

**AGENDA**

Committee Administrator: Democratic Services Officer (01609 767015)

Wednesday, 10 July 2019

Dear Councillor

**NOTICE OF MEETING**

Meeting           **SCRUTINY COMMITTEE**  
Date               **Thursday, 18 July 2019**  
Time               **2.00 pm**  
Venue              **Main Committee Room, Civic Centre, Stone Cross, Rotary Way, Northallerton, DL6 2UU**

Yours sincerely

*J. Ives.*

Dr Justin Ives  
Chief Executive

<b>To:</b>	Councillors	Councillors
	D Hugill (Chairman)	J Noone
	C A Dickinson (Vice-Chairman)	G Ramsden
	P Atkin	M Taylor
	P Bardon	A Wake
	C A Les	D Watkins
	Mrs J W Mortimer	

Other Members of the Council for information

## **AGENDA**

### **Page No**

1. MINUTES  
To confirm the minutes of the meeting held on 13 June 2019 (SC.3 - SC.6), previously circulated.
2. APOLOGIES FOR ABSENCE
3. POLICY REVIEW - DRIVING ECONOMIC VITALITY - UPDATE 1 - 4  
Report of the Director of Economy and Planning
4. POLICY REVIEW - ENFORCEMENT POLICY ON FLY-TIPPING - UPDATE 5 - 8  
Report of the Director of Environment
5. POLICY REVIEW - RECYCLING 9 - 12  
Report of the Chairman
6. MATTERS OF URGENCY  
Any other business of which not less than 24 hours' prior notice, preferably in writing, has been given to the Chief Executive and which the Chairman decides is urgent.

## **HAMBLETON DISTRICT COUNCIL**

**Report To:** Scrutiny Committee  
18 July 2019

**From:** Director of Economy and Planning

**Subject: DRIVING ECONOMIC VITALITY, INCLUDING MARKETS – VIBRANT MARKET TOWNS UPDATE REPORT**

All Wards

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### **1.0 SUMMARY:**

1.1 The purpose of this report is to provide an update with regard to the current position on, and impact of, the council's Vibrant Market Towns initiative.

### **2.0 BACKGROUND:**

2.1 Between September 2018 and January 2019 the committee undertook a review of the Council's key priority within the Council Plan, namely 'Driving Economic Vitality'. A particular focus of the review was to consider the vitality and viability of the district's market towns and town centre markets.

2.2 The Committee submitted their report to Cabinet in March 2019 and made the following recommendations:-

- 1) the Committee endorses the initiatives in delivering the Council's key priority 'Driving Economic Vitality' as detailed within the Council Plan;
- 2) the Committee supports the continued collaborative working with stakeholders, businesses and traders working towards building more vibrant towns;
- 3) the success of projects identified within the individual Vibrant Market Towns Investment Plans be assessed after six months of their implementation or such other period as appropriate;
- 4) the issues regarding empty shops be monitored and an assessment of the new initiatives to encourage occupation by new traders be provided after six months of their implementation or such other period as appropriate;
- 5) continued communication with market traders and the organisers of farmers markets be undertaken in order to encourage new traders and the reinstatement of the farmers markets within the market towns;
- 6) the opportunities presented by hosting major sporting events and other bespoke events such as festivals and seasonal markets continue to be explored and implemented; and
- 7) continued improvements to communications on the support offered to businesses be explored.

### **3.0 CURRENT POSITION**

3.1 The VMT Team continues to work closely with Town Councils, Business Networks, community groups, and the Northallerton BID to identify and deliver projects that bring direct economic benefit to, or increase footfall in, market towns across Hambleton. A number of projects identified in the Vibrant Market Towns Investment Plan which fulfil the committee's recommendations have been completed, or are near completion. These projects are listed below. Having achieved a number of 'quick wins' the VMT team is now looking to undertake more ambitious projects that will have greater impact the long term sustainability of our market towns.

