



Northumberland

County Council

Your ref:

Our ref:

Enquiries to: Nichola Turnbull

Email: nichola.turnbull@northumberland.gov.uk

Tel direct: 01670 622617

Date: Tuesday, 27 September 2022

Dear Sir or Madam,

Your attendance is requested at a meeting of the **COMMUNITIES AND PLACE OSC** to be held in **CONFERENCE ROOM 2 - COUNTY HALL** on **WEDNESDAY, 5 OCTOBER 2022** at **2.00 PM**.

Yours faithfully

Rick O'Farrell
Interim Chief Executive

To Communities and Place OSC members as follows:-

J Reid (Chair), M Mather (Vice-Chair), D Carr, E Cartie, G Castle, A Dale, R Dodd, B Gallacher, N Morphet and J Lang

AGENDA

PART I

It is expected that the matters included in this part of the agenda will be dealt with in public.

1. APOLOGIES FOR ABSENCE

2. MINUTES

(Pages 1
- 10)

Minutes of the meeting of the Communities and Place OSC, held on 31 August 2022, as circulated, to be confirmed as a true record and signed by the Chair.

3. DISCLOSURE OF MEMBERS' INTERESTS

Unless already entered in the Council's Register of Members' interests, members are required where a matter arises at a meeting;

- a) Which **directly relates to** Disclosable Pecuniary Interest ('DPI') as set out in Appendix B, Table 1 of the Code of Conduct, to disclose the interest, not participate in any discussion or vote and not to remain in room. Where members have a DPI or if the matter concerns an executive function and is being considered by a Cabinet Member with a DPI they must notify the Monitoring Officer and arrange for somebody else to deal with the matter.
- b) Which **directly relates to** the financial interest or well being of a Other Registrable Interest as set out in Appendix B, Table 2 of the Code of Conduct to disclose the interest and only speak on the matter if members of the public are also allowed to speak at the meeting but otherwise must not take part in any discussion or vote on the matter and must not remain the room.
- c) Which **directly relates to** their financial interest or well-being (and is not DPI) or the financial well being of a relative or close associate, to declare the interest and members may only speak on the matter if members of the public are also allowed to speak. Otherwise, the member must not take part in discussion or vote on the matter and must leave the room.
- d) Which **affects** the financial well-being of the member, a relative or close associate or a body included under the Other Registrable Interests column in Table 2, to disclose the interest and apply the test set out at paragraph 9 of Appendix B before deciding whether they may remain in the meeting.
- e) Where Members have or a Cabinet Member has an Other Registerable Interest or Non Registerable Interest in a matter being considered in exercise of their executive function, they must notify the Monitoring

Officer and arrange for somebody else to deal with it.

NB Any member needing clarification must contact monitoringofficer@northumberland.gov.uk. Members are referred to the Code of Conduct which contains the matters above in full. Please refer to the guidance on disclosures at the rear of this agenda letter.

4. FORWARD PLAN OF CABINET DECISIONS

(Pages
11 - 16)

To note the latest Forward Plan of key decisions. Any further changes made to the Forward Plan will be reported to the Committee.

SCRUTINY

The Cabinet Member requested to attend for the following item is Councillor Cllr Jeff Watson, Portfolio Holder for Healthy Lives.

5.1 Endorsement of the Northumberland Destination Management Plan 2022-2032

(Pages
17 - 24)

The purpose of the report was to request that the County Council endorse the Vision, Partnership Principles, Strategic Aims, and Priorities of the 10-year Destination Management Plan for Northumberland.

OVERVIEW

The Cabinet Member requested to attend for the following item is Councillor Colin Horncastle, Portfolio Holder for Community Services.

6.1 Storm Arwen, Community Resilience Update

(Pages
25 - 28)

The purpose of this report is to provide the Community and Place OSC with an update on progress about the Community Resilience workstream prior to the winter and in line with the recommendations from the Storm Arwen review task and finish group.

The Cabinet Member requested to attend for the following item is Councillor Richard Wearmouth, Deputy Leader and Portfolio Holder for Corporate Services.

6.2 Winter Emergencies Communications Plan

(Pages
29 - 30)

To consider the Winter Emergencies Communications Plan, a key recommendation of the Storm Arwen Review.

REPORT OF THE SCRUTINY CO-ORDINATOR

7. COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE WORK PROGRAMME AND MONITORING REPORT

(Pages
31 - 36)

The Overview and Scrutiny Committee operates within a work programme which is agreed at the start of the Council year. The programme is reviewed at each meeting so that it can be adjusted to reflect the wishes of

the Committee and take account of any changes to the latest Forward Plan (which outlines decisions to be taken by the Cabinet). The Committee is asked to review and note its work programme for the 2022/23 council year.

8. URGENT BUSINESS

To consider such other business as, in the opinion of the Chair, should, by reason of special circumstances, be considered as a matter of urgency.

IF YOU HAVE AN INTEREST AT THIS MEETING, PLEASE:

- Declare it and give details of its nature before the matter is discussed or as soon as it becomes apparent to you.
- Complete this sheet and pass it to the Democratic Services Officer.

Name:		Date of meeting:	
Meeting:			
Item to which your interest relates:			
Nature of Interest i.e. either disclosable pecuniary interest (as defined by Table 1 of Appendix B to the Code of Conduct, Other Registerable Interest or Non-Registerable Interest (as defined by Appendix B to Code of Conduct) (please give details):			
Are you intending to withdraw from the meeting?		Yes - <input type="checkbox"/>	No - <input type="checkbox"/>

Registering Interests

Within 28 days of becoming a member or your re-election or re-appointment to office you must register with the Monitoring Officer the interests which fall within the categories set out in **Table 1 (Disclosable Pecuniary Interests)** which are as described in "The Relevant Authorities (Disclosable Pecuniary Interests) Regulations 2012". You should also register details of your other personal interests which fall within the categories set out in **Table 2 (Other Registerable Interests)**.

"Disclosable Pecuniary Interest" means an interest of yourself, or of your partner if you are aware of your partner's interest, within the descriptions set out in Table 1 below.

"Partner" means a spouse or civil partner, or a person with whom you are living as husband or wife, or a person with whom you are living as if you are civil partners.

1. You must ensure that your register of interests is kept up-to-date and within 28 days of becoming aware of any new interest, or of any change to a registered interest, notify the Monitoring Officer.
2. A 'sensitive interest' is as an interest which, if disclosed, could lead to the councillor, or a person connected with the councillor, being subject to violence or intimidation.
3. Where you have a 'sensitive interest' you must notify the Monitoring Officer with the reasons why you believe it is a sensitive interest. If the Monitoring Officer agrees they will withhold the interest from the public register.

Non participation in case of disclosable pecuniary interest

4. Where a matter arises at a meeting which directly relates to one of your Disclosable Pecuniary Interests as set out in **Table 1**, you must disclose the interest, not participate in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation. If it is a 'sensitive interest', you do not have to disclose the nature of the interest, just that you have an interest.

Dispensation may be granted in limited circumstances, to enable you to participate and vote on a matter in which you have a disclosable pecuniary interest.

5. Where you have a disclosable pecuniary interest on a matter to be considered or is being considered by you as a Cabinet member in exercise of your executive function, you must notify the Monitoring Officer of the interest and must not take any steps or further steps in the matter apart from arranging for someone else to deal with it.

Disclosure of Other Registerable Interests

6. Where a matter arises at a meeting which **directly relates** to the financial interest or wellbeing of one of your Other Registerable Interests (as set out in **Table 2**), you must disclose the interest. You may speak on the matter only if members of the public are also allowed to speak at the meeting but otherwise must not take part in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation. If it is a 'sensitive interest', you do not have to disclose the nature of the interest.

