



# HEALTHY BOROUGH WITH STRONG COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

Tuesday, 23 October 2007

10.00 a.m.

Council Chamber,  
Council Offices, Spennymoor

# AGENDA and REPORTS



**This document is also available in other languages,  
large print and audio format upon request**

**العربية (Arabic)**

إذا أردت المعلومات بلغة أخرى أو بطريقة أخرى، نرجو أن تطلب ذلك منا.

**বাংলা (Bengali)**

যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।

**(中文 (繁體字)) (Cantonese)**

如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

**हिन्दी (Hindi)**

यदि आपको सूचना किसी अन्य भाषा या अन्य रूप में चाहिये तो कृपया हमसे कहे

**polski (Polish)**

Jeżeli chcieliby Państwo uzyskać informacje w innym języku lub w innym formacie, prosimy dać nam znać.

**ਪੰਜਾਬੀ (Punjabi)**

ਜੇ ਇਹ ਜਾਣਕਾਰੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਹੋਰ ਭਾਸ਼ਾ ਵਿਚ ਜਾਂ ਕਿਸੇ ਹੋਰ ਰੂਪ ਵਿਚ ਚਾਹੀਦੀ, ਤਾਂ ਇਹ ਸਾਥੋਂ ਮੰਗ ਲਓ।

**Español (Spanish)**

Póngase en contacto con nosotros si desea recibir información en otro idioma o formato.

**اردو (Urdu)**

اگر آپ کو معلومات کسی دیگر زبان یا دیگر شکل میں درکار ہوں تو برائے مہربانی ہم سے پوچھئے۔

**AGENDA**

**1. APOLOGIES**

**2. DECLARATIONS OF INTEREST**

To notify the Chairman of any items that appear later in the agenda in which you may have an interest.

**3. MINUTES**

To confirm as a correct record the Minutes of the meeting held on 11<sup>th</sup> September 2007. (Pages 1 - 8)

**4. CCTV ARRANGEMENTS WITHIN THE BOROUGH**

Andrew Aitken, Business Development Manager, will give a presentation detailing CCTV arrangements within the Borough. (Pages 9 - 36)

**5. OVERVIEW AND SCRUTINY REVIEW GROUP REPORT - STREETS SAFE REVIEW - PROGRESS ON ACTION PLAN**

To consider the attached Action Plan detailing progress against recommendations from the Overview and Scrutiny Review of StreetSafe. (Pages 37 - 42)

**6. OVERVIEW AND SCRUTINY REVIEW GROUP REPORT - TOURISM WITHIN THE BOROUGH - PROGRESS ON ACTION PLAN**

To consider the attached Action Plan detailing progress against recommendations from the Overview and Scrutiny Review of Tourism within the Borough. (Pages 43 - 50)

**7. WORK PROGRAMME**

To consider the attached report of the Chairman of the Committee. (Pages 51 - 54)

**8. ANY OTHER ITEMS WHICH THE CHAIRMAN DECIDES ARE URGENT**

Members are respectfully requested to give the Chief Executive notice of items they would wish to raise under the heading not later than 12 noon on the day preceding the meeting, in order that consultation may take place with the Chairman who will determine whether the item will be accepted.

**B. Allen  
Chief Executive**

Councillor J.E. Higgin (Chairman)  
Councillor Mrs. P. Crathorne (Vice Chairman)

Councillors W.M. Blenkinsopp, Mrs. D. Bowman, J. Burton, Mrs. S. Haigh,  
Mrs. H.J. Hutchinson, Mrs. E.M. Paylor, K. Thompson, T. Ward, J. Wayman J.P and  
Mrs E. M. Wood.

**ACCESS TO INFORMATION**

Any person wishing to exercise the right of inspection etc. in relation to this agenda and associated papers should contact  
Miss. S. Billingham, Tel 01388 816166 Ext 4240, sbillingham@sedgefield.gov.uk

# Item 3

## SEDGEFIELD BOROUGH COUNCIL

### HEALTHY BOROUGH WITH STRONG COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

Council Chamber,  
Council Offices

Tuesday,  
11 September 2007

Time: 10.00 a.m.

**Present:** Councillor J.E. Higgin (Chairman) and  
  
Councillors W.M. Blenkinsopp, Mrs. D. Bowman, Mrs. P. Crathorne,  
Mrs. S. Haigh, K. Thompson, T. Ward and Mrs E. M. Wood  
  
Mrs. M. Thompson

**Present  
with  
Chairmans  
Consent:**

Mrs. K. Conroy

**In  
Attendance:** Councillors D. Farry, P. Gittins J.P., A. Gray, Mrs. J. Gray, B. Haigh,  
T. Hogan and Mrs. I. Jackson

**Apologies:** Councillors J. Burton, Mrs. H.J. Hutchinson, Mrs. E.M. Paylor and  
J. Wayman J.P

#### **H&S.7/07 DECLARATIONS OF INTEREST**

Members had no interests to declare.

#### **H&S.8/07 MINUTES**

The Minutes of the meeting held on 26<sup>th</sup> June, 2007 were confirmed as a correct record and signed by the Chairman. (For copy see file of Minutes).

#### **H&S.9/07 FORMAL CONSULTATION ON TEES, ESK AND WEAR VALLEYS NHS TRUST PLANS TO BECOME A NHS FOUNDATION TRUST**

The Committee was informed that Tees, Esk and Wear Valleys NHS Trust was undergoing formal consultation on their plans to apply to become an NHS Foundation Trust by April 2008. The formal consultation period ran from 9 July to 29 September 2007. The Trust had invited the Council to comment on their plans. D Kerr, Project Manager for the Trust, was in attendance at the meeting to give a presentation on the Trust's proposals, and respond to Members questions. The purpose of the item was to enable the Committee to consider the proposals and respond a number of questions included in the consultation document in order to assist the Cabinet formulate a formal response to the consultation exercise.

Tees, Esk and Wear Valleys NHS Trust provided a range of mental health, learning disability and substance misuse services for the 1.4 million people living in County Durham, the Tees Valley and North East Yorkshire. The Trust employed 5,000 staff, who work from over 100 sites as well as directly into local people's homes and held an annual budget of over £200 million to provide services.

