

**COMMUNITY, CUSTOMER AND ORGANISATIONAL SCRUTINY
COMMITTEE**

Tuesday, 20th March, 2018

Present:-

Councillor P Innes (Chair)

Councillors Borrell	Councillors Sarvent
L Collins	Niblock
Flood	

Councillor Brunt +++
Councillor Dickinson +
Councillor Serjeant ++

John Fern, Communications and Marketing Manager ++
Dianne Illsley, Community Safety Officer +
Brian Offiler, Democratic and Scrutiny Officer
Anthony Radford, Arts and Venues Manager +++
Ian Waller, Assistant Director, Health and Wellbeing +

+ Attended for Minute Nos. 41 and 42

++ Attended for Minute No. 43

+++ Attended for Minute No. 44

**38 DECLARATIONS OF MEMBERS' AND OFFICERS' INTERESTS
RELATING TO ITEMS ON THE AGENDA.**

No declarations of interest were received.

39 APOLOGIES FOR ABSENCE

An apology for absence was received from Councillor Dyke.

40 MINUTES

The Minutes of the meeting of the Community, Customer and Organisational Scrutiny Committee held on 23 January, 2018 were presented.

RESOLVED –

That the Minutes be approved as a correct record and signed by the Chair.

CRIME AND DISORDER COMMITTEE

For Minute Nos. 41 - 42 the Committee sat as the Council's designated Crime and Disorder Committee, in accordance with Section 19 of the Police and Justice Act 2006.

41 **CABINET MEMBER FOR HEALTH AND WELLBEING - UPDATE AS CHESTERFIELD SCRUTINY MEMBER OF THE DERBYSHIRE POLICE AND CRIME PANEL**

The Cabinet Member for Health and Wellbeing, as Chesterfield Scrutiny Member of the Derbyshire Police and Crime Panel (PCP), had submitted the minutes of the meeting of the PCP held on 25 January, 2018 for the information of the Committee.

It was noted that the Police and Crime Commissioner (PCC) had proposed a small increase in the number of police officers in the county during the coming year. Councillor Dickinson, Assistant Cabinet Member, agreed to request further details of the PCC's spending proposals to be provided for members of the Committee.

In response to Members' questions it was noted that details of the funding provided to community projects was published on the PCC website.

RESOLVED –

That the minutes of the Derbyshire Police and Crime Panel meeting held on 25 January, 2018 be noted.

42 **CABINET MEMBER FOR HEALTH AND WELLBEING - PROGRESS REPORT ON COMMUNITY SAFETY PARTNERSHIP**

The Cabinet Member for Health and Wellbeing, the Assistant Director, Health and Wellbeing and the Community Safety Officer had submitted a report on the Community Safety Partnership's (CSP) performance as

recorded by the Safer Derbyshire Research and Information Unit in respect of crime and disorder data and an update on the delivery of the current Community Safety Action Plan for 2017/18.

The data showed that reported crime in Chesterfield had increased by 0.1% in the 12 months to February, 2018, compared to an increase of 4.5% across Derbyshire. The largest reductions had been in respect of robbery of business property, violence without injury and burglary; the largest increases had been in violence with injury and drug offences.

Arising from Members' questions and discussion the following issues were raised:

- Whether it was possible to distinguish between theft of basic items (e.g. food) and 'luxury' items;
- Some of the crime and anti-social behaviour figures were higher in Chesterfield than in surrounding Council areas, partly due to a larger population and the larger town centre drawing in people from other areas;
- Part of the increase in some figures was due to proactive approaches of Police and other agencies in tackling crime;
- Statistics could be provided specifically for each area and ward.

It was noted that the 2018/19 CSP action plan would take account of existing work to be carried forward from the 2017/18 plan and resource availability, depending on whether the vacant Assistant Community Safety Officer post was filled. The Committee expressed its support for the post to be filled in order to enable a suitable action plan to be achieved.

It was suggested that local community groups and networks could be used to spread community safety and crime prevention messages in addition to using local media.

The Chair thanked the Assistant Cabinet Member, the Assistant Director for Health and Wellbeing and the Community Safety Officer for their contribution to the meeting.

RESOLVED –

- (1) That the Community Safety Partnership progress report be noted.
- (2) That a further progress report on the Community Safety Partnership's Action Plan and Performance be provided to the Crime and Disorder Committee in September, 2018.

COMMUNITY, CUSTOMER AND ORGANISATIONAL SCRUTINY COMMITTEE

For the remaining items the Committee sat as the Community, Customer and Organisational Scrutiny Committee.

43 DEPUTY LEADER - COMMUNICATIONS AND ENGAGEMENT STRATEGY

The Deputy Leader and the Communications and Marketing Manager gave a presentation on the development of the Communications and Engagement Strategy.