- Work has started with Easingwold Town Council and the Wold Class Business Network to improve signage from the A19 into Easingwold.
- Work is underway in partnership with the Northallerton BID to publish a Design Guide for Northallerton which it is anticipated will be adopted by the council as a supplementary planning document.
- The VMT team is committed to delivering a Heritage resource for Northallerton that will enhance the visitor and resident experience of the town. This project is exploring numerous delivery models with the support of key town partners.
- Work is progressing to rebrand and make exterior improvements to both Easingwold and Northallerton Tourist Information Centres to improve their visibility and footfall. This is of particular significance in Northallerton as the tourist information centre will be highly engaged in welcoming UCI visitors.
- Two additional footfall counters have been installed in Stokesley to monitor footfall and assess the impact of town centre events and activities.
- Footfall data is monitored closely and evidence suggests that footfall remains constant across all five market towns. Following the recent installation of 2 additional footfall counters in Stokesley a total of 23 footfall counters have now been installed in the 5 market towns. The use of new technology which provides more robust data is being explored.
- A VMT-sponsored Town Map of Stokesley has been published in partnership with Stokesley Town Council to promote Stokesley as a tourist destination.
- The VMT team is supporting Stokesley Town Council to host the Stokesley Food Festival in October 2019.
- The VMT team collaborated on the recent creation of the 'Stokesley Business Welcome' pack which provides easily accessible planning advice and signposting for local businesses.
- The team has delivered a successful Google Garage Event addressing the digital skills gap in our market towns that has already resulted in Google agreeing to return for another event to be held in October 2019.
- The VMT project sponsored the publication of a Thirsk 'Furniture Trail' leaflet that was distributed across the UK.
- The VMT team continues to promotion the support for business available from Hambleton District Council in fortnightly e-bulletins.

- The VMT team has built vital connections with Code Nation a Software Developer training academy. Talks are positive and it is hoped that they will take a residence in Northallerton's C4DI tech hub.
- The VMT team successfully facilitated the return of a Farmers Market to Thirsk in June, hosted by the award-winning Northern Dales Farmers Market, and three further farmers markets are to be held in Thirsk in October, September and November. A Farmers Market is also now being held on Saturdays in Easingwold. If these markets prove successful the rollout of a farmers market in Northallerton will be encouraged.
- As part of the 'Love Your Local Markets' campaign held between 17 – 31 May 2019 the VMT team prepared a series of 'trader profiles' that will be shared on social media and in the local press to provide an insight into the life of market traders and their experiences of trading in Northallerton and Thirsk.
- A 'Market Development Plan' is being prepared to provide a strategy for improving the management and performance of the markets in Thirsk and Northallerton. The short term priority is the performance of the Saturday market in Thirsk which has experienced a decline in both regular and casual traders since 2013/2104.
- Building on last year's successful marketing of the markets another extensive marketing campaign is planned for 2019-2020 including door to door leaflet delivery and distribution of promotion leaflets to visitor destinations.
- The VMT team continues to support major sporting events, festivals and seasonal events to ensure that local businesses benefit. The VMT team supported the co-ordination of activities to celebrate the arrival of the Tour de Yorkshire in Bedale and is working closely with the Northallerton Bid and Northallerton Town Council to ensure local businesses benefit from the UCI Cycling World Championship in September 2019.
- The VMT Team is exploring other uses of empty retail premises. These solutions include 'pop up' shops or 'incubator centres' for new traders which are being piloted successfully in other market towns and which reflect a new philosophy about the future of our High Streets described in the Grimsey Review 2.
- The project is looking to develop a closer relationship with other partner organisations including the YNER LEP and Welcome to Yorkshire to progress a number of new projects currently in development to address the larger challenges facing market towns such as the digital skills gap and aging population.

#### **4.0 RECOMMENDATION:**

- 4.1 It is recommended that the Committee considers the information presented within the report.