Disclosure of Non-Registerable Interests

7. Where a matter arises at a meeting which **directly relates** to your financial interest or well-being (and is not a Disclosable Pecuniary Interest set out in **Table 1**) or a financial interest or well-being of a relative or close associate, you must disclose the interest. You may speak on the matter only if members of the public are also allowed to speak at the meeting. Otherwise you must not take part in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation. If it is a 'sensitive interest', you do not have to disclose the nature of the interest.
8. Where a matter arises at a meeting which **affects** –
- a. your own financial interest or well-being;
 - b. a financial interest or well-being of a relative or close associate; or
 - c. a financial interest or wellbeing of a body included under Other Registrable Interests as set out in **Table 2** you must disclose the interest. In order to determine whether you can remain in the meeting after disclosing your interest the following test should be applied
9. Where a matter (referred to in paragraph 8 above) **affects** the financial interest or well- being:
- a. to a greater extent than it affects the financial interests of the majority of inhabitants of the ward affected by the decision and;
 - b. a reasonable member of the public knowing all the facts would believe that it would affect your view of the wider public interest
- You may speak on the matter only if members of the public are also allowed to speak at the meeting. Otherwise, you must not take part in any discussion or vote on the matter and must not remain in the room unless you have been granted a dispensation.
- If it is a 'sensitive interest', you do not have to disclose the nature of the interest.
10. Where you have an Other Registerable Interest or Non-Registerable Interest on a matter to be considered or is being considered by you as a Cabinet member in exercise of your executive function, you must notify the Monitoring Officer of the interest and must not take any steps or further steps in the matter apart from arranging for someone else to deal with it.

Table 1: Disclosable Pecuniary Interests

This table sets out the explanation of Disclosable Pecuniary Interests as set out in the [Relevant Authorities \(Disclosable Pecuniary Interests\) Regulations 2012](#).

Subject	Description
Employment, office, trade, profession or vocation	Any employment, office, trade, profession or vocation carried on for profit or gain. [Any unpaid directorship.]
Sponsorship	Any payment or provision of any other financial benefit (other than from the council) made to the councillor during the previous 12-month period for expenses incurred by him/her in carrying out his/her duties as a councillor, or towards his/her election expenses. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.
Contracts	Any contract made between the councillor or his/her spouse or civil partner or the person with whom the councillor is living as if they were spouses/civil partners (or a firm in which such person is a partner, or an incorporated body of which such person is a director* or a body that such person has a beneficial interest in the securities of*) and the council — (a) under which goods or services are to be provided or works are to be executed; and (b) which has not been fully discharged.
Land and Property	Any beneficial interest in land which is within the area of the council. 'Land' excludes an easement, servitude, interest or right in or over land which does not give the councillor or his/her spouse or civil partner or the person with whom the councillor is living as if they were spouses/civil partners (alone or jointly with another) a right to occupy or to receive income.
Licenses	Any licence (alone or jointly with others) to occupy land in the area of the council for a month or longer
Corporate tenancies	Any tenancy where (to the councillor's knowledge)— (a) the landlord is the council; and (b) the tenant is a body that the councillor, or his/her spouse or civil partner or the person with whom the councillor is living as if they were spouses/civil partners is a partner of or a director* of or has a

	beneficial interest in the securities* of.
Securities	<p>Any beneficial interest in securities* of a body where—</p> <p>(a) that body (to the councillor's knowledge) has a place of business or land in the area of the council; and</p> <p>(b) either—</p> <ul style="list-style-type: none"> i. the total nominal value of the securities* exceeds £25,000 or one hundredth of the total issued share capital of that body; or ii. if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which the councillor, or his/ her spouse or civil partner or the person with whom the councillor is living as if they were spouses/civil partners has a beneficial interest exceeds one hundredth of the total issued share capital of that class.

* 'director' includes a member of the committee of management of an industrial and provident society.

* 'securities' means shares, debentures, debenture stock, loan stock, bonds, units of a collective investment scheme within the meaning of the Financial Services and Markets Act 2000 and other securities of any description, other than money deposited with a building society.

Table 2: Other Registrable Interests

You have a personal interest in any business of your authority where it relates to or is likely to affect:

- a) any body of which you are in general control or management and to which you are nominated or appointed by your authority
- b) any body
 - i. exercising functions of a public nature
 - ii. any body directed to charitable purposes or
 - iii. one of whose principal purposes includes the influence of public opinion or policy (including any political party or trade union)

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NORTHUMBERLAND COUNTY COUNCIL

COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE

At a meeting of the **Communities and Place Overview and Scrutiny Committee** held at County Hall, Morpeth on Wednesday, 31 August 2022 at 2.00 p.m.

PRESENT

Councillor J. Reid
(Chair, in the Chair)

MEMBERS

Cartie, E.	Lang, J.
Dale, A.	Mather, M.
Dodd, R.R.	Morphet, N.
Gallacher, B.	

CABINET MEMBER

Riddle, J.	Local Services
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OFFICERS IN ATTENDANCE

P. Jones	Service Director – Local Services
D. Robertson	Fleet Manager
P. Soderquest	Service Director - Housing and Public Protection
S. Nicholson	Scrutiny Co-Ordinator
N. Turnbull	Democratic Services Officer

11. APOLOGIES FOR ABSENCE

Apologies for absence had been received from Councillors Carr, Castle and Horncastle.

12. MINUTES

RESOLVED that the minutes of the following meetings of the Communities & Place OSC, as circulated, be confirmed as a true record and signed by the Chair:

Minute No.5.1

Development of the Potland Burn Biodiversity Net Gain Site

In answer to a question, the Scrutiny Co-ordinator agreed to investigate why work on the Cambois site had ceased and would circulate an update following the meeting.

RESOLVED that the minutes of the following meetings of the Communities and Place OSC, as circulated, be confirmed as a true record and signed by the Chair:

- a) 1 June 2022
- b) 29 June 2022

13. FORWARD PLAN OF CABINET DECISIONS

The Committee considered the Forward Plan of key decisions (August to November 2022). (Schedule enclosed with the signed minutes).

The Scrutiny Co-ordinator reported that the 'Declaration of an Ecological Emergency' had been deferred due to waiting for further information from Government. When rescheduled on the Forward Plan, it would be included in the committee's work programme.

It was noted that approval of Neighbourhood Plans were not considered by this Committee, the process was already considered to be comprehensive and there was little that members could further contribute. However, clarification would be obtained from the Portfolio Holder if there were any implications regarding exceeding the 8-week period.

The Chair's Group be requested to allocate the 'Revised Charter with Town, Parish and Community Council's to this committee's work programme.

In answer to a question, Philp Soderquest confirmed that Public Protection had been involved in discussions regarding the use of the Public Health ring-fenced grant reserve.

RESOLVED that the report be noted.

14. OVERVIEW

14.1 Fleet Replacement Update

The Committee were provided with an overview of the work undertaken and challenges faced in delivering the Council's fleet replacement programme in 2021/2022. (A copy of the report is enclosed with the signed minutes).

Councillor Riddle, Portfolio Holder for Local Services, explained that there had been some slippage in the programme due to shortages of materials and the adaption of vehicles taking longer than expected. The team had managed the situation in the best way possible to ensure the delays had not impacted on service delivery.

Paul Jones, Service Director for Local Services stated that it was essential that the Council invested in the fleet to make sure that vehicles were fit for purpose and were replaced on an appropriate cycle to ensure they were reliable

without requiring costly repairs. This was important to make sure the Council could provide a high standard of service to the public. He reported that:

- Officers worked closely with manufacturers to ensure that vehicles were delivered in a timely manner, however the previous year had been particularly challenging following the impact of the pandemic on workforces, global market issues with semi-conductors and body conversions.
- The team had worked extremely well, coordinating with the various services to plan ahead and prioritise vehicles where needed, particularly given that some HGV conversions required a 2-year lead in time.
- NCC's direct ownership of a large proportion of the fleet had been beneficial given the delays in sourcing new vehicles which had had meant that there was no requirement to try and renegotiate vehicle lease extensions and risk incurring higher rates. The finance lease vs direct ownership arrangements for fleet replacements was kept under regular review with colleagues in finance. The value of secondhand vehicles was higher than anticipated when vehicles due for replacement were being sold which had also benefited the Council.
- Supply issues of small electric vans had impacted on the timetable to green the fleet with demand exceeding supply nationally and longer lead in times being required than initially notified.
- The availability of larger commercial vans, with higher roof lines required by Housing, had been delayed.
- The number of small EVs had increased from 7 in 2020/21 to 36 in 2021/22 with a further 11 to be confirmed.
- Most of the 73 vehicles which had not been delivered by 31 March 2022 had now been received.
- A Hydrotreated Vegetable Oil (HVO) trial was to be operated for 3 months. There was a significant cost differential of approximately 40p per litre when compared to diesel. The impact of cost and performance would be assessed with the Climate Change team.