The consultation document entitled 'Making a Difference Together' outlined the Trust's plans to apply to become an NHS Foundation Trust by April 2008. (For copy see file of Minutes). The Trust was not consulting on becoming a Foundation Trust (FT), as that was Government Policy, but were seeking views on their plans for the future and their proposals on how they intended operated as a Foundation Trust.

D Kerr explained that the Trust was committed to involving service users, carers and staff in planning and developing services and that becoming an FT would provide a new way of involving local people in what it did.

The Trust proposed to establish a membership that properly represented the communities they served and would make sure that everyone had an equal opportunity to contribute. The Trust would look for ways to recruit members from any underrepresented groups or areas of the trust.

The Trust provided services for many people who felt excluded from society because of their health problems or the stigma attached to them and therefore it was proposed that membership should be as inclusive as possible. All members would be asked to sign up to an agreed code of conduct. Members would be grouped into constituencies. Two elected categories of membership was proposed – public and staff. People could only be members of one constituency at a time.

### **Public Membership**

The Trust aimed to reduce the stigma attached to the services they provided, and the people they supported, and proposed not to isolate service users and carers into separate membership categories. Instead they wanted to integrate them into their public membership. The Trust did not want to differentiate between people who already used their services and those who may need their support in the future.

It was therefore proposed that the public constituency be open to anyone aged 14 or over who lived in the area. An alternative would be to have separate constituencies for service users and carers.

Members would be grouped depending on where they live eg Durham, North East Yorkshire, or Middlesbrough. Seven public constituencies were proposed, each one would be represented by governors on the Council of Governors, with one governor per 50,000 of population.

## **Staff Membership**

The Trust wanted their staff to be fully involved in the FT to influence how services developed in the future. It was therefore proposed that all staff automatically become members. They would have the right to opt out if they did not want to be members. If they decided to opt out of the staff constituency they could still be members of the public constituency if they lived in the area the trust serves.

It was also proposed that this constituency included staff who were not directly employed by them, but work closely with them and make a significant contribution to our services, including social care staff working in integrated teams and external contractors such as some catering and cleaning staff.

The staff constituency would be sub-divided into eight groups or classes, and each class would elect representatives to sit on the Council of Governors.

## **Council of Governors**

To ensure a wide representation a total of 54 governors was proposed. The Trust proposed that a Council of Governors be established rather than a Board of Governors. The title 'Council of Governors' better reflected the wide representation of organisations and groups that would make up the body.

The Council of Governors would have the following roles:

- *Guardianship* – making sure the trust complies with the terms of its authorisation by Monitor, the independent FT regulator, and that corporate objectives are met,
- *Advisory* – acting as a channel for the flow of information to and from the membership,
- *Strategic* – advising on the future strategic direction of the trust.

The Council of Governors would be made up of elected representatives of the members, and people appointed by local partner organisations.

Governors would not be responsible for the day to day running of the trust, but would, in the first year approve the trust's chairman and non-executive directors, and in subsequent years appoint people to these important posts.

It was proposed that the Council of Governors include elected Governors and Non-Elected Governors as follows:

## **Elected Governors**

28 Public governors based on population, with one governor per 50,000 people:

- County Durham (10)
- Darlington (2)
- Hartlepool (2)
- Stockton (4)
- Middlesbrough (3)
- Redcar & Cleveland (3)
- North East Yorkshire (4)

9 staff governors, one for each of the following classes:

- Older people's mental health services
- Children and young people's services
- Learning disability services
- Forensic services
- Corporate support services
- Medical staff
- Nursing staff
- Adult mental Health
- Substance misuse

Public and staff places on the Council of Governors would be filled by an election process where all members vote for their preferred representative. Elections would be by secret ballot arranged by an independent organisation. Elected governors would usually be appointed for a term of up to three years.

## **Non-Elected governors**

It was proposed that 17 Non-Elected Governors be appointed by the following key partners:

- County Durham Primary Care Trust (PCT) and
- Darlington PCT
- PCTs from across Teesside
- North Yorkshire and York PCT
- North East Mental Health and Learning Disability
- Commissioning Directorate
- Durham County Council
- Darlington Borough Council
- Hartlepool Borough Council
- Stockton Borough Council
- Middlesbrough Borough Council
- Redcar & Cleveland Borough Council
- North Yorkshire County Council



- University of Teesside
- Durham University
- Local acute NHS trusts
- Local prisons
- The local voluntary sector.

The Trust wanted to encourage people from all the communities they served to be involved as a member or governor, however there were legal restrictions that needed to be taken into account. Although it was proposed that people 14 years and over could become members, legally elected governors must be at least 16 years old. In addition, people who have been declared bankrupt or received a prison sentence of three months or more in the past five years are not eligible for election.

Members and governors were not paid, but governors would be entitled to receive expenses in connection with attending meetings in line with carrying out duties as a governor.

Following the presentation and questions D Kerr and the Cabinet Member left the meeting to allow the Committee to deliberate on its recommendations.

In relation to the appointment of non-elected governors, the Committee suggested that the Police Authorities that covered the Trust's area should be included as key partners.

- RECOMMENDED :*
1. *That the proposed age limit for membership be agreed.*
  2. *The proposed membership categories be agreed.*
  3. *The integration of service users and carers into the public constituency to promote inclusion and tackle stigma be agreed.*
  4. *That the Trust's staff should be able to opt out of membership rather than opt in.*
  5. *That the proposed categories for staff membership be agreed.*
  6. *That the Trust should have a Council rather than a Board of Governors.*
  7. *That the proposed structure of the Council of Governors be agreed.*
  8. *That the proposed number of public and staff members on the Council of Governors be agreed.*

9. *That in addition to the key partner organisations identified in the consultation document, relevant Police Authorities should be represented on the Council of Governors.*

## **H&S.10/07 CHOICE BASED LETTINGS**

I. Brown, Head of Housing Management and M. Ferguson, Area Housing Manager attended the meeting to give a presentation detailing the requirements for the Council to implement Choice Based Lettings. (For copy see file of Minutes).

The Committee was given an outline of Choice Based Lettings and were informed that it was a national policy requirement, to be implemented by 2010. The presentation detailed how Choice Based Lettings and Sub-Regional Choice Based Lettings worked including the procedure available for homeseekers. The current position of the scheme was provided, detailing dates for when the consultation on the draft Choice Based Lettings Statutory Guidance had been issued. It was pointed out that the finalised guidance had not yet been issued.

