors is also been considered prevention of crime and disorder, equality of opportunity, environmental health, legal and human rights, financial personal and property considerations.

8 CONTACT INFORMATION

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9 BACKGROUND PAPERS

Description	Date	File
Big Belly Solar Proposal report		

BACK TO AGENDA

COMMUNITY AND ENVIRONMENT COMMITTEE
17TH MARCH 2016

Report of the Head of Housing

PROPOSED PROGRAMME OF PROJECTS FUNDED BY 2ND HOMES FUNDING 2016/17

SUMMARY

In partnership with Derbyshire County Council, the District Council receives a proportion of the additional Council Tax revenue raised on 2nd homes. The extra funding is set aside to support households who are vulnerable and who are at risk of homelessness. This report sets out the proposed programme of activities for 2016/17.

RECOMMENDATION

That the programme of activities for 2016/17 is approved.

WARDS AFFECTED

All

STRATEGIC LINK

Supporting vulnerable households, helping to reduce debt and prevent homelessness are important ways of reducing overall demand for affordable housing. Where new accommodation is required by vulnerable households, the services listed in the report help to ensure residents can access and successfully maintain their tenancy without recourse to the District Council in the future.

1 BACKGROUND

- 1.1 In February 2005 an agreement was reached between Derbyshire Dales District Council and Derbyshire County Council to fund a programme of projects from the increased Council Tax on second homes. The programme has been reviewed and the funding available has increased over time.
- 1.2 Since the programme began the District Council has been able to support several important projects which would not have otherwise existed. This includes the Older Persons Housing Advice Service which has seen year on year increase in the number of people supported and has now helped generate over £3.5 million in unclaimed benefits. Numerous other outcomes include the prevention of homelessness, support for older people to remain in their existing home or move to more appropriate accommodation and increasing take up of nationally available grants.
- 1.3 The Derbyshire County Council Cabinet will shortly consider a report concerning the 2016/17 programme. The proposed allocation for the Derbyshire Dales in 2016/17 is

£309,000. Three other councils, High Peak, Amber Valley and South Derbyshire also have an arrangement with the County Council to return much of the additional council tax raised on 2nd homes. However their allocations are smaller than the Derbyshire Dales due to the lower numbers of second homes in those districts.

- 1.4 The 2nd homes programme will need to be reviewed in 2016/17 to take account of the wider prevention agenda and the agreement previously reached between the two councils to ensure the projects align with the priorities of both organisations. The budget constraints faced by Derbyshire County Council may have an impact on how they wish to see the funds utilised in the future.

2 REPORT

- 2.1 The table below summarises the 6 schemes which it is proposed to be supported by the 2nd Homes programme. More detailed information together with available outturn information is set out below.

Provision of bungalows to wheelchair design standards	£85,000
Debt Advice – Derbyshire Districts CAB	£50,000
Housing Options Advice Service for older people – Age UK	£93,000
Rural Housing Enabler - DDDC	£35,000
Domestic Violence - DCC	£11,000
Escape Project – Derbyshire Dales CVS	£35,000
Total	£309,000

- 2.2 The services put forward for support reflect the joint housing and adult care priorities of both Derbyshire Dales DC and Derbyshire CC. Many of the District Council's housing customers also receive services from Derbyshire County Council and vice versa. By supporting customers through the services outlined both Councils are able to reduce demand on their own services and provide independent specialist advice for customers who are often vulnerable.
- 2.3 The provision and adaptation of homes for people with physical disabilities remains a high priority for both Councils. This funding will allow for grant funding to housing associations to provide all new bungalows to be built to higher accessibility standard, namely Life Time Homes and the Wheelchair Design Standards. These standards have now been incorporated in to the Building Regulations, although the higher levels of accessibility are not statutory. Providing bungalows continues support for a previous recommendation from the Equalities Impact Assessment of the Housing Service, which sought to ensure all new bungalows would be built to the standard.