The following information was provided in response to questions from Members:

- Whilst the costs of charging EVs had increased so had the cost of diesel, so whilst the differential with diesel had narrowed they were still more expensive than EVs to run. Prices were being closely monitored.
- The Council complied with changing requirements of using rebated fuel (red diesel) and had moved to white diesel across the fleet which had impacted on cost and contractual arrangements with third parties. This would have an effect on the Council's budget.
- Costs of EV charging provision for use by the public needed to at least break even if not make a small return.
- A dispensation for use of red diesel was available for agricultural vehicles being used for winter services activities.
- Additional vehicles had been hired with changes to working practices to ensure the health and safety of employees during the pandemic. These had been returned when legitimately able to do so. Many of the covid

protection measures had been funded by a grant from central government. The additional cost of covid protection measures should no longer be included within the cost of Member small scheme projects.

- Housing growth and demand on the garden waste and bulky waste removal services had required the acquisition of additional vehicles and staff.
- The Council's Medium Term Financial Plan was based on the lifecycle of vehicles. Replacement vehicles were purchased outright although colleagues in finance looked at the borrowing costs to finance the capital required for the fleet replacement programme. Generally, this could be borrowed more cheaply than via financed leasing of vehicles. Other factors, such as terms and conditions, also had to be considered as part of the analysis of any leasing arrangements as often there were additional charges for wear and tear of returned vehicles, particularly HGVs used for highway operations. They also had to be returned in a timely manner which was difficult and costly to renegotiate leases when the lead in times of replacement vehicles were extended. Ownership of vehicles had given the Council flexibility.
- Less than 20% of the fleet were now held under leasing arrangements. The fleet currently comprised of 790 vehicles.
- New gulley tankers had recently been delivered which had more equipment and a larger capacity which enabled them to do more with less mileage wasted by less frequent trips being needed to disposal sites improving efficiency.
- There would be an opportunity for members of the public to participate in the Council's MTFP budget setting process and identification of priorities when the consultation process commenced.
- Feedback from staff was an essential element in the replacement of equipment to ensure that the right equipment was sourced. Often technological advancement meant that vehicles / equipment was not replaced like for like; opportunities were taken to test demonstration vehicles.
- EV infrastructure installed in depots included vehicle charging points – many depots already had some provision of renewable energy generation via solar panels and ground source heat pumps. Further opportunities would explored with the Climate Change team to see if EV vehicles could be charged via expansion of our own renewable energy generation arrangements at depots etc.
- Benchmarking activity with other Local Authorities included the lifecycle of vehicles to compare when similar vehicles were being replaced elsewhere.
- Whilst several members had previously suggested that the old gulley tankers be retained to help with the backlog of work, they had been at the end of the economic life and would have required additional staff and resource as the service had to operate within its budget. It was confirmed that one of the old gully tankers was being used temporarily by the Highways team to tackle the backlog of work when not used to train new operators.
- Whilst the leasing of vehicles was increasing in popularity; the Council made an informed decision on the optimum method for every batch of new vehicles that were acquired with assistance from finance.

- Some non-electric large panel vans had been sourced for housing due to the unavailability of suitable electric models for the trades that needed a higher roof. Those that could be delayed, had been, to allow exploration of EV models expected in the near future. A demonstrator was in the process of being tested.
- A 3-week demonstration had been arranged for a 3.5 tonne EV caged tipper as there were a number of these vehicles to be replaced in 2022/23 and 2023/24.
- Approximately 6 of the 19 smaller vans would not be replaced with an EV model as the towing capacity of EVs were not as great as diesel vehicles.
- The Council operated its own in-house vehicle maintenance workshops which carried out inspections and routine and unplanned maintenance, an authorised testing facility for HGVs as well as MOTs for private vehicles which generated additional income. Maintenance of some specialised equipment was undertaken by external providers as well as maintenance of vehicles located in the north of the county due to the distance to the workshop.
- Delivery of the JCB pothole vehicle was awaited and an operator was in the process of being recruited.
- A vehicle had been sourced for Cramlington Youth Project, an external customer, as per their requirements. This had been sourced by the Council cheaper than other companies.
- The HVO trial had been delayed due to a leak in one of the storage tanks. The trial had been relocated to another depot and had commenced mid-August.
- Current production capacity of HVO fuel was mainly being used by the aviation industry. An additional production site was expected to be available in the next few months when it was hoped that the price difference between HVO and diesel would be reduced. The cost of fuel was being closely monitored.
- The wording of section b) on page 25 would be amended to include missing text.

The Chair commented on the clarity of the report although he was concerned about the Council's ability to deliver services with a significant electric fleet if there were power cuts following severe storms in the future. He hoped that provision was made for the appropriate infrastructure to address this.

Several members thanked the officers involved in fleet replacement which had kept the Council operational during an extremely challenging period.

RESOLVED that the work undertaken to deliver a challenging fleet replacement programme during 2021/22, be noted.

14.2 Food & Feed, Safety & Standards Service Plan 2022/23

The report presented the Food and Feed, Safety and Standards Service Plan for 2022/23 for consideration and endorsement. (A copy of the report is enclosed with the signed minutes).

Philip Soderquest, Service Director – Housing and Public Protection, explained that a Food & Feed, Safety & Standards Service Plan was normally produced annually, but had been suspended between March 2020 and July 2021 to enable LA resources to be diverted during the COVID-19 pandemic. He highlighted the following:

- The Food Standards Agency (FSA) Recovery Plan set out advice and guidance to local authorities for the period 1 July 2021 to 31 March 2023 to allow work on inspections to be caught up. It was noted that many premises had been unable to trade for periods prior to the recovery plan commencement date.
- The FSA set out the format of the service plan which was required to be adopted by organisations. This included Trading Standards and Environmental Health who were involved in planning and delivery of food law enforcement.
- The plan set out areas of planned, proactive reactive and responsive work for the allocation of resources of inspections across nearly 4,000 premises. Inspections were undertaken on a programme based on risk with 98.3% achieving a 3* rating or higher. This exceeded the regional and national averages.
- A new delivery model for food standards was expected to be implemented from April 2023, the detail of which was awaited.
- Officers had been interpreting and enforcing COVID legislation within hours of it being published along with a new requirement to produce food export health certificates for Northumberland produce following the UK's exit from the European union. A brief explanation of the complexity of the certificates was provided.
- Public Health continued to deliver a Produced in Northumberland (PIN) food source verification scheme.
- The targets of the FSA Recovery Plan had been achieved.
- Appendices at the end of the plan contained details of the Commercial and Trading Standards team structures, of which approximately 13 officers were allocated to deliver the plan.

The Service Director – Housing and Public Protection acknowledged the work of his team during an extremely challenging period and recommended that the plan be endorsed.

The following information was provided in response to questions from Members:

- Public Protection was the overarching name for the services which comprised Environmental Protection, Community and Environmental Health, Trading Standards, the Commercial Team, Licensing, Building Control.
- The Environmental Protection Team predominately dealt with planning applications and potential pollution risks as well as responsibility for the inspection of private water supplies.
- Environmental Health Officers were qualified individuals who could sign the food export health certificates.

- Some terms were interchangeable and would depend on the context. However Environmental Health was a generic term for the functions delivered by an Environmental Health Service which traditionally included food safety, housing standards, housing safety, noise nuisance, other nuisances etc. Trading Standards functions related to nature, quality, substance, animal health etc.
- The number of food premises changed frequently and were required to be registered with a local authority when opened or if ownership changed. A desktop exercise was undertaken to assess whether they were high, medium or low risk with inspections being prioritised for those deemed as high risk. The figures referred to in the plan would have been relevant on the date the plan was written and would have changed since with a number of premises closing, new registrations and inspections having been carried out in the intervening period.
- It was likely that 1,177 feed hygiene premises had not been inspected due to there being of low risk. Clarification would be provided after the meeting.
- The LA was represented by a senior officer on the NETSA Animal Health Panel, National Agricultural Panel and Association of Port Health Authorities. This was likely to be the Business Compliance and Public Safety Manager who was designated as the Chief Inspector of Weights and Measures or the Trading Standards and Animal Health Manager.
- The Council's restaurant did not qualify for PIN membership as it did not produce food however it was understood they promoted and used PIN products.
- Farmers markets were not included within the inspection regime unless there was a specific reason to do so. However, officers were often involved in discussions when new markets were established or occasionally hosted a stand. Mobile producers were required to register with the LA where their equipment was located.
- The FSA service plan aimed to achieve better regulation. The Council's approach was to encourage and support business to grow the economy rather than focus on enforcement activity.
- It was not expected that the demand or complexity of work required for food health export certificates would reduce. The producer determined who issued their certificates which could also be provided by a veterinary inspector.
- A review of the Street Trading Policy would be undertaken in the future by the Licensing and Regulatory Committee to address concerns raised during lockdowns regarding the issuing of food registration permits which had seen certain populated areas the focus of traders operating takeaways when restaurants and public houses had been unable to open.
- The FSA Recovery Plan had not required LAs to consider risk category E premises with focus being directed at higher risk premises. If time and capacity permitted, alternative enforcement activity, such as a questionnaire or telephone call would be undertaken with these premises.
- Food Safety Service requests had increased during 2020/21 and were believed to be a result of enquiries from businesses seeking advice on reopening following the first national lockdown.
- Due to limits on capacity and resources, sampling activity was targeted where there was a concern with allergens, following high profile court

cases where there had been loss of life. The outcome of sampling was used to promote better understanding by businesses and was linked to regional activity to gain maximum impact.