The benefits of adopting the scheme were pointed out detailing performance and cost, transparency and funding. The challenges were then outlined for introducing and implementing the scheme.

Concerns were raised regarding funding and the cost to local residents together with the possibility that they could be disadvantaged when bidding for a property as a result of people moving into the area. It was explained that all homeseekers would be required to complete the same application form and points would be awarded for meeting certain criteria.

It was pointed out that the Residents Association had visited Middlesbrough Council where the scheme had been successfully implemented.

It was suggested that the Committee be updated on the progress of implementing the scheme in six months time.

- RECOMMENDED :**
1. *That the information outlined in the presentation be noted.*
  2. *That the Committee receive an update on the progress of implementing Choice Based Lettings in six months time.*

## **H&S.11/07 DURHAM COUNTY COUNCIL HEALTH SCRUTINY SUB COMMITTEE**

That the Minutes of the meeting held on 2<sup>nd</sup> April and 27<sup>th</sup> April, 2007 be noted. (For copy see file of Minutes).

## **H&S.12/07    WORK PROGRAMME**

Consideration was given to a report of the Chairman of the Committee setting out the Committee's Work Programme for consideration and review. (For copy see file of Minutes).

Members of the Committee were informed that a workshop would be arranged with all Overview and Scrutiny Members to discuss the reorganisation of Local Government and to identify future review topics in line with priorities within the Council's Corporate Plan.

*AGREED:            That the Work Programme be noted.*

---

Any person wishing to exercise the right of inspection, etc., in relation to these Minutes and associated papers should contact Miss. S. Billingham, Tel 01388 816166 Ext 4240, [sbillingham@sedgefield.gov.uk](mailto:sbillingham@sedgefield.gov.uk)

This page is intentionally left blank

# HEALTHY BOROUGH WITH STRONG COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE PRESENTATION

John Khan – Portfolio Holder,  
Safer Communities

Dennis Scarr – Head of Service  
Andrew Aitken – Business Manager

Item 4



## Presentation Content

- Current CCTV Platform and Cameras
- CCTV Costs and Charging Structure
- CCTV Investment Programmed
- Legislative/Licensing
- Performance Indicators
- Payback
- Summary
- Questions

# CCTV Cameras Deployed



# ANPR Cameras





## CCTV Cameras Deployed

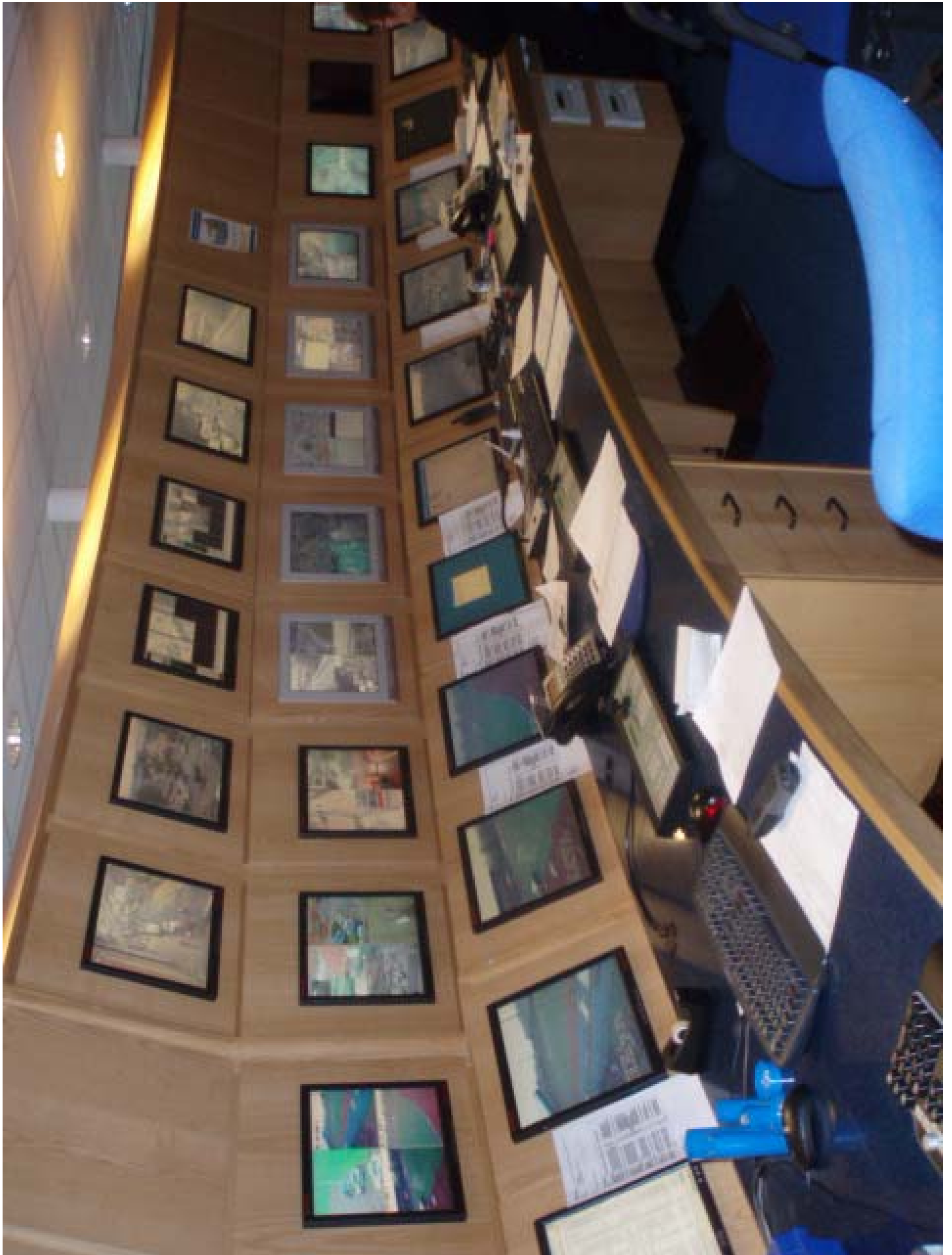
- 72 (PTZ) Fully Functional CCTV Cameras
- 49 (Fixed Head) CCTV Cameras
- 7 ANPR CCTV Cameras
- Awaiting Installation/Commissioning (2)