- 2.4 Of the 8 schemes which completed in 2014/15, 4 had bungalows included within them (Youlgreave x2, Ashbourne x2 and two schemes in Darley Dale x3). All were to Life Time Homes and 2 were built to the enhanced Wheelchair Design Standard (Ashbourne). Several other schemes, particularly on private sector sites have had considerable input from the Rural Housing Enabler to ensure bungalow provision is included. The social rented stock of bungalows should increase by 58 units over the next 4 years and represents a substantial increase on existing numbers. £85,000 is proposed to be set aside for this purpose.
- 2.5 Personal debt is the single biggest issue for households who approach the District Council as homeless. Derbyshire Districts CAB provide a valuable and effective debt service to residents. In 2014/15 150 clients were supported with benefit gain at £52,000 and total debt affected = £1.4m. The proposed allocation for 2016/17 is £50,000.
- 2.6 In 2014/15, average debt per client was £9678. The table below shows the range of debt work.

Type of Debt/Action	Amount
Bankruptcy	£234,595
Court or committal proceedings avoided/suspended/varied	£3500
Creditor action stopped/suspended/prevented	£865
Debt write off - other	£323
Debts repaid	£3332
DMP - debt management plan	£282,614
DRO - debt relief order	£130,593
Financial situation stabilised / debts under control	£16,694
Improved health/capacity to manage debts	£8638
IVA - Individual Voluntary Agreement	£48,897
Moratorium / Agreeing a period of time when you made no payments	£9377
Not liable for debt	£72,420
Repayment negotiated	£602,440

Token payments	£36,410
Utilities disconnection prevented	£1031
TOTAL DEBT MANAGED	£1,451,774

3

3.1 The debt service provides benefit checks as part of the debt advice process. Many clients advised by the project will have also received advice from the CAB's generalist services and often possible benefit gains are identified prior to receiving debt advice. The outcomes listed below are only those identified during the debt advice process meaning that many clients will have increased their income, but this is not reflected in the figures below.

Type of benefit/income	Amount
Benefit / tax credit gain - a new award or increase	£47,463
Charitable support/food provision	£1040
Other financial gains	£3764
TOTAL FINANCIAL GAINS	£52,267

3.2 In Q1, Q2 and Q3 of 2015/16, 135 clients have been supported. The full year outturn will be reported to a future Committee.

3.3 The Housing Options Advice Service for older people provided by Age UK continues to demonstrate excellent value for money. The service is well established and has an enviable record of performance supporting older people. It is proposed to continue the funding of £93,000. Total financial income for clients in 2014/15 and Q1 and Q2 of 2015/16 was £514,024 and resulted from benefit gains, grants and backdated payments. 366 new client cases were recorded over the same period. Attendance Allowance, Housing Benefit and Pension Credit are the three main benefits clients are assisted to access. The Service also supports clients to better engage with adult care, access housing options and act as an independent advocate for older people across a wide range of housing related issues.

3.4 Funding for the Rural Housing Enabler (RHE) post continues over the period of this agreement with £38,000 allocated. Taken together with contributions from partner housing associations and developers this funding will help secure the RHE post for several years to come. 47 new homes were built in 2013/14 and 70 completed in 2014/15 including Youlgreave, Stoney Middleton, Longford, and two larger schemes in Darley Dale. In 2016/17 42 new affordable homes should be completed. Since the conclusion of the Housing Service Review the RHE has continued to make a wider contribution to securing affordable housing on private developments, working with colleagues in Development Control to secure appropriate homes.