- High risk premises in Category A were inspected twice yearly although if there was confidence in management, it was unlikely that risk would be increased. Reference was made to the high number of premises rated 3* and above, any additional risks from a recession would be monitored.
- Food hygiene for Newcastle Airport was within the jurisdiction of Newcastle City Council.
- Comparative data had been unavailable for this plan as submission of the Local Authority Enforcement Monitoring System (LAEMS) annual return had been suspended by the FSA Recovery Plan and had not been available for the previous 2 years.
- Reference was made to the recent FSA pilots and new delivery model expected in April 2023 which it was hoped would include a requirement for the display of food safety star rating certification given there was national support.

The following points were made by Members:

- The breadth of work undertaken by the Public Protection service was acknowledged.
- There was concern that there was no legal obligation for food businesses to display their food hygiene rating at the premises in public view. It was agreed that Cabinet be requested to support the Council in seeking Government approval to making the displaying of food hygiene ratings at premises mandatory.

RESOLVED that:

- a) Cabinet be advised that the Communities & Place OSC endorses the recommendation in the report.
- b) The Cabinet be recommended to request that the Government makes the displaying of food hygiene ratings at food business premises mandatory.

15. REPORT OF THE SCRUTINY CO-ORDINATOR

Communities and Place Overview and Scrutiny Committee Monitoring Report

The Committee reviewed its work programme for the 2022/23 council year. (Report enclosed with the signed minutes).

The Scrutiny Co-ordinator outlined the reports due to be considered at the meetings on 5 October, 26 October and 7 December 2022. Following discussions earlier in the meeting or at previous meetings he confirmed addition of the following:

26 October 2022 – Revised Joint Charter with Town, Parish and Community Councils

Issues raised by Members included:

- Concerns regarding Ash Die Back and the potential impact of storms in the future, particularly on nearby telegraph poles.
The Scrutiny Co-ordinator conformed that comments made at the last meeting of the Storm Arwen Working Group had been referred to the Service Director – Local Services, Head of Neighbourhood Services and Service Director - Corporate Resources - Planning & Economy for inclusion in the Tree and Woodland Strategy which was expected in 2023.
- The production of a leaflet by Highways which outlined the responsibility of landowners to clear fallen trees adjacent to highways. It was suggested that a leaflet may have been produced a number of years ago by the Highways Delivery Manager focusing on drainage, flooding and ploughing by farmers. The Scrutiny Co-ordinator agreed to investigate whether this was addressed by the Winter Services Update given to the Local Area Councils.
- The Impact of problems of the recruitment of retained fire fighters which had meant that some fire appliances could not be manned in rural areas. It was believed that the North East Ambulance Service were also experiencing similar recruitment difficulties.

Members who wished to suggest items for inclusion in the work programme were requested to contact the Chair or the Scrutiny Co-ordinator.

RESOLVED that the work programme be noted.

CHAIR _____

DATE _____

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FORWARD PLAN OF FORTHCOMING CABINET DECISIONS TO DECEMBER 2022

DECISION	PROPOSED SCRUTINY DATE	CABINET DATE
<p>Council Tax Support Scheme for 2023/24 Since 1 April 2013 the Council is required to have its own council tax support scheme to provide assistance to council taxpayers on low incomes. The scheme needs to be approved annually and assistance is by way or a reduction in the amount of council tax that is due. The Council Tax Support Scheme needs County Council approval. (R. Wearmouth/G. Barnes – 01670 624351)</p>	<p>Corporate Services and Economic Growth OSC 10 October 2022</p>	<p>11 October 2022 Council 2 November 2022</p>
<p>Family Hubs Development Northumberland has been selected as one of the 75 local authorities who can receive additional funding to develop the Family Hub offer. The overall amount potentially available for Northumberland between Autumn 2022 and March 2025 is indicated to be between £3.321m and £3.446m. Work has been ongoing to develop the Family Hub model in Northumberland for some time, building on the already established Early Help Locality Model across the county. (G. Renner Thompson/M. Connor - 01670 620349)</p>	<p>FACS OSC 8 September 2022</p>	<p>11 October 2022</p>
<p>"Market Sustainability and Fair Cost of Care Fund" submission To seek Cabinet approval for a submission to the Department of Health and Social Care to comply with the grant conditions of the Market Sustainability and Fair Cost of Care Fund 2022 to 2023. (W. Pattison/N. Bradley - 01670 622868)</p>	<p>N/A</p>	<p>11 October 2022</p>
<p>Northumberland Destination Management Plan Destination Management is a process of leading, influencing and coordinating the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment. A Destination Management</p>	<p>Communities and Place OSC 5 October 2022</p>	<p>11 October 2022</p>

<p>Plan (DMP) is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take and the apportionment of resources. This report requests that the County Council endorse the Vision, Partnership Principles, Strategic Aims, and Priorities of the 10 year DMP for Northumberland.</p> <p>(J. Watson/Nigel Walsh 07789654472)</p>		
<p>Outcomes of Consultation on Berwick Partnership Organisation</p> <p>This report sets out the feedback received from stakeholders arising from Phase 1 of informal consultation with stakeholders in the Berwick Partnership area and other relevant parties on whether any models of organisation that may be brought forward with specific proposals for schools (Phase 2) should consist of only 3-tier models of organisation or include 3-tier and 2-tier (primary/secondary) models of organisation. Cabinet is also asked to permit the initiation of the Phase 2 informal consultation with stakeholders in the area served by Berwick Partnership and other relevant stakeholders on proposals for individual schools in the partnership. The outcomes of Phase 2 consultation would be brought back to Cabinet at a later date.</p> <p>(G. Renner Thompson/S. Aviston - 01670 6222810)</p>	<p>FACS OSC 6 October 2022</p>	<p>11 October 2022</p>
<p>Revised Joint Charter with Town, Parish and Community Councils</p> <p>This report updates Cabinet and seeks approval for the publication of the revised joint Charter between the Council and the Town, Parish and Community Councils (TPCCs) in Northumberland.</p> <p>This revised Charter includes minor amendments to the 2019 edition and has been prepared following consultation with Northumberland Association of Local Councils (NALC). It defines joint principles to enable the Council and TPCCs to work effectively together to improve the economic, social and environmental well-being of Northumberland.</p>	<p>Communities and Place OSC 26 October 2022</p>	<p>11 October 2022</p>

