

ENTERPRISE AND WELLBEING SCRUTINY COMMITTEE

Thursday, 14th July, 2022

Present:-

Councillor Flood (Chair)

Councillors Dyke

Councillors Hollingworth

Councillor Jill Mannion-Brunt, Cabinet Member for Health & Wellbeing +
Shirley Hallam, Head of Streetscene and Environmental Services +
Philippa Roine, Waste Services Manager +
Councillor Kate Sarvent, Cabinet Member for Town Centres and Visitor
Economy ++

+ Attended for Minute No. 12

++ Attended for Minute No. 13

10 DECLARATIONS OF MEMBERS' AND OFFICERS' INTERESTS RELATING TO ITEMS ON THE AGENDA

No declarations of interest were received.

11 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Brittain, Caulfield,
Coy and Snowdon.

12 CABINET MEMBER FOR HEALTH & WELLBEING - RECYCLING COMMUNICATIONS PLAN

The Cabinet Member for Health and Wellbeing introduced a briefing from the Communications and Marketing Officer on a recycling communications plan to coincide with National Recycling Week in September. It was noted that there had been a decline in recycling rates nationally and this was a good opportunity for Chesterfield Borough Council align its messages on recycling with its ambitious climate change strategy.

The Communications and Marketing Officer informed the committee that the aims of the campaign were to educate and inform the residents about recycling whilst tying the messages in with the general climate change theme. The Council received many messages via its social media outlets on the topic of recycling.

Members raised the most common queries received from residents relating to recycling and the following points were discussed:

- the size of bins and the caddy insert;
- the need to breakdown cardboard before placing it in the bins;
- why it isn't necessary currently to separate card & paper, plastics, food and drinks cans etc;
- trade recycling bins;
- coloured plastics and whether they can all be recycled; and
- which food wastes can be placed into green bins.

The Waste Services Manager highlighted the need for more accountability and suggestions were made around targeting young people; by engaging with schools, and potentially involving the College with a competition to create art from recycled materials as a visual aid.

A number of ideas were discussed for inclusion in the plan such as:

- messages on the bins themselves;
- utilising the large screen on Vicar Lane;
- the Tenancy Sustainment Team being aware of the key messages; and
- involving children through creative competitions which in turn could engage parents.

RESOLVED –

1. That the Communications and Marketing Officer utilise appropriate suggestions in the creation of the Communications Plan.
2. That a further update be brought back to the committee once there is more information from Government on changes to recycling and waste management.

13 **CABINET MEMBER FOR TOWN CENTRES AND VISITOR ECONOMY - REVITALISING THE HEART OF CHESTERFIELD - CONSULTATION**

The Cabinet Member for Town Centres and Visitor Economy presented a summary to the committee of the initial results of the public consultation. 217 responses had been received, predominantly online and separate consultation events had been held with the traders. Overall, there was a high degree of support for the plans.

Discussions took place around the four key areas of the plans and the key points were as follows:

Market Place and New Square

- The high speed wifi was noted as a key consideration to assist traders with taking electronic payments, particularly as the number of high street banks in the town centre was declining and it was therefore becoming more common for cash machines to run out of cash.
- Quality space for events was important to attract families to the town centre.
- Traders working together in one space would make the area look more full and help to reduce the impact that some street sellers had on shops, particularly small businesses, both in terms of competition and disabled access.
- The visibility of the pump was important as an historical feature and could perhaps be turned into a climate change feature to educate people about clean water.
- The appearance of the cobbles was aesthetically pleasing but a difficult surface in terms of accessibility and it would be preferable to have level paving throughout.

- There were mixed feelings on trees and members were aware that traders had opinions on the mess that they create and potential obstructions. It was agreed that the species and locations would need to be very carefully considered.

Rykneld Square

- The surfacing was highlighted as a key issue in that area, particularly from an accessibility perspective and given that it is the approach to the Parish Church, a key visitor attraction.
- When designing a public garden it would be necessary to consider the impact on the environment of watering any plants, perhaps using drought resistant planting.

Corporation Street

- A welcoming feature to improve the approach from the railway station would be a good addition. Digital artwork was suggested as an option.
- There is currently a set of steps providing a barrier to some people, an alternative route is needed.

Lighting

- Intelligent lighting that could be used to present visuals or change the colour of an area would be preferable to maximise options for its use.
- Energy costs need to be a key consideration and the use of renewable energy where possible was desirable.
- It was acknowledged that clever lighting of buildings can make them into features.

When comparing the proposals and discussing which areas were priorities the members suggested that their main focus would be on; data connectivity, heritage, event spaces, sustainability and the redesign of the market space.

It was also concluded that it was very important to address disabled access in all areas to improve accessibility for all. This could also be reflected in the signage used, which should be appropriate, not excessive and equality assessed.

RESOLVED –

1. That this feedback be given to the relevant officer.
2. That an update on the project be presented to the committee once plans had been finalised.

14 SCRUTINY MONITORING

The Committee considered the Scrutiny recommendations monitoring schedule.

RESOLVED –

That the Scrutiny monitoring schedule be noted.

15 FORWARD PLAN

The Forward Plan for the four month period 1 August, 2022 to 30 November, 2022 was presented for information.

RESOLVED –

That the Forward Plan be noted.

16 WORK PROGRAMME FOR THE ENTERPRISE AND WELLBEING SCRUTINY COMMITTEE

The 2022/23 Work Programme for the Enterprise and Wellbeing Scrutiny Committee was reported for information.

RESOLVED –

That the work programme be noted and updated to include the decisions of the current meeting.

17 MINUTES

RESOLVED –

The Minutes of the meeting of the Enterprise and Wellbeing Scrutiny Committee held on 10 February, 2022 were approved as a correct record and signed by the Chair.