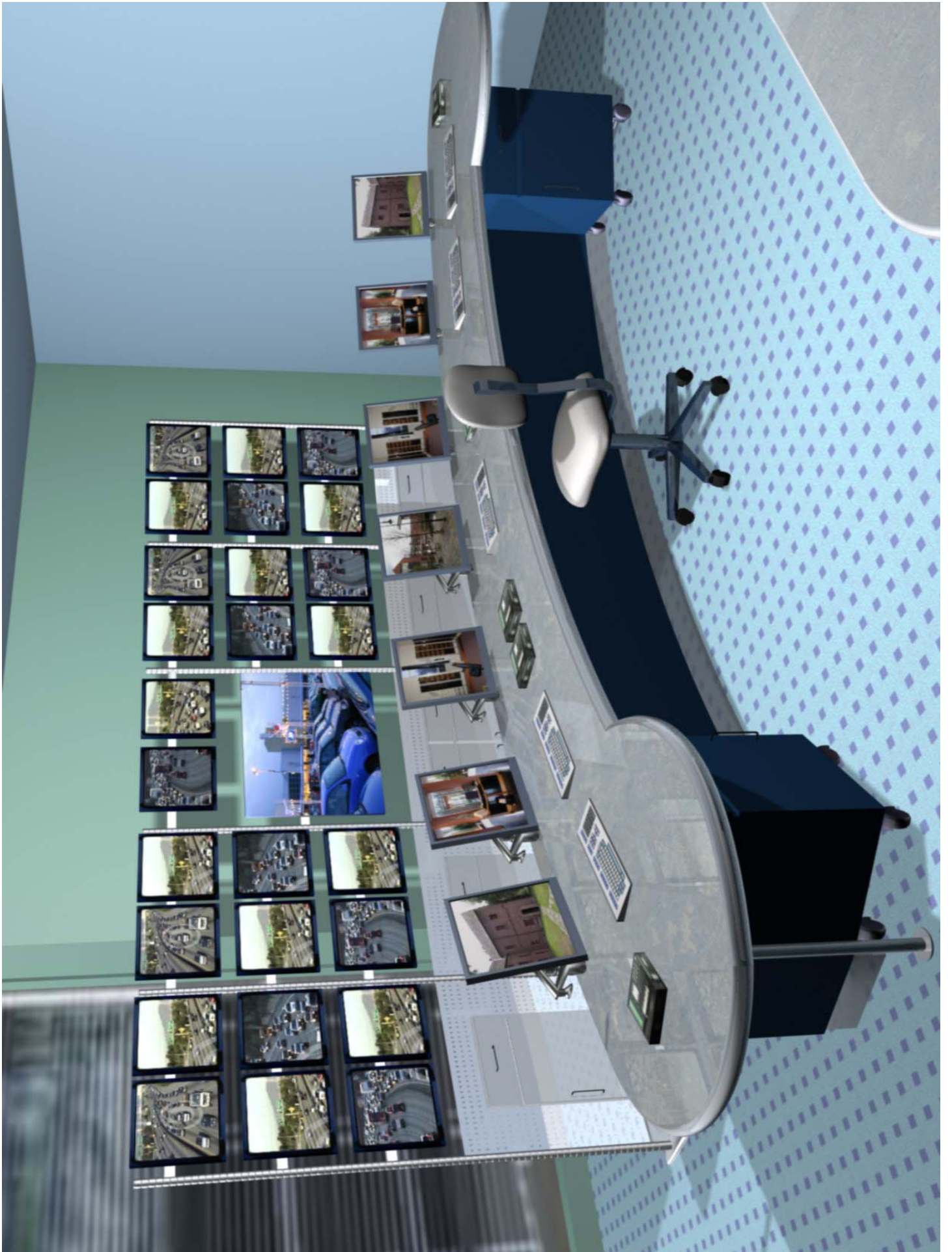
## CCTV Recent Commissioning

- Hackworth Park (2) Broadband CCTV
- Dabble Duck Industrial Estate (6) Intranet
- Shildon Leisure Centre (2) Intranet
- Ferryhill Leisure Centre (6) Intranet
- Chilton (Durham Road) 1 Wireless Linked

## CCTV Investment Programmed

- Control Room Desk & Monitor Wall - £20k
- Digital Network Recorder System - £50k
- Camera Replacement/Upgrade Programme - £20k
- Chilton/Trimdon - £20k





## CCTV Management Costs

- CCTV Budget FY 07/08 - £460k
- CCTV Income FY 07/08 - £200k
- SBC Contribution/Subsidy 57%
- £3,000 Per CCTV Camera

## CCTV Management Costs Breakdown

- CCTV Maintenance - £50k
- BT Line Rentals - £62k
- Staff Costs - £300k (14 FTE)
- Electricity Costs £16k

## CCTV Monitoring Charges

	07/08	08/09	09/10
Fixed Head CCTV	£500	£500	£500
Existing Monitoring	£1250	£1400	£1500
New Monitoring	£2000	£2000	£2000



## CCTV Maintenance Charges

	07/08	08/09	09/10
Fixed Head CCTV	£150	£155	£160
Existing Monitoring	£500	£525	£525