(G. Sanderson/Iain Hedley -07747 473687)		
<p>Supported Accommodation and Lodgings for Care Leavers and Young Homeless</p> <p>The report seeks permission from Cabinet to go to the market to commission a range of services to provide supported accommodation and lodgings for Northumberland care leavers and young homeless which will assist the Council in meeting its statutory duties.</p> <p>The Council has a responsibility to provide support and accommodation to:</p> <ul style="list-style-type: none"> • Looked After young people and Care leavers under the Children Act 1989; • Young people presenting as homeless and needing accommodation in line with the Statutory guidance - Provision of accommodation for 16- and 17-year-olds who may be homeless and/or require accommodation • Separated children (formally known as unaccompanied asylum-seeking children); • Young people who require support after the age of 18 in line with the Staying Put agenda. • Other young people aged 16 and above who are beyond school leaving age who may require provision under this service as and when they meet varying Local Authority thresholds. <p>The intention is to create a Dynamic Purchasing System (DPS) which will allow the Council to contract with a range of pre-qualified suppliers, supporting access to a range of placements across the County for eligible young people. Unlike a framework arrangement, a DPS allows suppliers to join at pre-agreed points of time, encouraging competition and making it easier for local suppliers to access the arrangement. This will support the Council in meeting its duties during a time of change; Ofsted regulation for this sector is due to be introduced in late 2023 and is expected to cause some disruption within the marketplace as providers determine whether they are willing and able to meet the new guidelines. A DPS will create a more flexible solution providing</p>	<p>FACS OSC 6 October 2022</p>	<p>11 October 2022</p>

the Council with improved access to suppliers in order to meet need. (G. Renner Thompson/M. Connor 07833 437064)		
Working together with VCSE – Non recurrent variation to VCSE Infrastructure Contract This purpose of this report is to seek approval to expand the current Northumberland Communities Together (NCT) and Voluntary Community and Social Enterprise (VCSE) Infrastructure contract to include additional funding obtained from NHS Northumberland CCG, now the Integrated Care Board, to support the Thriving Together work between Northumberland Communities Together and the VCSE (W. Pattison/M. Taylor - 01670 622430)		11 October 2022
Budget 2023-24 and Medium Term Financial Plan 2023-27 This report provides an update on the development of the 2023-24 Budget and the Medium-Term Financial Plan (MTFP) covering the period 2023 to 2027. This report also details budget proposals for 2023-24 to meet the budget gap, as a basis for budget consultation, prior to the receipt of the Local Government Finance Settlement 2023-24 in December 2022. (R. Wearmouth/A. Elsdon 01670 622168)	Corporate Services and Economic Growth OSC 7 November 2022	8 November 2022
Leisure Service Review This report presents the findings and recommendations from the leisure service review. (J. Watson/ M. Taylor - 01670 622430) (Confidential report)	Communities and Place OSC 7 December 2022	8 November 2022
Market Position Statement The report will ask Cabinet to approve the publication of the updated Adult Social Care Market Position Statement. (W. Pattison/A. Curry 07557948621)	H&W OSC 1 November 2022	8 November 2022
Council Tax Base 2023/24 The Council is required to set its council tax base annually. The tax base must be set between the 1st of December and 31st January. The tax base is a measure of the	Corporate Services and Economic Growth OSC 12 December 2022	13 December 2022

<p>Council's taxable capacity which is used for the setting of its council tax. Legislation sets out the formula for calculation.</p> <p>Cabinet have delegated authority to approve the tax base.</p> <p>(R. Wearmouth/G. Barnes – 01670 624351)</p>		
<p>Financial Performance 2022-23 - Position at the end of September 2022</p> <p>The report will provide Cabinet with the revenue and capital financial performance against budget as at 30 September 2022.</p> <p>(R. Wearmouth/K. Harvey - 01670 624783)</p>	N/A	13 December 2022
<p>Trading Companies' Financial Performance 2022-23 - Position at the end of September 2022</p> <p>The purpose of the report is to ensure that the Cabinet is informed of the current financial positions of its trading companies for 2022-23</p> <p>(R. Wearmouth/M. Calvert - 01670 620197) (Confidential report)</p>	<p>Corporate Services and Economic Growth OSC 12 December 2022</p>	13 December 2022
<p>Recommissioning of an Integrated Drug and Alcohol Service for Adults in Northumberland</p> <p>To seek permission from Cabinet to commission an Integrated Drug and Alcohol Service for Adults in Northumberland. This Service will be commissioned using the Public Health Ring-Fenced Grant. The grant conditions state that Local Authorities must improve the take up of, and outcomes from, its drug and alcohol misuse treatment services, based on an assessment of local need. The contract will be greater than £2m, therefore there is the need to ask Cabinet to delegate the expenditure to the Director of Public Health.</p> <p>(W. Pattison/John Liddell M: 07929 775559)</p>	<p>H&W OSC 6 December 2022</p>	10 January 2023
<p>Budget 2023-24 and Medium Term Financial Plan 2023-27</p> <p>The report presents the updated Budget 2023-24 and Medium Term Financial Plan 2023-27 to Cabinet following the receipt of the provisional local government settlement which is due to be announced during</p>	<p>Corporate Services and Economic Growth OSC 13 February 2022</p>	<p>14 February 2022 Council 22 February 2022</p>

December 2022. The report will also include an update on the deliverability of savings. (R. Wearmouth/A. Elsdon 01670 622168)		
Financial Performance 2022-23 - Position at the end of December 2022 The report will provide Cabinet with the revenue and capital financial performance against budget as at 31 December 2022. (R. Wearmouth/K. Harvey - 01670 624783)	N/A	14 March 2023
Financial Performance 2022-23 – Position at the end of March 2023 (Provisional Outturn) The report will provide Cabinet with the revenue and capital financial performance against budget as at 31 March 2023 (provisional outturn) (R. Wearmouth/K. Harvey - 01670 624783)	N/A	9 May 203



Northumberland County Council

COMMITTEE: CABINET

DATE: 11 OCTOBER 2022

ENDORSEMENT OF THE NORTHUMBERLAND DESTINATION MANAGEMENT PLAN 2022-2032

Report of: Nigel Walsh

Cabinet Member: Cllr Jeff Watson, Portfolio Holder for Healthy Lives

Purpose of report

Destination Management is a process of leading, influencing and coordinating the management of all the aspects of a destination that contribute to a visitor's experience. A Destination Management Plan is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take. This Report requests that the County Council endorse the Vision, Partnership Principles, Strategic Aims, and Priorities of the 10 year Destination Management Plan for Northumberland.

Recommendations

Cabinet is recommended to:

1. Approve the Vision, Partnership Principles, Strategic Aims, and Priorities of the Destination Management Plan for Northumberland 2022-2032

Link to Corporate Plan

This Report is relevant to the following priorities in the Corporate Plan:

- We want you to feel safe, healthy, and cared for
- We want you to love where you live
- We want you to achieve and realise your potential

Key issues

Northumberland is now recognised as a leading UK destination following unrivalled growth in visitor numbers and the value of tourism over the past 10 years. In this context of rapid growth, the challenge is now to continue to drive private sector investment to increase the quality of employment, whilst ensuring that the ecosystem and infrastructure that supports the sector, in terms of attractors and associated visitor experience across Northumberland is maintained and improved in balance with the needs of our residents, and the environment.

The Northumberland Economic Strategy 2019-2024 highlights the significance of the Tourism and Creative sector for the County. In 2019, 13,076 were people directly employed in tourism, when indirect employment in the supply chain is considered, total employment stood at 15,790. Tourism and Culture is included as a key industrial growth opportunity alongside Agri-Tech, Advanced Manufacturing, Healthcare and Life Sciences, Energy. Offshore, Wind and Subsea and Rural Scale Up.

In December 2021 NCC Cabinet received a Report outlining how the structure and arrangements for the strategic management and marketing of Tourism have evolved into the creation of *Visit Northumberland*. Following consideration of the Recommendations of The Report Members agreed to replace the existing annual SLA for provision of destination marketing services with a new SLA, and Partnership Agreement for combined destination management and marketing through Visit Northumberland. Members also agreed to continue the established £130,000 annual financial contribution to Visit Northumberland and enter into a new two-year funding agreement for 2022-24.

2021 STEAM Survey

The annual report on the economic impact of tourism in Northumberland (STEAM) has revealed a strong bounce back from 2020 in respect to visits, expenditure and employment, but as expected it is still at levels below that of the record levels achieved in 2019. The value of the visitor economy doubled to £858.95 million in 2021 compared to 2020, although this remains 21% lower than 2019.

The research shows a stronger recovery in spend than in visitor numbers, driven by an increase in spend by staying visitors. This indicates that more people stayed and spent more while here which supports findings from the 2021 campaign evaluation where average length of stay increased to an average of 4.5 nights.

The number of people directly employed in tourism stands at 11,179, a 61% recovery from 2020 with the return of 4,236 jobs, however this is still 15% lower than the 13,076 supported in 2019. A 2022 employment survey highlighted that staff recruitment was limiting the recovery and growth of businesses across the sector, a factor that remains a significant challenge throughout the UK.