- 3.5 Supporting women fleeing domestic violence remains a priority within the 2nd homes programme. As with previous years it is proposed to recycle £11,500 back in to an existing service commissioned by Derbyshire County Council which provides accommodation and floating support services.
- 3.6 The 'Escape Project' delivered by Derbyshire Dales CVS helps to provide social, sports and education opportunities to vulnerable adults receiving housing related support. The aim of the project is to enable opportunities for people to experience a range of activities that will help them to move on successfully from supported accommodation or floating support services. Activities help to broaden knowledge and life skills in a positive environment which can lead to improvements in health and wellbeing. Funding for the Escape Project is proposed to be £35,000. Referrals for 2015-16 should reach 150 individuals. Clients include Young people, Men and women fleeing domestic violence, Mental health, Men and women experiencing drug and alcohol issues and Offenders /ex offenders.
- 3.7 All of these projects help to tackle housing and support issues with around 700 residents assisted each year. Benefit gain, reducing debt and finding appropriate accommodation are central to the lives of many people, impacting on their health and wellbeing. Several projects respond to the changing welfare system whilst also helping to ensure new homes continue to be developed. Increasing benefit gain particularly amongst older people and reducing debt also has positive benefits for the local economy.
- 3.8 Looking beyond 2016/17 the Housing Service, working with each of these projects will need to respond to the changing funding environment. The wider prevention agenda will also be particularly important to Derbyshire County Council and further discussion on that will take place during 2016/17. Details of any future programme will be brought back to this Committee.

4 RISK ASSESSMENT

Legal

The legal risks are assessed as low.

Financial

The programme of activities recommended in this report is funded by an allocation of second homes council tax monies from Derbyshire County Council. The financial risk is therefore assessed as low.

5 OTHER CONSIDERATIONS

In preparing this report, the relevance of the following factors has also been considered: prevention of crime and disorder, equalities, environmental, climate change, health, human rights, personnel and property.

6 CONTACT INFORMATION

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7 BACKGROUND PAPERS

8 Case Studies

CAB Debt project: Client has multiple serious mental health and physical disabilities. She's been struggling to repay her debts for a number of years and her financial situation was causing her a great deal of stress and making her health situation worse. She wasn't able to pay for the appropriate level of care she required, as she had multiple debts. She had rent arrears due to bedroom tax and was also behind with her council tax.

We successfully secured a discretionary housing payment so the client had no rent or council tax to pay for the remainder of the tax year. This was also backdated to the beginning of the tax year and arrears cleared. We also helped the client to apply for a Debt Relief Order, which was approved.

The threat of homelessness has now been removed and the client is much more able to manage her finances. Her mental health and well-being has improved significantly, and she is able to access and pay for the right care for herself.

CVS Escape project: Male referred. He has regular ongoing support from his Community Psychiatric nurse due to the severity of his mental health. Since joining Escape he has become less socially isolated. He has participated in the Escape wellbeing group in Matlock on a weekly basis and also enjoyed taking part in a healthy cooking course in conjunction with Heart of Derbyshire. The client mental and physical health has improved since attending the gym. He is enjoying walking and taking part in gardening at Escape garden club. He has started volunteering with a local charity on a weekly basis as a way of connecting with nature which improves his physical and mental wellbeing.

Age UK: Client lived with long-term health conditions and was referred for support. Client supported to claim Attendance Allowance. The claim was turned down but the caseworker encouraged client to request a reconsideration. With this support his claim was reconsidered and he was awarded Attendance Allowance at the higher rate. Client stated that without our help he wouldn't have applied in the first place as he found the form lengthy and very daunting. Client also felt that he would not have applied for a reconsideration without the caseworker's support and the relationship of confidence and trust they had built. Client now has extra money to meet his increased health needs expenditure and this has stopped him from slipping back into debt and rent arrears. Our intervention has prevented client needing emergency housing support due to debt and rent arrears. The support has reduced the need for intervention from adult social care and health services due to fuel and food poverty, excess cold and ill-health and enabled client to manage his health and social care needs better without additional support.

COMMUNITY & ENVIRONMENT COMMITTEE
17TH MARCH 2016

Report of Head of Community Development

MATLOCK BATH ILLUMINATIONS REVIEW

SUMMARY

This report sets out the progress of the Matlock Bath Illuminations review.

RECOMMENDATION

1. That the achievements of the 2015 event following the service review be noted.
2. That approval be given for an increase in fees and charges, as shown in 1.8.
3. That approval be given for reinvesting £15,000 of the £30,500 surplus from the 2015 event for further improvements.
4. It be noted that a tendering exercise will be completed to seek further investment into the event via sponsorship.