HELEN KEMP  
DIRECTOR OF ECONOMY AND PLANNING

**Background papers:** None  
**Author ref:** HK  
**Contact:** Helen Kemp  
 Director of Economy and Planning  
 Direct Line No: (01609) 767206

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## **HAMBLETON DISTRICT COUNCIL**

**Report To:** Scrutiny Committee  
18 July 2019

**From:** Director of Environment

**Subject:** **FLY TIPPING ENFORCEMENT POLICY - UPDATE**

**All Wards**

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### **1.0 PURPOSE AND BACKGROUND:**

1.1 In 2017 Scrutiny Committee investigated whether the Council's policy on fly tipping was fit for purpose. A report on the policy and issues surrounding fly tipping was presented to Scrutiny Committee on 19 October 2017. Scrutiny Committee concluded their review at their meeting on 15 February 2018 and made the following recommendations to Cabinet.

- (1) It be noted that the current enforcement policy on fly tipping was not currently effective and no longer fit for purpose and required updating, although the Committee recognised that this work was already being undertaken;
- (2) The draft updated Enforcement Policy be presented to Scrutiny Committee for consideration at the appropriate time;
- (3) Consideration be given to providing more promotion and publicity about fly tipping and enforcement to raise awareness;
- (4) Information on the Council's website regarding fly tipping be updated, including exploring the possibility of an interactive portal to report incidents; and
- (5) Consideration be given to more multi-agency working to tackle the issue within North Yorkshire.

1.2 A follow up report was submitted to Scrutiny on the 13 September 2018 detailing actions that had been carried out by officers since the previous report.

### **2.0 REVISED POLICY AND ACTIONS**

2.1 There has been significant progress made in the areas that Scrutiny Committee identified. A project group made up of Officers from Legal, Environmental Health, Waste and Street Scene, IT and Communications have developed a policy that covers enforcement activities across the Leisure and Environment Directorate with schedules for Waste and Street Scene and Environmental Health that sit behind it. This policy was agreed by Council on 11 December 2018.

2.2 The approach was taken to have a directorate policy to provide a consistent approach to enforcement with appropriate officers given authority to carry out enforcement actions through the scheme of delegation. The scheme of delegation has been extensively reviewed through 2019 and is now in place having been agreed by the Legal Team and signed off by the Director of Environment. The delegations ensured that all relevant and new legislation is included, such as the authority to issue penalty notices to householders who have not used approved waste carriers and had their waste fly tipped by third parties. The policy will be backed up by further schedules of enforcement as this becomes necessary.

2.3 The project scope includes the other areas that Scrutiny required further action on. As such, Hambleton has signed up to Operation Eyeball, a multi-agency operation throughout North Yorkshire looking to tackle fly tipping. Partners such as North Yorkshire Police, unitary authorities and the Environment Agency are working together to share intelligence and information.

2.3 Local actions being taken by the Waste and Street Scene and wider project team include;

- In addition to existing CCTV equipment, covert CCTV equipment is presently being trialled and is expected to be purchased during July 2019. There has been a delay with the purchase due to needing to comply with GDPR legislation.
- Signage around reporting fly tipping and fly tipping enforcement is being placed on the large and small vehicle fleet.
- New fixed signage is being designed to be displayed around the district at hot spots.
- Small fleet drivers ie pest control and dog warden are patrolling fly tipping hotspots with appropriately liveried vehicles.
- From 05 June 2019 there are 2 portable dashboard cameras in service (with sound recording) that can be easily moved and used in any vehicle.
- There are a further 4 dashboard cameras on order which are being fitted into 2 new 7.5T cage sided vehicles due for delivery in September and 2 new electric vans due for delivery in November 2019.
- 7 Body cameras have been approved for purchase, which will help with evidence gathering; however, there are still GDPR issues which need to be resolved at this point.
- A trial electronic reporting system for mobile devices that uses mapping technology is being worked on in house and should be ready for deployment in September. This allows residents to use their mobile phones to report fly tipping using location data from their phones.
- Officers have improved the existing website to be more focussed on ease of reporting fly tipping, including a link straight from the homepage.
- Officers are working closely with community groups to increase the number of community litter picks and to raise awareness of fly tipping and littering issues, this includes visits to parish councils and meetings with voluntary groups.
- Subject to Council approval, there will be Key Performance Indicators for the Waste and Street Scene Service to include:
  - Implementing the fly tipping and littering enforcement policy including monitoring of the policy.
  - Facilitate 52 community litter picks in 2019/20.