Introducing the Destination Management Plan

1. Vision

Destination Management is a process of leading, influencing and coordinating the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, residents, businesses and the environment.

During the past two years the Visit Northumberland Team has managed the development of a new 10-year Destination Management Plan (DMP), and Action Plan for the County.

The vision driving the Northumberland DMP is:

'To create an environment in Northumberland for tourism and the visitor economy to develop and flourish sustainably, maximising benefits and combating negative impacts, for the benefit of local communities, businesses, visitors and the natural environment.'

The DMP sets a strategic direction for Northumberland over a period of up to 10 years and contains prioritised actions within an annual rolling programme which clearly identifies which stakeholders are responsible for their progression and delivery.

The development of the DMP is characterised by a thoroughly industry and stakeholder-led approach, representing the geography and diversity of the visitor economy and reflecting the wide range and scale of product. Through the new structures, businesses, partners and key stakeholders can work collaboratively towards the shared Vision through the agreed Aims, Priorities, and Action Plan.

The Destination Management Plan (2022-2032) can be viewed here

[Northumberland DMP 2022-2032](#)

2. Partnership Principles

The County Council undoubtedly has a major role to play in creating the conditions for the visitor economy to thrive including advocacy, policy development, regional and local strategic alignment, resource allocation and support to the cultural sector. However, delivery of the Vision and Aims of the new DMP will be dependent on a commitment from all partners and stakeholders across the County's tourism sector. The Plan is underpinned by the following four Principles which partners will be urged to embrace and exemplify as Northumberland continues to develop as a destination.

- Sustainability will be at the heart of everything we do.
- Our actions will be inclusive and equitable, respectful of residents and the communities in which they live, and of benefit to visitors.
- Our partnership will be diverse, collaborative and solution focused for the greater good.
- All partners will be advocates for the county.

3. Overarching Strategic Aims

The DMP Vision is driven by the following four overarching Strategic Aims:

- To be a successful, integrated destination providing a high-quality and distinct visitor experience.
- To be a tourism destination which is respectful of the needs of the economy and communities, local people, and the natural environment.
- To create an environment where the tourism industry can develop/ increase its contribution to the Northumberland economy.
- To be an environmentally responsible destination.

4. Priorities

In response to the DMP development process, the established Sector Groups have evolved into four Action Planning Groups reflecting the identified Strategic Priorities driving the DMP.

These priorities are:

One: Data, Evidence and Intelligence

Understanding the destination, current position and opportunities. Effectively collating and using data and intelligence to future proof activities, to support destination and product

development, to identify and respond to issues and to identify business and market opportunities.

Two: Destination Infrastructure and Connectivity

Identifying development needs and opportunities and supporting the sustainable expansion of the visitor economy; and ensuring Northumberland is accessible for visitors and those active in the visitor economy

Three: Position and Profile

Sharing expertise and impact to strengthen Northumberland's position as a leading tourism destination.

Four: Business, Product and People Development

Providing businesses with the tools and evidence to improve, develop and focus their business and people to ensure the highest quality provision, skills, service and welcome.

5. Action Planning

An Action Planning Forum has been established which meets quarterly. This Forum is comprised of the four distinct Action Planning Groups working to the same shared vision and strategic aims within the framework of the DMP. Each of the Chairs of the four Action Planning Groups is supported by a collective of experienced stakeholders from within the public, private and voluntary sectors. Each group has developed a clear objective which will be delivered through short term, medium term and long term activity.

The DMP Action Plan can be viewed here

[Northumberland DMP Action Plan 2022-2032](#)

The DMP is a ten-year plan monitored quarterly and reviewed annually through a circular process of consideration, evaluation and progression. The DMP will remain a live document throughout its 10 year span and focussed research will continue to provide the evidence base

The Action Planning Forum, which oversees and takes activity and initiatives forward, will meet quarterly. The annual rolling programme of Action Planning Forums provide a platform to build plans around outcomes, opportunities and identified issues. Updates regarding progress on current and planned activity within each priority are reported to the wider sector through six weekly Partner Meetings. These Partner Meetings provide an opportunity to gather real time feedback, identify delivery issues and build collective momentum.

A Destination Management Plan Board is being established comprised of the four Action Planning Group Chairs, prominent stakeholders and senior NCC officers. This Board will monitor and consider progress in each priority area in the context of sector feedback and align / review activity accordingly. The Destination Management Plan Board will also prepare an Annual Report for stakeholders, partners and the industry on progress towards the agreed Vision, Aims and Priorities. This dynamic approach allows for flexibility to adjust planning agendas where necessary ahead of returning to the Action Planning Forum for the cycle to recommence.

Background

Historically, two different entities have contributed to the overall direction and development of tourism within the county, Northumberland County Council and Northumberland Tourism who acted as the County's Destination Management Organisation (DMO). DMO's are a common feature of local and regional tourism landscapes worldwide. There are an estimated 150 DMOs in England, varying substantially in activity, size, geographical area covered, funding models, structure and the degree to which they work with locally, regionally and nationally. The DMO's marketing focused activity, and NCC's tourism development and infrastructure role previously operated with no overall strategic coordination.

Following a jointly commissioned review (NCC and Northumberland Tourism) in 2019 it was agreed that a strong partnership between the public and private sector was essential to take the destination forward. This partnership would underpin the importance of tourism within the wider economy, supporting the area's wider ambitions around driving enterprise, growth and employment. Additionally, that this partnership should develop into a new Destination Management Organisation – *Visit Northumberland*.

In September 2021, following Board consideration, Northumberland Tourism was renamed as 'Visit Northumberland' through Companies House. The Cabinet Member for Healthier Lives is registered as a Director of Visit Northumberland (previously Northumberland Tourism) alongside representatives of the tourism sector comprising the Limited Company's Board. The Head of Cultural Services attends all Board meetings as an Observer whilst acting as Client in the NCC Visit Northumberland contractual relationship.

Visit Northumberland brings together the marketing activity of Northumberland Tourism (the previous Destination Management Organisation for Northumberland) and the Tourism Development Team based within Northumberland County Council.

The creation of one sustainable, standalone Destination Management Organisation (DMO) for Northumberland provides the leadership, influence and strategic drive essential to realise the vision of putting Northumberland firmly on the map as a premier visitor destination whilst proactively leading and supporting the tourism business community.

Visit Northumberland focuses on economic growth, by engaging with, and working in partnership with businesses and ensuring connectivity across the visitor economy. The organisation focuses on leadership and engagement, better use of data and intelligence, increasing visitor spend rather than visitor numbers, sustainable destination and product development, focused and monitorable marketing, and business and people development.

Visit Northumberland works in partnership with key organisations active in the management of place across the county and directly with business partners via the Visit Northumberland Partnership scheme. The Visit Northumberland Partnership provides access to a range of benefits designed to promote, connect and grow visitor economy

businesses. Membership of the Partnership supplies businesses with insight into the latest visitor trends and sentiment, best practice and development opportunities

Five tiers of partnership are offered with partnership packages determined on the size of business and an escalating range of benefits. The Visit Northumberland Partnership Scheme actively engages with over 600 products from 400 business suppliers.

Destination Management Planning Process

Information, Insight and Evidence Collection

The Covid response saw the development of sector groups to assess the current and future landscape, issues and opportunities. These sector groups represented key theme areas (Environment, Accommodation, Attractions, Hospitality and Place), and were used as a basis to also start discussions in relation to the development of the DMP. In addition to the recovery activity these groups communicated with their wider constituency of businesses and engaged with key stakeholders to gather vital information and an evidence base on which to begin to inform the DMP.

For context the Visit Northumberland team initially collated and considered information relating to:

- The national and regional policy context for Tourism.
- The national and regional delivery structures for Tourism
- The current local stakeholder structures and business engagement processes.
- Prominent, and emerging issues, that the DMP would need to address.

The DMP is evidence based rather than being built on assumptions or on limited knowledge and opinion. It was therefore crucial to be aware of all the available existing evidence and insight. The team reviewed:

- Existing evidence and data collected by individual public and private stakeholders.
- Previous tourism/visitor economy plans, strategies and research
- Plans, Strategies and research for contributory sectors e.g. economic development and regeneration, sport / leisure, walking / cycling, strategic transport and planning
- National data and local economic impact.
- Annual information on visitor volumes at key sites and attractions
- Surveys of businesses and visitors in the destination.
- Visitor profiles, visit characteristics, activities and destination feedback
- Performance and impact data from tourism businesses

A formal product audit questionnaire was distributed widely to all partners, businesses and those who expressed an interest in the visitor economy. The questionnaire focused on a product audit which assessed Tourism facilities, Heritage and Culture; landscape and countryside; built environment; access and transport; and other visitor services. The survey particularly measured quantity, quality, distinctiveness, and change factors and threats.