WARDS AFFECTED

Masson Ward

STRATEGIC LINK

The Matlock Bath Illuminations support the District Council's Corporate Aim to promote quality of life and also makes a significant contribution to the communities of Derbyshire Dales. The review has reflected on the District Council's priorities whilst also seeking to ensure that we deliver value for money and work effectively with partners.

1 REPORT

The main opportunities for delivering efficiencies and for enhancing the customer experience fall into the main areas as follows:

Duration

- 1.1 In 2015, the event was reduced by one week, as visitor numbers have historically been low for the first weekend of the Illuminations. The event started on the second Saturday in September and ran until the last Saturday in October. As this worked well, it is proposed that the event starts, again, on the second Saturday in September and runs until the last Saturday in October. This will continue to help reduce the running costs and take advantage of the darker nights for the fireworks displays.
- 1.2 The 'Opening Night' historically attracts far fewer visitors than the other Saturdays; therefore, the review team proposed that this night be promoted as a preview and media night. In 2014 & 2015 this night was supported by Peak FM, whose advertising campaign for the event brought in more visitors than in previous years. The judging of the boats will continue to be the main attraction on this night.

- 1.3 Evenings which offer firework displays are by far the most popular nights, and offer the greatest financial return. It is proposed that the number of firework nights remain as amended in 2015. The number of visitors on these nights increased from 40,254 (2014) to 46,118 (2015).

The Offer

- 1.4 The review team found that the entertainment at the event needed updating and in 2015, themed nights were introduced on Sundays, these included characters from Frozen and Alice in Wonderland and Heroes & Villains. On Halloween (the last night of the event) Derwent Gardens was widely decorated with spooky lighting, witches, ghosts and all manner of other Halloween related themed decorations. Visitors were encouraged to come in fancy dress and staff also dressed up to enhance the ambiance and created a party atmosphere, which was well received by adults and children alike. The introduction of the themed nights increased visitor numbers in excess of 500 people per Sunday. From feedback received this is something that was clearly a success, offering a more exciting and commercial approach to the event.
- 1.5 To improve the marketability of the Illuminations and to increase visitor interest and participation, the themed nights were widely publicised via social media. Both on the lead up to and on the night, visitors were encouraged to get more involved in the event and share their photos and experiences with the District Council. Visitors tagged images of themselves in fancy dress, via our social media streams. This is something that we hope to develop further for the 2016 event.
- 1.6 It is proposed that the provision of market stalls offering a variety of goods, including 'take home' food, mulled wine, gifts, etc. be considered. The aim of this is to encourage visitors to spend more time in the area and encourage a higher end offer. Rather than visitors arriving just in time for the event, which often causes difficulty with congestion and does not always benefit local traders, this offer could increase the length of time that they stay in the village and could improve the congestion issues. Produce on these stalls should not conflict with the local offer.
- 1.7 A real push was made to promote the online sales offer in 2015, via social media, on the District Council website and with press releases, and this generated a significant increase. This helped reduce lengthy queues and will reduce the number of staff required on the night to deal with the demand. The introduction of tills in the ticket offices also meant that visitors were served more quickly and efficiently (and also offers greater protection against the possibility of misappropriation).

Fees & Charges

- 1.8 Based on visitor comments received after previous events, it was recommended that a new, more appropriate pricing structure be implemented in 2015. This resulted in the introduction of different fees for 'firework' and 'non-firework' nights, discounts for advanced/online ticket purchases and £1.00 discount on prices for those at, or over, National Retirement Age. It is considered that we should stick to this approach. It is proposed that these be increased to the below for 2016:

Saturday		Sunday	
On-the night	£7.00	On-the-night	£6.00
Advanced/Online	£6.00	Advanced/Online	£5.00
Concession (on-the-night)	£6.00	Concession (on-the-night)	£5.00
Concession (Advanced/Online)	£5.00	Concession (Advanced/Online)	£4.00
Child (<16yrs)	FREE	Child (<16yrs)	FREE