The existing External Communications Strategy, Internal Communications Strategy and Community Engagement Strategy had all come to an end, and the presentation updated Members on the outcomes of those strategies, which included:

- The introduction of video as a communication channel for the Council, which had proved very successful with video clips embedded within websites and social media;
- The significant growth in social media to enable two-way communications with residents, businesses and visitors;
- The creation and then implementation of a Council brand - use of the corporate branding had become more consistent, including in publications and on vehicles, buildings and signage, and it had helped to transform the commercial offer;
- A new Council website had been implemented, enabling access via mobile phones and tablets. This had been followed by an extensive programme of content updates;

- Relations with local media organisations had been pro-actively developed;
- Results from the employee survey showed a higher proportion of staff felt well informed. The introduction of the aspire intranet had helped to improve internal communication, along with a focus on improving team meetings;
- The membership of the corporate Community Engagement Group had been revised to provide better representation across Council services and to enable engagement activities to be better coordinated and supported.

To build on this for the future it was proposed to produce a combined Communications and Engagement Strategy, rather than continue with the three separate strategies. This was currently being drafted for presentation to Cabinet in June and to Council for approval in July 2018, and would be based on the following objectives:

- Continue to do the basics well;
- Make better use of customer data, intelligence and feedback to improve communications and engagement;
- Tell a clear story to explain what we are doing and want to achieve;
- Increase the use of video and infographics to tell the story in a simple and engaging way;
- Engage residents in online conversations where they are happening (e.g. Facebook groups);
- Use technology upgrades and developments to improve conversations with customers;
- Complete the rollout of the visual identity aspect of the corporate branding to Council buildings and land;
- Reach out to staff and councillors through engaging delivery of key corporate messages.

Arising from Members' questions it was noted that use of various communication channels would need to be maintained, including through local councillors, and that the Council already had a YouTube channel, with many video clips also being embedded in Facebook and Twitter. It was recognised that there was only a small corporate communications team to manage customer service enquiries coming through digital media channels.

The Committee expressed its support of the work being undertaken on the development of the combined Communications and Engagement Strategy.

The Chair thanked the Deputy Leader and the Communications and Marketing Manager for their contribution to the meeting.

RESOLVED –

That the presentation and the Committee's support of the work being undertaken on the development of the combined Communications and Engagement Strategy be noted.

44 CABINET MEMBER FOR TOWN CENTRES AND VISITOR ECONOMY - PROGRESS REPORT ON CULTURAL VENUES

The Cabinet Member for Town Centres and Visitor Economy and the Arts and Venues Manager reported to the Committee on the cultural venues operated by Chesterfield Borough Council.

Details of activity and income levels at the Pomegranate theatre, the Winding Wheel conference and events venue, Hasland Village Hall and the Assembly Rooms were provided, all of which were either on target or slightly ahead of target. A business plan had been developed to support the Council's aim for the venues to be financially self-sufficient by 2021, largely through increasing income.

A refurbishment of the Winding Wheel was planned for this summer, including an enhanced entrance and foyer area with bar/café, refurbished toilets, repainted auditorium and ballroom, in order to make the venue more attractive and increase income.

Special events were being programmed to commemorate the end of World War 1 later in 2018, the 70th anniversary of the Civic Theatre and the 140th anniversary of the Stephenson Memorial Hall in 2019.

The venues were contributing to the Council's wider health and wellbeing agenda through dementia friendly screenings, improved accessibility and school projects.

In response to Members' questions the following points were noted:

- The level of subsidy to the venues had reduced by approximately 50% since 2013/14;
- The new bar/café at the Winding Wheel would initially open when events were taking place at the venue, with the aim of expanding this over time;
- Breakeven points varied for each production, although shows would generally go ahead unless the promoter cancelled;
- Audiences for film screenings had generally increased since these started;
- The planned refurbishments were funded from the proceeds of the Theatre Restoration Levy (£1.50 per ticket) charged on all professional productions;
- Kitchen facilities at the Winding Wheel could be hired for functions requiring catering;
- It was hoped to increase revenue from all sources – shows, films, merchandising and bars.

The Chair thanked the Cabinet Member for Town Centres and Visitor Economy and the Arts and Venues Manager for their contribution to the meeting.

RESOLVED -

- (1) That the report be noted.
- (2) That a progress report be submitted to the Committee later in 2018.

45 **SCRUTINY MONITORING**

The Committee considered the Scrutiny recommendations monitoring schedule.

RESOLVED -

That the Scrutiny monitoring schedule be noted.

46 **FORWARD PLAN**

The Committee considered the Forward Plan for the period 1 April – 31 July 2018.

It was noted that the Communications and Engagement Strategy would now be scheduled for approval in July, 2018.

RESOLVED –

That the Forward Plan be noted.

47 **WORK PROGRAMME FOR THE COMMUNITY, CUSTOMER AND ORGANISATIONAL SCRUTINY COMMITTEE**

The Committee considered the list of items included on its work programme for 2017/18.

It was noted that the draft Scrutiny Work Programme for 2018/19 would be considered at the meeting of the Overview and Performance Scrutiny Forum scheduled for 8 May, 2018.

RESOLVED -

That the work programme be noted and the decisions of the current meeting be included in the work programme for 2018/19.