With comprehensive evidence on destination performance and the local, regional and context, the next stages identified the goals for the future visitor economy in Northumberland. This discussion was set in the context of policy and plans in place for the

County to ensure that the DMP supports, and is supported by, the wider strategic framework. This work was undertaken through the Sector groups and also through focussed workshops and consultation across the public and private sector.

Implications

Policy	Northumberland Cultural Strategy 2018-2030 Northumberland Economic Development Strategy 2019-2024
Finance and value for money	There will be no implications in relation to the agreed annual grant to Visit Northumberland or the current NCC staffing budget. The DMP provides an evidence base and strategic context for potential future external funding applications and investment.
Legal	NA
Procurement	NA
Human Resources	NA
Property	NA
Equalities (Impact Assessment attached) Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A <input type="checkbox"/>	
Risk Assessment	N/A
Crime & Disorder	N/A
Customer Consideration	The DMP is informed by extensive stakeholder and industry engagement. The Visit Northumberland partnership scheme actively engages with over 600 products from 400 business suppliers. A Product Audit Survey was commissioned in Spring 2021 to benchmark the size and scale of the sector and better understand industry perceptions. 56 responses were received from representatives of the visitor economy, with two-thirds of responses from the four main accommodation, attraction, heritage/cultural organisation and experience provider sectors. A Visitor Survey was also carried out, the first extensive study of past and current visitors since 2013. An online survey to previous visitors generated 3,500 responses with key findings

	informing the DMP. A face-to-face survey in the summer of 2021 delivered over 400 responses. Significant findings were that Northumberland holds significant appeal to new and existing audiences, and that visitor satisfaction levels were high, with 100% of visitors saying they were made to feel welcome and 99% would recommend Northumberland as a destination to visit.
Carbon reduction	Sustainability will be measured in all of the activity via an overarching Sustainability Action Plan.
Health and Wellbeing	N/A
Wards	All

Background papers:

Report sign off.

Authors must ensure that officers and members have agreed the content of the report:

	Full Name of Officer
Monitoring Officer/Legal	Suki Binjal
Executive Director of Finance & S151 Officer	Jan Willis
Relevant Executive Director	Maureen Taylor
Chief Executive	Rick O'Farrell
Portfolio Holder(s)	Cllr Jeff Watson

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Northumberland County Council

COMMITTEE : COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE

DATE: 5 OCTOBER 2022

Storm Arwen, community resilience update report

Report of - Helen Hinds, Business Resilience and Emergency Planning Lead

Cabinet Member: Councillor Colin Horncastle – Community Services

Purpose of report

The purpose of this report is to provide Community and Place OSC an update on progress about the Community Resilience workstream prior to the winter and in line with the recommendations from the Storm Arwen review task and finish group.

Recommendations

It is recommended that the Committee received the report and continues to support the concept of community resilience within Northumberland.

Link to Corporate Plan

This work is linked to the key aims of the corporate plan 2021-24 in that its overarching aims are to support and protect our residents and, to continue providing services to communities during times of significant disruption.

Key issues

1. The Community and Place OSC Storm Arwen report included 28 recommendations. Eight of those are directly related to community resilience. These include:
 - a. Working with utility companies (NPg, SPEN, NWL and BT) on the community resilience project
 - b. Northumberland Communities Together to retain the Community Support Officers and embed them in the Council response structure
 - c. The County Emergency Committee to test and review the community resilience project annually
 - d. The Council to host annual winter preparedness sessions to include town and parish councils.
 - e. The council to prepare an Emergency Comms plan (to be covered in a separate report).
2. The Civil Contingencies Team continue to work with the NPg, SPEN and NWL through both day-to-day engagement and via the tactical coordination group in the case of

specific incidents e.g., the recent heatwave. NPg have been proactive in working with the Civil Contingencies Team to preidentified community buildings that might be suitable to receive a portable generator in event of a loss of power. NPg have also done a soft launch of their up-and-coming Foundation, which consists of £7.5 million for energy resilience projects at the community level. The official launch is expected later in the year.

3. NPg, SPEN and NWL are all members of the Northumberland Community Resilience stakeholder group, which met for the first time on 12 August 2022. Other members of the group including, Northumberland Communities Together, Community Action Northumberland (CAN), Northumberland Association of Local Councils (NALC), Northumbria Police and Northumberland Fire and Rescue service. The group is focusing on the development of Community Response Hubs and how the various agencies can support them.
4. Unfortunately, engagement with BT at the local level has been harder to achieve, although Guy Opperman's office has had conversations with them and with DCMS.
5. Colleagues from Northumberland Communities Together and the Civil Contingencies Team have been working together closely on the development of the Community Resilience Project, focusing in the first instance on a network of Community Response Hubs across the County. This partnership is helping to bring together some of the work on community resilience with the existing work on both warm hubs and the learning from development of community hubs, with the intention of supporting asset-based community development and emergency planning year-round. The Community Support Officers have been extended till December 2022 and a further proposal has been developed as part of the inequalities work to have them retained and assist with Community Based Development and Societal Resilience.
6. The Community Resilience project has not yet been tested by the County Emergency Committee.
7. September is preparedness month and Northumberland County Council have been taking part in the 30days 30ways UK social media campaign. This is the first year that Northumberland have taken part in the campaign with a different theme for each day of the month. As part of this a community resilience event has been planned for 29 September. Parish councils and community groups have been invited to attend an interactive event with the opportunity to share experiences and learning.
8. In addition to the above the Civil Contingencies Team have also been visiting individual and groups of parish councils as requested. By the time of the OSC meeting the team will have visited 19 parishes (some more than once), has communicated with others, has plans with visit at least one more and will be helping facilitate a local exercise later in October. This is in addition to the work that NCT and others are doing in connection with Warm Hubs (Community Action Northumberland) and Warm Places and Spaces.

Background

After the disruption caused by Storm Arwen across the County, Northumberland County Council agreed to conduct a review of the implications of the Storm. A task and finish

group of the Communities and Place OSC was convened. This group met on five occasions to hear evidence from colleagues and partners. They also received and considered 87 written submissions from residents, businesses, town and parish councils, county councillors, an MP, the military, voluntary sector and BT Openreach.

At the end of the evidence gathering a report was produced with 28 recommendations. The report was presented to the Council meeting on 6 July 2022 where it was received positively and accepted unanimously. The application of lessons identified from incidents also contribute to Northumberland County Council's duties under the Civil Contingencies Act 2004.

Implications

Policy	This project has overlaps with the warm spaces and places network.
Finance and value for money	Using existing community assets when responding provides a pragmatic and value for money operational response. Much of the funding for upfront investment in community response hubs has been met through grants outside of the Council.
Legal	Statutory provision via the Civil Contingencies Act 2004
Procurement	None
Human Resources	Delivered through existing resources in the Civil Contingencies Team and Northumberland Communities, together with partners.
Property	Use of existing community buildings
Equalities (Impact Assessment attached) Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/>	Providing a framework for community/local response improves access to support for everyone in the community in a time of crisis, in particular the more vulnerable, less mobile residents of Northumberland.
Risk Assessment	The project will assist in providing a framework to ensure an appropriate community response is put in place if and when needed.
Crime Disorder &	Working in partnership with Northumbria Police
Customer Consideration	The aim of this project is to provide a consistent framework so residents and visitors to Northumberland receive a safe and robust response in emergencies.

Carbon reduction	None
Health and Wellbeing	Empowering individuals and the community to respond quickly and appropriately to incidents when needed is shown to reduce the impact on individuals' physical and mental wellbeing.
Wards	All

Background papers:

Communities and Plan OSC, report of the Storm Arwen Task and Finish Group, 6 July 2022

[06.1 Report of the Storm Arwen Task and Finish Group.pdf \(moderngov.co.uk\)](#)

Report sign off.