- 1.9 In order to further promote advanced sales, all pre-event marketing will encourage online/advanced sales. As advanced ticket sales are becoming ever more popular they will, again, be made available, however, the workload, due to the increase in online ticket sales in 2016, put a great strain on available resources. Therefore it is proposed that an online ticketing system be used, where the customer will download their own ticket from the website and bring this along with them on the night. The tickets will be made available via a link from the District Council's website. The offer may include introducing 'all ticket' nights for the most popular evenings.
- 1.10 It is proposed that disabled visitors and those who qualify for National Retirement Age are, again, eligible for a discount of £1.00 off the price, as displayed above.
- 1.11 Although there is an improvement and increase in the entertainment offered for young families, it is recommended that all children under the age of 16 continue to access the event for free.
- 1.12 It is recommended that all organised groups, with 25 or more visitors are, again, eligible for a discounted ticket price.

Advertising and Marketing

- 1.13 It was widely accepted by both the Review Team and those consulted that more effort should be made by local business, who benefit from the increase in visitors, to support the event. It is suggested that the Community Events Officer (and supporting team) increase the current number of businesses approached to help support the event. This may require a more targeted and commercial approach. It is also recommended that those businesses/organisations are acknowledged more widely and are offered the chance to sponsor more tangible event improvements (i.e. lights, equipment, signage, etc.), rather than just putting the money into the 'pot' for running costs.
- 1.14 It is proposed that the Community Events Officer along with colleagues from Tourism and Marketing create an advertising package for local accommodation providers, which the District Council will promote via its website and social media streams.

General

1.15 It is considered that the changes made in 2016 were considered a success.

- Footfall increased on the previous year from 45,000 to 68,000.
- There was an increase in surplus from £12,000 in 2014 to £61,000 in 2015, of which we would like to reinvest £15,000.
- We would like to make further improvements to reduce costs with an online ticketing solution.
- A crowd dynamics report was produced that suggested several options for improving crowd circulation.
- We will be further developing the themed nights to increase the visitor offer on Sundays.
- We will be adopting a more commercial approach to the event as a whole.
- We would like to increase the entrance price as in 1.9.

1.16 As the result of surveys taken at the event and comment received the review team will be considering the following improvements:

- The timings for the boat parades, including:
 - The boat parade should be earlier on Sundays to accommodate families with children going to school the next day.
 - The timing of the second boat parade should be changed so that there isn't such a long wait before the firework display.
- Car parking issues including:
 - There isn't enough parking
 - Park & Ride is not clearly signposted
- A sample of positive comments received:
 - Lots to see, many stands, lots of food and drink. I love the illuminated boats. Brilliant event.
 - It is family friendly and caters for disabilities with a quieter area....my son has autism.
 - Well organised, lots of people to ask information.
 - All of it brilliant

1.17 It is proposed that detailed monitoring takes place of the implementation of the above proposals to identify their impact. A report of this will be brought back to a future Committee for consideration.

2 RISK ASSESSMENT

Legal

The proposals in the report are covered by the general powers of competence contained in the Localism Act 2011. Sponsorship of the event will be in accordance with the District Councils sponsorship protocol. The legal risk is therefore low.

Financial

Officers manage this event in a way that aims to at least break even. There is a risk that expected income might not cover expenditure but this risk is assessed as 'low'.

The projected surplus of £30,500 exceeds the amount included in 2015/16 revised estimates by £18,500, which means that £15,000 can be re-invested in the service without exceeding budgetary provision.

3 OTHER CONSIDERATIONS

In preparing this report the relevance of the following factors has also been considered: prevention of crime and disorder, equality of opportunity, environmental health, climate change, legal and human rights, financial personal and property considerations.

4 CONTACT INFORMATION

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5 BACKGROUND PAPERS

None

6 ATTACHMENTS

None

BACK TO AGENDA