2.4 In addition, Hambleton officers are working closely with waste staff across North Yorkshire Authorities to look at focussed county wide campaign looking at tackling fly tipping and littering, proposals are being brought to the group for consideration. A communication plan runs alongside the project plan and targeted press releases and social media statements will be co-ordinated to run alongside enforcement or education activities.

### **3.0 LINK TO COUNCIL PRIORITIES:**

3.1 The work on fly tipping fits within the Council's priorities of Enhancing Health and Wellbeing and Caring for the Environment, by ensuring that neighbourhoods are kept clean and safe and attractive to residents and visitors.

#### **4.0 RECOMMENDATIONS:**

- 4.1. It is recommended that Scrutiny Committee considers the report and advises on any further improvements they would like to consider.

PAUL STAINES  
DIRECTOR OF ENVIRONMENT

**Background papers:** Leisure and Environment Enforcement policy

**Author ref:** PS

**Contact:** Paul Staines  
Director Leisure and Environmental Services  
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## **HAMBLETON DISTRICT COUNCIL**

**Report To:** Scrutiny Committee  
18 July 2019

**From:** Chairman of Scrutiny Committee

**Subject:** **POLICY REVIEW – RECYLING**

All Wards

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### **1.0 SUMMARY:**

1.1 The purpose of this report is to approve the project plan for the Policy Review on Recycling.

### **2.0 BACKGROUND:**

2.1 At its meeting on 13 June 2019 the Committee agreed to undertake a review on Recycling.

### **3.0 INFORMATION AND ISSUES:**

3.1 The Committee is now asked to provide details of the information it wishes to receive and issues it wishes to consider at the initial stages of this review and how it would like the review conducted.

3.2 A draft project plan is attached at Annex A.

### **4.0 RECOMMENDATION:**

4.1 It is recommended that the Committee approves the project plan and determines information that it would like officers to report upon to the next meeting of the Committee.

COUNCILLOR DAVID HUGILL  
CHAIRMAN

**Background papers:** Scrutiny Committee Minutes, 13 June 2019

**Author ref:** LAH

**Contact:** Louise Hancock  
Democratic Services Officer  
Direct Line No: (01609) 767015

**SCRUTINY COMMITTEE**  
**POLICY REVIEW – RECYCLING**

**TERMS OF REFERENCE:**

To review the existing policies regarding household recycling; investigate how recyclables are currently being collected and processed and to explore whether more can be done to improve recycling rates across the District.

**SCOPE**

- To review existing recycling policies.
- To assess current recycling arrangements and gain an understanding of how household recycling services are delivered.
- To evaluate the Council's current performance.
- To review how the Council publicises its recycling service and whether improvements could be made to improve awareness amongst residents.
- To consider best practice in other Local Authorities.
- To consider the potential impact of the DEFRA Waste and Resources Strategy

**OBJECTIVES**

- To investigate whether the current recycling policies remain fit for purpose.
- To explore whether current recycling arrangements are effective.
- To identify whether there are any areas of improvement to increase household recycling numbers.
- To ascertain whether current methods of publicity are effective or could be improved.
- To consider best practice in other Local Authorities.

**WITNESSES**

- Paul Staines, Director of Environment
- Gary Brown, Operations Manager
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DOCUMENTS/EVIDENCE

- Waste and Recycling Policies
- Statistics
- Benchmarking
- Site Visits to local Recycling Stations if required

OTHER METHODS/CONSULTATION/RESEARCH

Task and Finish Groups.

OFFICER SUPPORT

Louise Hancock, Democratic Services Officer  
Gary Nelson, Director of Law and Governance (Monitoring Officer)

TIMESCALE

Commencing September 2019 – Concluding February 2020  
(Report to March 2020 Cabinet)

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