Authors must ensure that officers and members have agreed the content of the report:

	Full Name of Officer
Monitoring Officer/Legal	Suki Binjal
Executive Director of Finance & S151 Officer	Jan Willis
Relevant Executive Director	Philip Hunter
Chief Executive	Rick O'Farrell
Portfolio Holder(s)	Cllr Colin Horncastle

Author and Contact Details

Helen Hinds, Business Resilience and Emergency Planning Lead

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Winter Emergencies Communications Plan

Background:

Building on the experience of last winter and in particular Storm Arwen, the County Council will use various communication channels, alongside learning from previous events, to ensure information is disseminated in a consistent, accessible and timely manner in the event of another emergency situation.

People expect information in the way that best suits them and increasingly they expect to access information whenever they need it.

The council has a duty to warn and inform in times of crisis and the Corporate Communications team has a vital role to play in fulfilling this duty.

This communications plan supports frontline services and will ensure relevant, timely and accurate information for key stakeholders.

An emergency by its very nature can be dynamic, so any communications plan needs to be agile and offer a suite of options and tactics. Not all audiences/tactics will be needed for every eventuality.

The Winter Emergency Communications Plan aims to:

- Communicate the council's key messages effectively, internally and externally.
- Ensure that audiences have accurate, timely and relevant information.
- Use existing channels of communications effectively.
- Provide new channels of communications to close any gaps.
- Ensure that the council has a share of voice and balanced coverage in the media.
- Inform partner organisations
- Plan resilience into the Corp Comms team

Key audiences:

- Residents (may need further breakdown eg connected/not connected/vulnerable)
- Members (Cabinet/affected local members/all members)
- Council staff
- Town and Parish Councils
- MPs
- Partner organisations (individual and LRF)
- Media

Tactics:

Communications now issues a weekly eBulletin to circa 10,000 residents with the latest news. This is a useful platform to use where applicable in the event of an emergency – providing daily or more frequent updates. It also acts as an extra channel to provide messages asking for support or action,

such as bin information or calls to support neighbours etc. A campaign will run during autumn 2022 to encourage wider take-up.

Discussions are taking place, alongside the LRF, with the local BBC around 'Communicating in a Crisis' - the organisation's commitment to warning and informing communities via radio in the interests of public safety. The aim is that residents with no power but access to a battery operated radio would still be able to receive key information/support.

Parish Councils played a key role following the storms of winter 21/22. Further work is taking place with colleagues in Civil Contingencies and Northumberland Communities Together to improve two-way communication between the parishes and central control.

Regular briefings for Elected Members, Parish Councils, MPs, staff. These should take place daily at an agreed time, although further can be issued depending on information needing to be issued.

A basic flyer containing key council information numbers and advice has been developed. This is in a black and white format so can be easily edited and cheaply printed and distributed from council/NFRS/parish council premises – for those without power or internet.

Online: Regular website updates; Facebook and Twitter posts during course of incident. Signposting to key support wherever possible.

Daily updates for broadcast media – radio and tv, timely news releases for the local media, use of photography, and video where appropriate.

Where possible identify a single key NCC spokesperson, whose role is primarily to speak to the media on behalf of the organisation. This should be a person who would not be distracted by other critical tasks and is confident in front of camera. This could be a Cabinet member or senior officer.

Ensure close working at early stage of an incident with other key comms colleagues. While this is straightforward to set up with the LRF in terms of other LAs, emergency services, work is ongoing to establish contacts/relationships with comms counterparts at major utility providers (Northern Powergrid/Scottish Power/Northumbrian Water)

In the event of an operations room running, Comms will have a presence throughout (as with previous incidents) to ensure it is at the heart of decision making and can provide a rapid response.

Media Protocol:

During a protracted incident, daily meetings will take place each morning to discuss key lines/upcoming issues with comms cell (set up through LRF).

All council news releases/briefings should be signed off by Exec Director. Where possible Leader/Dep Leader should be sighted.

All other agencies referenced in news releases should have sight prior to release wherever practicable.

Once approved, content may be used on a variety of comms channels without further approvals.

Releases from other agencies should be shared with NCC Comms and where appropriate signed off prior to release.

Northumberland County Council

Communities and Place Overview & Scrutiny Committee

Work Programme 2022-2023

1. Terms of reference:

- (1) To maintain an overview of the Management Agreements in place between the County Council and Active Northumberland, Woodhorn Museum Charitable Trust and Northumberland Tourism.
- (2) To monitor, review and make recommendations about:
 - Development Planning
 - Neighbourhood Planning
 - Conservation
 - Housing
 - Climate Change
 - Countryside, Biodiversity and Landscape Quality
 - Waste Management and Energy Use
 - Public and Community Transport Network and Travel to School
 - Highway Maintenance, Streetscape and the Local Environment
 - Local and Neighbourhood services
 - Crime, Community Safety, and Fear of Crime, including CONTEST, Prevent and Channel
 - Antisocial Behaviour and Domestic Violence
 - Fire and Rescue
 - Emergency Services and Emergency Planning
 - Customer Services
 - Provision of Cultural and Leisure Facilities
 - Improving Quality of Life through Access to Culture and Leisure;
 - Supporting Economic Growth in the Arts, Culture and Leisure Sectors

2. Issues to be Timetabled/Considered

Tree and Woodland Strategy
Great Northumberland Forest

Northumberland County Council
Communities and Place Overview and Scrutiny Committee Work Programme 2022-2023

5 October 2022

Northumberland Destination Management Plan

This report requests that the County Council endorse the Vision, Partnership Principles, Strategic Aims, and Priorities of the 10 year DMP for Northumberland.

Emergency Communications Winter Plan

A Key recommendation in the Storm Arwen Review was for the Council to establish an emergency communications winter plan.

Community Resilience Update

To advise the Committee of progress on the implementation of the Storm Arwen recommendations.

26 October 2022

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Active Northumberland Annual Outcome Report

The Annual Outcome Report will contain a review on how the Active Northumberland Service Plan had been delivered for the previous financial year.

7 December 2022

Annual Customer Complaints Report

To consider this annual report.

EV Charging Protocol Strategy

To consider proposals for the charging strategy for EV charging points.

Leisure Service Review

This report presents the findings and recommendations from the leisure service review.

11 January 2023

8 February 2023	
Northumberland Infrastructure Funding Statement	To consider the annual Infrastructure Funding Statement in respect of Section 106 Agreements.
8 March 2023	
Library Service Strategy 2021-26	To update the Committee on the implementation of the Strategy.
5 April 2023	
Food Recycling Pilot	To receive an interim report on progress with the pilot scheme.
26 April 2023	

Northumberland County Council
Communities and Place Overview and Scrutiny Committee Monitoring Report 2022-2023

Ref	Date	Report	Decision	Outcome
1.	1 June 2022	Development of the Potland Burn Biodiversity Net Gain Site	RESOLVED that the Committee: 1. Supported the recommendations in the report. 2. The report and presentation be recommended for inclusion within the work programme for the Ashington and Blyth Local Area Council with an invitation to Ashington Town Council and Pegswood Parish Council to involve them in the discussion.	No further action required as this time.
2.	29 June 2022	Electric Vehicle Charging Strategy 2022/25	RESOLVED that the Committee: 1. Supported the recommendations in the report. 2. The protocol for the setting of EVCP tariff be considered by Communities & Place Overview and Scrutiny Committee at a future meeting. 3. Encourage members to undertake the climate change training.	The Committee be consulted prior to the setting of the EVCP Tariff.
3.	29 June 2022	Northumberland Waste Management Strategy – Proposed Food Waste Recycling Pilot Schemes	RESOLVED that the Committee: 1. Supported the recommendations in the report. 2. Consider involvement by local schools in the home compost bin trial. 3. Receive an interim report on the home compost trial in Autumn 2022 with a final report on the kerbside collection in the summer of 2023.	The Committee to receive an update on the trial before the end of the year.
4.	31 August 2022	Fleet Replacement Update	RESOLVED that the work undertaken to deliver a challenging fleet replacement programme during 2021/22, be noted.	The Committee will continue to receive this as an annual update.

5.	31 August 2022	Food and Feed, Safety and Standards Service Plan 2022/23	RESOLVED that: a. Cabinet be advised that the Communities & Place OSC endorses the recommendation in the report. b. The Cabinet be recommended to request that the Government makes the displaying of food hygiene ratings at food business premises mandatory.	Cabinet considered the OSC's comments when it determined the report on 21 September 2022.
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