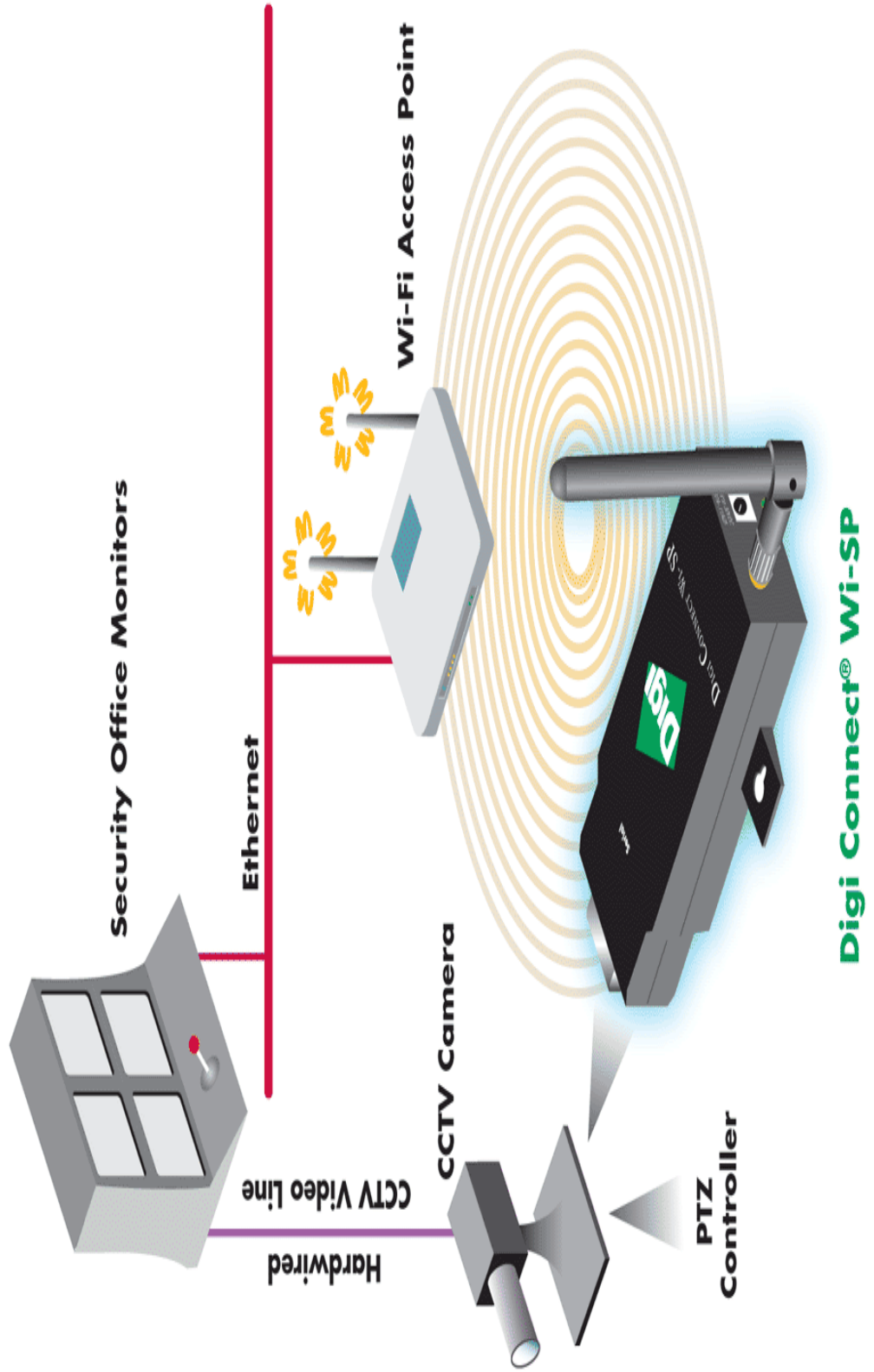
## CCTV – BT Line Rentals

- BT Hold Monopoly (Hardware Network)
- Recharged as Billed to SBC to Partners
- Wireless £0 Rental Charges
- Broadband £60 per mth Rental Charge
- BT Charges (£767 to £4,326 per Line)

# Deployable CCTV Cameras



# Wireless/Broadband CCTV



# Legislative and Licensing

## Legislative and Licensing

- **Security Industry Authority – Mar 04**
  - Private Security Act 01
  - Data Protection Act 98
  - SIA Regulator – Mar 06
- **CCTV Operators (Renewed 3yrs)**
  - Licensed
  - CRB
  - BTEC and NVQ Formalised Training
  - £600 per Operator training and Licensing (Renewals £200 each)

## Future Legislative and Licensing

- Private Security Act 01 – Amendments to Follow
- Data Protection Act 98 – Amendments to Follow
- Terrorism Bill – Implications Significant
- Human Rights Act 04 – Compliance
- SIA – Empowered to Regulate Above

## Accreditation

- Quality Service and Accountability
- Professional Standards and Procedures
- Reporting Procedures
- UK CCTV User Group Approved Scheme – Mar 08
- Code of Practice/Standard Operating Procedures



# Performance Indicators

**Monthly Reports  
Performance Indicators  
Activity**



## Performance Indicators

- Quarterly Reports (Customer Feedback)
- Development of KPI – Ongoing
- Quantifiable Accountability - Corporate Aims/Ambitions
- Operator Performance
- Accountability (Value for Money)

## CCTV Incident By Location

	Totals	%
<b>Newton Aycliffe</b>	<b>171</b>	<b>25</b>
<b>Shildon</b>	<b>56</b>	<b>8</b>
<b>West Cornforth</b>	<b>32</b>	<b>4</b>
<b>Spennymoor</b>	<b>186</b>	<b>27</b>
<b>Sedgefield</b>	<b>33</b>	<b>5</b>
<b>Chilton</b>	<b>66</b>	<b>10</b>
<b>Ferryhill</b>	<b>147</b>	<b>22</b>
<b>Totals</b>	<b>671</b>	

## Activity By Categorisation

	Apr	May	Jun	Jul	Totals	%
Anti Social Behaviour	76	82	82	65	305	45
Vehicle Related	8	12	20	15	55	8
Theft	0	0	0	3	3	0
Substance Misuse	3	2	2	3	10	1
Emergency Services	0	1	0	4	5	1
Suspect Search	0	0	0	5	5	1
Assault	0	0	0	13	13	2
Criminal Behaviour	8	11	13	14	46	7
Criminal Damage	15	9	11	6	41	6
Missing Person	9	19	4	8	40	6
Environmental Damage	15	25	28	14	82	12
Burglary	4	9	9	0	22	3
Suspicious Behaviour	13	12	7	12	44	7
	151	182	176	162	671	

## Police Response to CCTV

	Apr	May	Jun	Jul	Totals	%
Arrest Made	13	18	22	20	73	9
Cautions Issued	1	3	2	2	8	1
Issued Fixed Penalty Notice	4	0	1	2	7	1
Patrol Undertaken	23	7	19	13	62	7
Details Not Known	58	86	63	48	255	30
Vehicle/Persons Stopped/Searched	19	35	23	14	91	11
CCTV Review Carried Out By Police	65	65	79	8	217	26
No Further Action Required	35	28	39	26	128	15
	218	242	248	133	841	

## Control Room Support Activity

	Apr	May	Jun	Jul	Totals
Police Alerted to Incident	66	45	51	39	201
Fire Brigade Alerted to Incident	0	0	2	1	3
Ambulance Alerted to Incident	2	5	3	3	13
Neighbourhood Warden Alerted	23	15	22	3	63
Area Patrol Carried Out By CCTV	111	117	133	132	493
CCTV Recording Review Carried Out	80	78	116	67	341
Incident Monitored	0	0	0	0	0
	282	260	327	245	

# Payback & Summary



## Payback & Summary

- Memorandum of Understanding
- Increased Resource to Monitor CCTV 24/365
- Police Links Stronger/More Responsive
- Reduced Maintenance/Downtime (Maxpro) 17%
- Maintenance Charges increase in FY 08/09 (£25)



## Payback & Summary

- Management Information (Reports)
- ANPR – Restricts Criminal Movements
- New Recording Capability (31 days)
- Remote Patrolling Capability (programmable)
- Improved Monitoring Capability

## Payback & Summary

- Adoption of New Technology
- SIA Licensing – Accredited Service
- Service – Accountability
- Services can be Marketed

## Payback & Summary

- Delivering on Findings of Review
- Moving Towards Greater Share of Funding
- Delivering What the Customer Wants
- Capturing of Incidents Significantly Improved

**The End**



**OVERVIEW AND SCRUTINY REVIEW GROUP REPORT - STREETS SAFE**

**CABINET RESPONSE AND ACTION PLAN**

Review Recommendations		Cabinet Response		Implementation	
		Agreed?	Comments	Responsibility	Timescale
1.	That the Council formally support the StreetSafe initiative.	Agreed	The StreetSafe initiative contributes directly to Sedgfield Borough Council's corporate objectives relating to promoting safer neighbourhoods.	Glyn Hall	Complete
2.	That SBC's contribution and commitment to StreetSafe be endorsed.	Agreed	The Environment and Community Safety budget for 2005/06, which contributes to the StreetSafe agenda, totalled £814,000. Involvement in StreetSafe initiatives and lead role in co-ordinating work of Crime & Disorder Reduction Partnership confirms strategic relevance of service.	Glyn Hall (Service Director and Chair of C&DRP)	Complete  Ongoing

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
3. That SBC develop its own Community Safety Strategy, taking into account its 'Section 17' responsibilities for crime and disorder and anti-social behaviour.	Agreed	<p>A Performance Review of Community Safety will be undertaken in 2006, which will contribute to the development of a Section 17 Strategy for Sedgefield Borough Council.</p> <p><i>This review is not yet complete as following discussions with the Audit Commission its scope has been extended and will involve dedicated Audit Commission input. Review will now be complete summer of 2007.</i></p> <p><i>Whilst the outcomes of the review have been identified and a very successful community consultation completed, it is proposed that further work on the preparation of a Borough Council Strategy be postponed pending the outcome of the Judicial Review of Local Government Reorganisation, the review of Crime and Disorder Reduction Partnerships and the implementation of the Crime and Disorder (Formulation and Implementation of Strategy) Regulations 2007.</i></p>	D.Scarr	Sept. 2006  August 2007
4. That SBC considers ways to ensure sustainable funding is allocated to achieve the objectives of the scheme.	Agreed	Mainstreaming of all Neighbourhood Warden posts has taken place. Continue emphasis on partnership working.	D.Scarr	Complete Ongoing

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
5. That the Council continues to support and actively promote a partnership approach to meeting our shared aims around crime and disorder and anti-social behaviour.	Agreed	Sedgefield Borough Council should continue to play a leading strategic role in the Crime and Disorder Reduction Partnership.	Glyn Hall (Chair of C&DRP)  See comment on 3 above	Ongoing

Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
6. That local targets be developed by the StreetSafe Partnership, which are consistent with national targets, in order to measure success and effectiveness.	Agreed	<p>Work is being undertaken on development of workable definitions and recording practices around anti-social behaviour.</p> <p><i>National Incident Recording Standards for recording ASB have now been set. All partners Nationally, County and at District Levels will be using the same standards. This will enable us to define what our problems truly are and how often and where they are accruing. The Intervention and Disciplinary system for Juveniles has already adopted these recording standards and is working well. The final and most important development will be the implementation of the (CRM) Customer Relations Management system within Sedgefield which is now set to be by July 2007.</i></p> <p>Anti Social Behaviour recording is scheduled to go live with the CRM in January 2008 this will assist in understanding the overall problem and will enable more effective targeting. It is however, likely that because of the more sophisticated method of recording incidents, that the reported events will significantly increase.</p>	H. Dent	Sept, 2006  July 2007



Review Recommendations	Cabinet Response		Implementation	
	Agreed?	Comments	Responsibility	Timescale
7. That the Area Forum Review Group be requested to consider how Area Forums could be used as a means to raise awareness of the StreetSafe initiative and help engage with local communities in order to support its aims.	Agreed	The Area Forum Review Group gave consideration to this recommendation within its final report.	D.Anderson	Complete

This page is intentionally left blank

OVERVIEW AND SCRUTINY REVIEW GROUP REPORT - TOURISM WITHIN SEDGEFIELD BOROUGH

CABINET RESPONSE AND ACTION PLAN

Review Recommendations	Comments	Implementation	Timescale
<p><b>1. The development of a Sedgefield Borough Tourism Strategy should be supported and - given the important links between tourism and economic regeneration – should be resourced and developed at a corporate level (☒ )</b></p>	<p>An annual local strategic document with targets and associated action plans, currently linked within the service plan already exists (LW).</p> <p>The impact of tourism as an important contributor towards developing wealth for the borough will be monitored through attendance at LSP attractive and prosperous thematic groups (LW).</p>	<p>Tourism service plan – linked to the sub-regional and regional tourism strategies and associated action plans.</p> <p>LSP Prosperous &amp; attractive</p> <p>Corporate prosperous and attractive borough strategic working groups.</p>	<p>Annually (ongoing)</p> <p>Quarterly (ongoing)</p>
<p><b>2. The council's tourism strategies and initiatives should be developed in the context of existing and future local and regional strategies (including the North East Tourism Strategy, the Tourism Strategy for County Durham, the Regional Spatial Strategy and The Northern Way) and not in isolation.</b></p>	<p>Tourism development for Sedgefield is being developed to reflect the priorities and aspirations of the Area Tourism Partnership (LW).</p> <p>It should be recognised that there are a number of tourism attractions within the borough. There is the potential for product development which the borough council will seek to support (SBC).</p>	<p>Tourism service plan reflects sub-regional and regional priorities.</p> <p>Assistance with ATMaP applications.</p> <p>Group travel strategy</p>	<p>Annually (ongoing)</p> <p>Ongoing</p> <p>May 2007</p>

<p><b>Particular consideration should be given to the impact of the development of Area Tourism Partnerships and the part which the Council will play in the revised regional tourism structure ( <input checked="" type="checkbox"/> )</b></p>	<p>Partnership working across departments and tourism related external agencies will ensure a co-ordinated approach to maximising the benefits of tourism to the borough (LW).</p>	<p>Durham Attractions Group. TOVIC (sub-regional Tourism Officers.</p>	<p>Quarterly (ongoing) Quarterly (ongoing)</p>
<p><b>3. Tourism links with other local authorities, relevant public bodies and the private sector should be further developed to</b></p>	<p>Synergy between local attractions is important for tourism development in Sedgefield (LW &amp; <i>Locomotion</i>). Greater strength of marketing campaigns through partnership working and branding – Sedgefield as part of the County Durham Tourism Partnership (CDTP).</p>	<p>Durham Attractions Group. Group travel strategy.</p>	<p>Quarterly (ongoing) May 2007 Annually (ongoing)</p>
		<p>Inclusion within sub-regional and regional publications; VIP Pass Attractions Pass Accommodation Guide Pocket Guide</p>	

<p><b>maximise the tourism potential of Sedgefield Borough and also the wider local region ( <input checked="" type="checkbox"/> )</b></p>	<p>Worth with SASDA and the Learning and Skills Council to raise awareness of tourism as a source of employment from school leaver age as well as employment transfer from those formerly in the manufacturing industry. A formal programme will be organised by SASDA by December 2006 along with an associated action plan (<i>LW, SASDA, LSC</i>).</p>	<p>SASDA pre-start workshops bi-annually &amp; appointment of tourism specialist as business advisor to offer one to one support.</p> <p>Partnership with Business Link to do a training needs assessment to all employees with the SBC tourism industry. Working with borough learning co-ordinator to help administer training requirements.</p>	<p>Bi – annually (ongoing)</p> <p>10 business pilot currently in operation.</p> <p>Ongoing programme.</p>
<p><b>4. Tourism links with other local authorities, relevant public bodies and the private sector should be further developed to maximise the tourism</b></p>	<p>Inclusion of Locomotion and railway heritage with the CDTP Management Plan (ATMaP) which will broaden the scope of the borough offer (<i>CDTP, Locomotion</i>).</p> <p>Represent SBC as a stakeholder, taking an active role in the development of the South West Durham Heritage Corridor Project, a HLF funded project to increase assess to heritage by the community and tourists (<i>LW</i>).</p>	<p>ATMaP application will be carried out upon completion of the Phase 2 report.</p> <p>HLF bid submitted however project had to be downsized which therefore omitted Locomotion from the area at this time.</p>	<p>Autumn 2007</p> <p>Complete</p>

<p><b>potential of Sedgefield Borough and also the wider local region ( <input checked="" type="checkbox"/> )</b></p>	<p>Continue to pursue opportunities for funding in line with the CDTP Events Plan (<i>CDTP, LW, BA, Locomotion</i>).</p> <p>Continue to promote Locomotion and railway heritage to ensure continued inclusion in the ATP action plan and associated product development to broaden the scope (<i>Locomotion, LW, CDTP</i>).</p>	<p>County Durham Tourism Partnership Events Group</p> <p>ATMaP application will be carried out upon completion of the Phase 2 report.</p>	<p>Quarterly (ongoing)</p> <p>Autumn 2007</p>
<p><b>5. The impact of the opening of Locomotion: the National Railway Museum at Shildon, on the local economy should be assessed, with a view to maximising potential benefits ( <input checked="" type="checkbox"/> )</b></p>	<p>The economic activity model, PRIME model is currently being re-run by One NorthEast. The results will be available by 21/04/06. The results will be compared to the model that was run prior to Locomotion's opening which anticipated a £1mn impact upon the regional economy (<i>ONE, LH, GM</i>).</p>	<p><u>2006 results:</u></p> <p>45-72 regional jobs created/supported</p> <p>£4.3mn regional economic impact</p>	<p>To be re-run 2008</p>

	<p>The number of business start-ups due to the opening of Locomotion are monitored via SBC's Economic Development Section (ED)</p> <p>The STEAM model, which monitors tourism activity in a given area, is carried out annually. Durham County Council currently fund the model but the ownership will pass to the CDTP. This acts as a vital information provider and aids completion of Community Strategy Action Plan targets (CDTP, LW, LSP)</p> <p>Help to deliver the action plan from the strategic linkages events at Locomotion (LW, Locomotion).</p>	<p>None to date</p> <p><u>2006 results:</u> £73.03mn revenue 2,501,590 visitors 1,469 (FTE) jobs supported</p> <p>ATMaP application will be carried out upon completion of the Phase 2 report.</p>	<p>Ongoing monitoring via Economic Development Department.</p> <p>Annually (ongoing)</p> <p>Autumn 2007</p>
--	--	--	---

<p><b>6. The council should consider what part it can play in the process of the above point by examining its own business support links ( <input checked="" type="checkbox"/> )</b></p>	<p>Locomotion's profile as a brand will be used on a national stage as an inward investment hook. Locomotion could be used as a tool to promote the area through the business centre as well as an area acknowledged as best practice for utilising local suppliers (SBBS).</p> <p>A regular communication framework between the Tourism Officer and SASDA/SBBS will be put in place to maximise the benefit of SBC tourism businesses (SASDA, SBBS).</p> <p>SBC will ensure that its voice is heard within the ATP. This will be delivered by the Tourism Officer, SBC seat on the board and the County Durham Tourism Partnership (SBC, LW, JR)</p>	<p>Economic development have commissioned a marketing consultant to analyse 3 main areas (Green Lane, Net Park, Aycliffe Business Park) where large capital programmes are in operation. Promotion about living and working in these areas will include Locomotion as a place to visit.</p> <p>Supported through attendance at LSP groups.</p>	<p>Consultant commissioned Oct 2007 – Jan 2008</p> <p>Quarterly (ongoing)</p>
<p><b>7. Consideration should be given to the Council taking advantage of increased opportunities in the tourism market by increasing its activities and resources in this area ( <input checked="" type="checkbox"/> )</b></p>	<p>Durham Attractions Group</p> <p>TOVIC group</p> <p>SBC as district representative on CTDP board</p>	<p>Durham Attractions Group</p> <p>TOVIC group</p> <p>SBC as district representative on CTDP board</p>	<p>Quarterly (ongoing)</p> <p>Quarterly (ongoing)</p> <p>Ongoing</p>



<p><b>8. An assessment should be made of the current availability of information to tourists and consideration given to how an gaps in provision can be addressed and resourced (e.g. through partner involvement) ( <input checked="" type="checkbox"/> )</b></p>	<p>An audit of current information will be carried out to assess what information there is, how it is distributed, what is missing and an economic way of closing this gap will be sourced (LW).</p>	<p>Lack of group travel information and product led to the commissioning of a borough wide group travel audit and action plan.</p>	<p>Ongoing delivery of the action plan</p>
<p>Ensure strong SBC representation with CDTP marketing strategy (LW).</p>	<p>Pocket guide, VIP Pass, attraction pass, website, accommodation guide</p>	<p>Ongoing</p>	
<p>ONE are in the process of developing an e-platform which will act as a database of all tourism related businesses. Until this resource is available, both the SBC and Locomotion websites act as sources of tourist information from event listings to accommodation and attraction links (ONE).</p>	<p>www.visitcountydurham.com</p> <p style="text-align: center;">↓</p> <p>www.visitnortheastengland.com</p> <p style="text-align: center;">↓</p> <p>www.visitbritain.co.uk</p>	<p>Ongoing</p>	

This page is intentionally left blank

# Item 7

## HEALTHY BOROUGH WITH STRONG COMMUNITIES OVERVIEW & SCRUTINY COMMITTEE

23<sup>rd</sup> OCTOBER 2007

## REPORT OF CHAIRMAN OF THE COMMITTEE

### WORK PROGRAMME

#### SUMMARY

This report sets out the Committee's current Work Programme for consideration and review.

#### RECOMMENDATIONS

1. That the Committee's Work Programme be reviewed.

#### DETAIL

1. In accordance with Overview & Scrutiny Procedure Rule 8 of the Council's Constitution, Overview & Scrutiny Committees are responsible for setting their own work programme.
2. Each Overview & Scrutiny Committee should agree a realistic, achievable and considered work programme on the understanding that, from time to time, more urgent or immediate issues may require scrutiny. Issues may, for example, be raised by Cabinet reports, Members' constituency business or be referred to Scrutiny by Cabinet in advance of a Cabinet decision.
3. The current Work Programme for this Committee is appended to the report which details:-
  - Scrutiny Reviews currently being undertaken.
  - Scrutiny review topics held in reserve for future investigation.
  - A schedule of items to be considered by the Committee for the next 6 meetings.
4. **Scrutiny Review**  
The Committee should aim to undertake a small number of high quality reviews that will make a real difference to the work of the Authority, rather than high numbers of reviews on more minor issues. Each Overview & Scrutiny Committee should therefore aim to undertake two reviews concurrently. Any additional review topics that have been agreed by Members will be placed on a reserve list and as one Review is completed the Committee will decide on which review should be undertaken next.

Scrutiny reviews will be conducted by a Review Group established by the Committee comprising of 5-6 Members. In most cases the Review Group will be made up of Members from the establishing Committee. However, Members may decide to conduct a review that cuts across the responsibilities of another Overview & Scrutiny Committee. In these cases Members should consider whether it would be appropriate to co-opt Members from the other relative Overview & Scrutiny Committee(s). If it is decided that the review is crosscutting the Chairmen and Vice-Chairmen of Overview & Scrutiny Committees concerned should decide which Committee should take the lead on the review and how many Members should be co-opted from other Overview & Scrutiny Committee(s). The number of Members to be co-opted will depend on the extent to which the responsibility of the topic is shared, however the Review Group should have no more than 6 members.

#### 5. **Business for Future Meetings**

The Work Programme sets out a plan of when it is anticipated that certain items will be considered by the Committee. These items may include:-

- Best Value Service Improvement Plan updates
- Items which are submitted at regular intervals
- Issues identified by Members for consideration
- Any updates requested by Members

Members are requested to review the Committee's Work Programme and identify, where necessary, issues which they feel should be investigated by the Committee. It will not always be possible to anticipate all reports which will need to be considered by an Overview & Scrutiny Committee and therefore a flexible approach will need to be taken to work programming.

#### 4. **FINANCIAL IMPLICATIONS**

None associated with this report.

#### 5. **CONSULTATION**

**Contact Officers:** Jonathan Slee  
**Telephone No:** (01388) 816166 ext 4362/4109  
**Email Address:** [jslee@sedgefield.gov.uk](mailto:jslee@sedgefield.gov.uk)

**Ward(s):** Not ward specific

**Background Papers** None

# HEALTHY BOROUGH WITH STRONG COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

## WORK PROGRAMME

### Ongoing Reviews

*No Reviews currently ongoing*

### Future Reviews

The following review topics have been identified by the Committee for future review. As one review is completed Members will decide which review should be undertaken next.

- *Choice Based Lettings*

### ANTICIPATED ITEMS

#### 27<sup>th</sup> November 2007

- **Overview and Scrutiny Review Group Report: Review of Regeneration with Older Private Sector Housing – Progress on Action Plan**
- **Overview and Scrutiny Review Group Report: The Provision of Affordable Housing – Progress on Action Plan**
- **Overview and Scrutiny Review Group Report: Leisure Centre Concessionary Pricing Scheme – Progress on Action Plan**
- **Performance Indicators**

#### 15<sup>th</sup> January 2008

- **No items currently identified**

#### 23<sup>rd</sup> January 2008

- **Budgets**

#### 26<sup>th</sup> February 2008

- **No Items Currently Identified**

#### 15<sup>th</sup> April 2008

- **No Items currently identified**

This page is intentionally left blank